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## 5 Ways To Spot A Social Engineering Attack

**"I'm not going to make payroll – we're going to close our doors as a result of the fraud."**

Unfortunately, that statement is becoming more common among smaller businesses, according to Mitchell Thompson, head of an FBI financial cybercrimes task force in New York.

The FBI reports that since October 2013 more than 12,000 businesses worldwide have been targeted by social engineering-type cyber scams, netting criminals well over \$2 billion. And those are just the reported cases. Often, due to customer relationships, PR or other concerns, incidents go unreported.

These unfortunate events were triggered by a particularly nasty form of cyberattack known as "social engineering."

Social engineering is a method cyber con artists use to lure well-

meaning individuals into breaking normal security procedures. They appeal to vanity, authority or greed to exploit their victims. Even a simple willingness to help can be used to extract sensitive data. An attacker might pose as a coworker with an urgent problem that requires otherwise off-limits network resources, for example.

**They can be devastatingly effective, and outrageously difficult to defend against.**

The key to shielding your network from this threat is a keen, ongoing awareness throughout your organization. To nip one of these scams in the bud, every member of your team must remain alert to these five telltale tactics:

**Baiting** – In baiting, the attacker dangles something enticing to move his victim to action. It could be a movie or music download. Or something like a USB flash drive with company logo, labeled



This monthly publication provided courtesy of Tim Steinour, President of E-Safe Technologies.

**"You are a top expert in what you do. We are top experts in what we do. Let us save you time and money by helping with any of your IT concerns."**

*continued on pg2*

1. these files are downloaded, or the USB drive is plugged in, the person's or company's computer is infected, providing a point of access for the criminal.
  2. **Phishing** – Phishing employs a fake e-mail, chat or website that appears legit. It may convey a message from a bank or other well-known entity asking to “verify” login information. Another ploy is a hacker conveying a well-disguised message claiming you are the “winner” of some prize, along with a request for banking information. Others even appear to be a plea from some charity following a natural disaster. And, unfortunately for the naive, these schemes can be insidiously effective.
  3. **Pretexting** – Pretexting is the human version of phishing, where someone impersonates a trusted individual or authority figure to gain access to login details. It could be a fake IT support person supposedly needing to do maintenance...or an investigator performing a company audit. Other trusted roles might include police officer, tax authority or even custodial personnel, faking an identity to break into your network.
  4. **Quid Pro Quo** – A con artist may offer to swap some nifty little goody for information... It could be a t-shirt, or access to an online game or service in exchange for login credentials. Or it could be a researcher asking for your password as part of an experiment with a \$100 reward for completion. If it seems fishy, or just a little too good to be true, proceed with extreme caution, or just exit out.
  5. **Tailgating** – When somebody follows you into a restricted area, physical or online, you may be dealing with a tailgater. For instance, a legit-looking person may ask you to hold open the door behind you because they forgot their company RFID card. Or someone asks to borrow your laptop or computer to perform a simple task, when in reality they are installing malware.
- The problem with social engineering attacks is you can't easily protect your network against them with a simple software or hardware fix. Your whole organization

needs to be trained, alert and vigilant against this kind of incursion.

For more on social engineering as well as other similar cyber threats you need to protect your network from, get our latest special report on this crucial topic:

### **The Top 10 Ways Hackers Get Around Your Firewall And Anti-Virus To Rob You Blind**

Don't let your organization be caught like a sitting duck! You've worked way too hard to get where you are today to risk it all due to some little cyber hack you didn't know about. Call us at (412) 944-2424, or e-mail me directly at [bthompson@e-safetech.com](mailto:bthompson@e-safetech.com), and get your copy of this crucial preventive guide today – before your company

*The problem with social engineering attacks is you can't easily protect your network against them.”*

## Shiny New Gadget Of The Month:



## Finally: An Easy Way To Control The Family Net

Got kids aged six to 16?

Circle With Disney is a new device that helps make Internet struggles at home a thing of the past. Imagine: no more negotiating with kids to get off the web and come to dinner (or get their homework done).

This 3½-inch white cube with rounded corners (it's not exactly a circle...) lets you control Internet usage around your house with a tap on your iPhone. (Android compatibility coming soon.)

With presets by age group, or custom controls, Circle helps you restrict who in your family surfs what, and when. It also tallies how much time each person spends on any site. You might even want to monitor your own Facebook or Pinterest time (or maybe not...).

Circle also lets you put your whole home network on pause, sets up in about five minutes and works with your router.

Just \$99 at MeetCircle.com may be all you need to win your family back from the web – at least for a few minutes a day.

## Your Crystal Ball For Hiring

I don't know if what I'm about to share with you is impressive or pathetic...

First, a brief history, to earn your trust. I studied in graduate school 20 years ago with the Father of Management, Peter Drucker. He estimated that managers make hiring mistakes 50% of the time.

This topic of hiring talented teams always intrigued me. My father was an industrial psychologist, so I had been around this topic for my whole life. In 1998 I finished my PhD dissertation on this topic of evaluating various methods for hiring. I had read about 50 years' worth of research and noted some interesting findings, like "Don't ask hypothetical questions." As it turns out, candidates give you hypothetical answers. Yet today, so many leaders pose hypothetical questions to their candidates – "How would you do this? How might you do that?"

