

August

2017

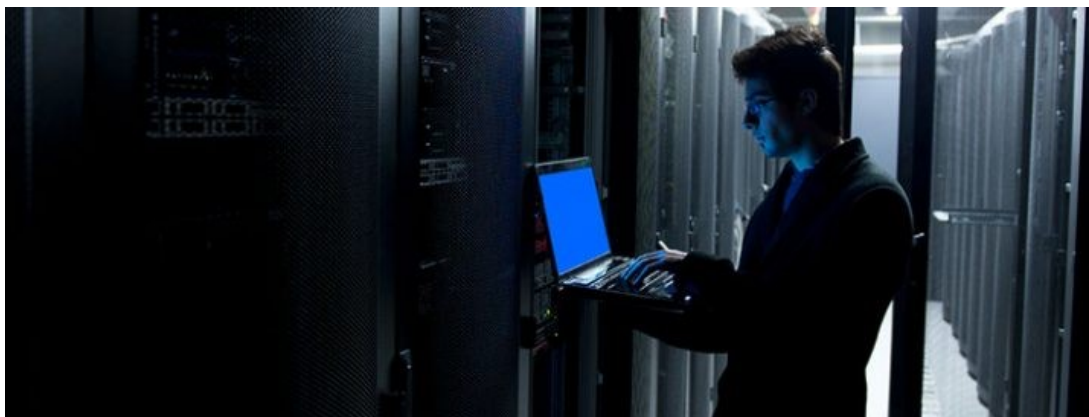
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Black and white: Not all hackers are bad

When a cyber security researcher stopped the spread of WannaCry, the headlines praised him as a savior. But just a few short months later he was in handcuffs for allegedly creating a piece of malware that steals banking information. Even if he is innocent, it's important to understand the difference between white hat, black hat and even gray hat hackers.

ly because the word hacker has an inherently aggressive ring to it.

Today, several of those pioneering hackers run multimillion-dollar cyber security consulting businesses. So what should you call someone who uses their knowledge for good?

"White hat" hackers

Sometimes referred to as ethical hackers, or plain old network security specialists, these are the good guys. Whether it's selling what they find to hardware and software vendors in "bug bounty" programs or working as full-time technicians, white hat hackers are just interested in making an honest buck.

Linus Torvalds is a great example of a white hat hacker. After years of experimenting with the operating system on his computer, he finally released Linux, a secure open-source operating system.

A complicated history

Since all the way back in the 1950s, the term *hacker* has been vaguely defined. As computers and the people who worked with them became more accessible, the word was used to describe someone who explored the details and limits of technology by testing them from a variety of angles.

But by the 1980s, hackers became associated with teenagers who were being caught breaking into government computer systems. Partially because that is what they called themselves, and partial-

“Black hat” hackers

Closer to the definition that most people outside the IT world know and use, black hat hackers create programs and campaigns solely for causing damage. This may be anything from financial harm in the form of ransomware to digital vandalism.

Albert Gonzalez is one of the many poster children for black hat hacking. In 2005, he organized a group of individuals to compromise poorly secured wireless networks and steal information. He is most famous for stealing over 90 million credit and debit card numbers from TJ Maxx over the course of two years.

“Gray hat” hackers

Whether someone is a security specialist or a cyber criminal, the majority of their work is usually conducted over the internet. This anonymity affords them opportunities to try their hand at both white hat and black hat hacking.

Today, there are quite a few headlines making the rounds describing Marcus Hutchins as a gray hat hacker. Hutchins became an overnight superstar earlier this year when he poked and prodded the WannaCry ransomware until he found a way to stop it.

During the day, Hutchins works for the Kryptos Logic cybersecurity firm, but the US government believes he spent his free time creating the Kronos banking malware. He has been arrested and branded a “gray hat” hacker.

The world of cyber security is far more complicated than the stylized hacking in Hollywood movies. Internet-based warfare is not as simple as good guys vs. bad guys, and it certainly doesn't give small businesses a pass. If you need a team of experienced professionals to help you tackle the complexities of modern cyber security, call us today.



Useful business features in Windows 10

The Windows Fall Creators Update released in April introduced many useful and interesting features, including a decluttered Start menu, more control over Windows updates, and an enhanced Microsoft Edge browser. Five months later, Microsoft follows up on all those enhancements with a new set of features. Here's everything business users should get excited about.

Files on-demand in OneDrive

'OneDrive Files On-Demand' solves syncing problems often encountered by those who don't want all their files synced to all their devices. This feature will give users the option to choose the folders that will be downloaded to the device they're using, which helps save storage space and bandwidth, and gives users more flexibility.

Greater protection from ransomware

Microsoft beefs up Windows 10 security by introducing 'Controlled folder access,' a welcome feature in an era of rampant ransomware outbreaks such as WannaCry and Petya. This security enhancement enables users to assign a 'switch' to applications. When the switch is turned on, users are alerted any time unauthorized applications attempt to access or modify files in protected Desktop, My Documents, My Music, My Pictures, and My Videos folders.