During my PhD dissertation study, I found that, consistent with the field of research, there were a few key things that really worked in interviewing: 1) to have a specific set of criteria in mind (scorecard), 2) to collect not a little, but a lot – hundreds of data points – on a candidate's accomplishments and failures from their actual past experiences, and 3) then scoring candidates on a consistent set of criteria (apples to apples).

These "past-oriented interviews," as I called them in my PhD dissertation, were the most valid and reliable predictor of a candidate's future performance on the job (as opposed to "future-oriented" or hypothetical interview formats). I wanted to share this important insight with the world. To give leaders a crystal ball.

An interview process, if done right, gives you a crystal ball.

For the last 20 years, my colleagues and I have used this approach to evaluate over 15,000 candidates for leadership jobs in all industries. We have taught thousands of people how to use this method for hiring – business leaders, entrepreneurs, as well as government leaders, including three sitting US governors, and top brass in the military. It works. Clients who follow our methods achieve a 90% hiring success rate. And you can too. (Come to my SMARTfest event and I'll teach you how!)

And this approach follows a very simple structure of collecting highs and lows from a candidate's education years, then asking five questions about every job: What were they hired to do? What did they accomplish that they were proud of? What were mistakes in that job? Who did they work with and how were they viewed? And why did they leave that job?

This is straight out of our book *Who*, which has been – since its publication in 2008 – the #1 top-selling and most-acclaimed book on this topic in the world. And this topic, hiring talented teams, has become the #1 topic in business, if you look at any recent survey of what's on the minds of CEOs and investors.

We want you to apply this concept to improve your hiring success rate from 50% to 90%. That's why we're giving you free access to the Who Interview Template at [GeoffSmart.com/smarthoughts](http://GeoffSmart.com/smarthoughts).

## E-Safe Welcomes Roland Fletcher to the Team!



Roland Fletcher has a passion for the field of technology and wants to make technology more accessible to our customers and the world at large. Roland spent three years at West Liberty studying Computer Information Systems. He then moved to Tempe Arizona to work for Unicorn Media. While working two years at Unicorn Media he worked in customer support, online video and advertising across all platforms, but focused mainly on mobile devices. His favorite experience while in this role was supporting live events for CBS Sports. His hobbies include online gaming, Magic the gathering, weight lifting and snowboarding. His favorite sports team is the Pittsburgh Penguins and his favorite Tv show is Game of thrones. When it comes to thinking of retirement he claims he hasn't given it much thought. Like many of us here at E-Safe, Roland is a big Pittsburgh sports fan as well!

## Welcome to the team Roland!!!!

### Want to know your Lyft or Uber passenger rating?

Ratings are a two-way street with both Uber and Lyft. Of course, as a passenger you can rate your driver. Yet passengers are rated too, by their drivers. To find your average Uber passenger rating, open your Uber app and tap the menu bar in the top left corner. Then follow this path: Help > Account > "I'd like to know my rating." Tap "Submit" on the explanation page and your rating should then appear. Lyft has no such system, however their support team may send your average passenger score to you if you request it. Want to improve your score? Be nice to your driver and show up at your pickup location on time.

*-Glitterless.com*

### Forget apps...here comes the voice-controlled future.

Soon, we won't be fumbling around with a gazillion different apps, trying to figure out which one turns off the sprinklers in the front yard... Apple Siri, Amazon Echo and now Google Home all point to the future of digital living. When it comes to voice plus smart machines vs. finger taps on a phone, voice wins, hands down. You don't want to use a weather app, you just want the forecast. Your customers won't go to your website and download an app; they'll interact with your business in some way by voice. That future will arrive in the next five to 10 years. Will your business be ready?

*-Inc.com*

### Is your mobile website stressing people out?

Of course, page-load times can affect conversion and brand perception. But did you know they also affect user heart rate and stress levels? According to a 2016 study on mobility by Ericsson, page-loading delays lead to an average 38% jump in heart rate. Remember the last time you watched a horror movie? It's about that stressful... Not how you want your visitors to feel. To keep your page loads painless and your visitors happy, make sure your website is mobile-friendly. It needs to be quick and easy to navigate and engage with. You have a lot at stake in your website – and making it stress-free for visitors could make a big difference.

*-HubSpot Blog*

## **Free Report Download: If You Are Considering Cloud Computing For Your Company—Don't, Until You Read This...**



If you are considering cloud computing or Office 365 to save money and simplify IT, it is extremely important that you get and read this special report, "5 Critical Facts Every Business Owner Must Know Before Moving Their Network To The Cloud."

This report discusses in simple, non-technical terms the pros and cons of cloud computing, data security, how to choose a cloud provider, as well as 3 little-known facts that most IT consultants don't know or won't tell you about cloud computing that could end up causing you MORE problems and costing you more money than you anticipated.

Even if you aren't ready to move to the cloud yet, this report will give you the right information and questions to ask when the time comes.