Enterprise-level threat prevention

The Fall Creators update will also feature 'Windows Defender Exploit Guard,' a threat prevention system that, in [Microsoft's own words](#), 'helps make vulnerabilities dramatically more difficult to exploit.'

The platform is primarily intended to recognize and safeguard against brand new malware that has not been cataloged or analyzed by security professionals.

Microsoft will also introduce 'Windows Defender Application Guard,' a program that protects Windows 10 users by isolating and containing threats and malware within the Edge browser. For now, it will be available only to Windows 10 Enterprise Edition and Hyper-V users.

Both 'guards' will complement firewalls and antivirus software to provide comprehensive protection to data, programs, devices, and networks.

Easier to reach contacts

Windows 10 subscribers will also benefit from the 'My People' feature, which will enhance collaboration. This new feature will let users pin contacts from their contact list to the Start Bar for quick access to email, instant messaging, or video calling. To activate, launch the People program and click on the icon found in the taskbar's notifications area. Contacts can be pinned only if they have the Windows 10 App open in their system.

Other essential enhancements

The Fall Creators Update will also introduce small yet essential enhancements that will prove highly advantageous to businesses, one of which is a bandwidth limiting capability. Using this feature, network administrators can limit the amount of bandwidth allocated for Windows updates, allowing them to manage the updates for all devices across an entire network.

To do this:

Go to Deliver Optimization > Advanced options

- Tick any of the three sliders
 - Adjust download and upload settings: limiting bandwidth for downloading updates; uploading updates to other PCs on the internet; and adjusting monthly upload limit
- A battery-saving function will also be introduced to the new Windows 10 via 'Power Throttling,' which determines the activities that the system should prioritize based on a user's activity. For example, if a user has multiple apps open but is actively using only a photo-editing tool, the system will allot greater power resources to the most actively used app and minimal resources to inactive ones.

Are you maximizing your Windows-powered computers' features and capabilities? Get in touch with our experts to explore what Microsoft products can do for your business.

E-Safe Referral



Refer Someone You Know to E-Safe and Get a Chance to Win: TWO TICKETS TO A PENGUINS GAME!

Referrals play a big role in our journey to help the many businesses that we do with their IT support. To show our appreciation for all of the kind words and new business you provide, we want to give you a chance to win

TWO TICKETS TO A PENGUINS GAME

All you have to do is **refer one person** who agrees to meet with us and we will put your name into a drawing to win Dinner for Two, at the place with the best view of the city, as our way of saying thank you. We'll also send the people that you refer who meet with us a voucher entitling them to (2) FREE HOURS of computer support so everyone wins!!!

GO TO <http://www.e-safetech.com/resources/referrals/> for your chance to win!



Office 365 gets a slew of new upgrades

There's a good reason why businesses like Office 365: It's a feature-rich productivity suite that gets plenty of upgrades throughout the year. Last month, Microsoft announced four new upgrades that will make the cloud platform even more irresistible for small- and medium-sized businesses.

Microsoft Connections

Email marketing campaigns are a great way to build relationships with contacts and increase sales, but they're often difficult to manage. With Microsoft Connections, you can easily launch a campaign in minutes using pre-designed templates for newsletters, referrals, and promotions.

As you acquire more contacts, Connections allows you to segment your mailing list so you can target different customers. For instance, you can send product promotions to clients who have stayed with your business for more than six months.

After firing off your emails, performance charts track important metrics like open rates, clickthrough rates, new sign-ups, and canceled subscriptions that can be used to improve future campaigns.

Microsoft Listings

Microsoft Listings helps you seamlessly manage your online presence. Whenever you update your business profile, Listings automatically publishes those changes across your Facebook, Google, Bing, and Yelp accounts, allowing you to keep important information like business hours up to date.

What's more, Listings includes a web dashboard where you can monitor page-views, reviews, and likes, helping you assess your company's online reputation.

Microsoft Invoicing

Another useful addition is Microsoft Invoicing, a tool that helps you generate price estimates and invoices. When combined with enterprise resource planning (ERP) software, you can program workflows that automatically redirect invoices, pending payments, and estimates to the right accountant. This application works for credit, debit, and PayPal transactions.

Office 365 Business Center

The Office 365 Business Center brings Connections, Listings, and Invoicing all under one roof. This means information listed on one application is automatically registered onto another, saving you from inputting data multiple times.

The main hub also features a unified dashboard where you can track an email campaign's performance, Facebook impressions, and any outstanding invoices, giving you full visibility into your accounting and marketing processes.

According to Microsoft, these powerful features will be generally available for Office 365 Business Premium subscribers in the coming months. But if you want to get early access, consider joining the [Office 365 Insider program](#).

Office 365 will likely have even more surprises for SMBs this year, so make sure to keep in touch with us to get the latest rundown on feature releases and Microsoft news.