**Get Your Free Copy Today:** <http://www.E-SafeTech.com/cloudreport>



# Hard Rock Happy Hour



**When: Thursday, July 28th - 3pm to 5pm**  
**Where: Hard Rock Café—Pittsburgh, PA**

**Cost: FREE!!!**

**Join E-Safe Technologies along with Veeam and Nimble for a few hours of information and a good time. Each of the E-Safe partners will give a short presentation followed by drinks and appetizers. Come on out and spend a couple hours with your friends from E-Safe! We hope to see you there!!**

**Register: [www.e-safetech.com/HardRock/](http://www.e-safetech.com/HardRock/)**



# 5 top trends in SEO and social media



If you're like us, you've always got a finger to the wind when it comes to search engine strategy and internet presence. If you're not like us, that's okay too, because we've got a breezy little article here to bring you up to speed on 5 of the latest SEO and Social Media trends that are blowing through the ether.

Everyone knows about death and taxes, the two most famous certainties that we must endure. If there were a third, surely it would be that without robust up-to-date search engine optimization (SEO) and social media strategies, your business will fall behind.

And since there's no time like the present, we'd like to put forth some of the things that your business should consider taking into account this year in order to increase awareness of your brand, drive more traffic to your websites, and ultimately boost conversion rates.

## 1. Conversational search

With the success of digital assistants like Apple's Siri, and the relatively recent roll outs of Amazon Echo and Google Home - two virtual helpers for the home - voice recognition is becoming much more prominent. For businesses, this means adapting your site's content so it's detectable by spoken phrase searches in addition to simple short keyword searches.

## 2. Social publishing

There's tons of content published on social media, but what's changing is the convenience with which it can be consumed. Users are ever more at ease with the videos and full-length articles dropping into their feeds - and with not having to leave the comfort of their favorite social apps to see them. The new challenge for companies will therefore be to publish high-quality content through social channels first.

## 3. Real-time customer interaction

Having interesting videos on your social media channels is practically old hat. Nowadays, given our speedy and seemingly omnipresent internet connections and our on-demand expectations, the move is towards live, streaming, "in-the-moment" interplay with customers, which has been shown to capture users' attention for longer periods of time than recorded video content.

## 4. Increasing emphasis on apps

Mobile users spend nearly 90% of their time in mobile apps and just 10% on mobile websites. It's not surprising given their relative ease of use, and this disparity could become even greater as social media platforms continue favoring apps and search engines like Google continue developing a "web of apps" - something that just might mean the end of traditional websites in the mobile environment.

## 5. More rich answers

"Rich answers" are Google's attempt to provide search results that are sufficient enough to eliminate the need to click through to a website for more information. Their prevalence is on the rise, which could significantly reduce the amount of visits to your site. But it does provide an opportunity to use "structured markup," a protocol that allows search engines to display your site's data in more creative ways.

# Printing from Android device made possible



Although a paperless office may seem ideal, there is something indispensable about paper copies that a computer or tablet screen cannot replace. The same goes for photos -- what could be better than having your favorite pictures printed and framed on the wall for all to see? With the tips in this article you'll be able to print out what you need, while keeping the rest as electronic files for convenience's sake.

## Google Cloud Print

The wonder that is Google Cloud Print allows you to send documents and files from your device to your printer without you being on the same network. To utilize this, make your printer available to Google Cloud Printing by activating it in the Chrome browser settings of the computer it's attached to. Then, just by connecting your printer and mobile to the same Google account, you can print any document or photo by tapping the share button on your phone or tablet, and choosing Google Cloud Print.

## Prynt

If your SMB has any photography needs, this option might be the way to go. Prynt comes in the form of an instant photo printer that connects to your Android device's charging port. Simply place your smartphone in the Prynt case, snap a picture, order Print, and that's it. If you feel the need to spruce up your prints, the printer's native app includes frames, filters, stickers and the addition of text before printing.

## Manufacturer apps

Most popular printer manufacturers have their own apps that make printing from an Android device possible. HP has *HP ePrint*, Samsung comes with its *Samsung Mobile Print*, and Epson has *Epson iPrint*. Make sure to check the Google Play store to see if your printer has an app companion before trying any of the third-party options listed below.

## Third party apps

Although it's not our favorite option, there are third party apps that make it possible to send items from your Android device to your printer. Some apps -- like [PrinterShare](#) and [PrintHand Mobile Print](#) -- restrict mobile printing to Bluetooth or local wifi networks. Others -- like [Cloud Print Plus](#) -- untether local requirements so you can print from anywhere. However, it's always better to try apps owned by hardware manufacturers and Google first. These third party apps should be considered a last resort when other options aren't available.

Aside from printing wirelessly, Android devices can do just about anything a desktop computer can. If you're looking for more tips and in-depth guidance on how Android can improve productivity at your business, get in touch with one of our Android experts today. We're here to help you achieve your mobile technology business goals.



## Refer Someone You Know to E-Safe and we will Donate \$100 to a Charity of your Choice:

Referrals play a big role in our journey to support many Pittsburgh area businesses' IT needs. E-Safe is also a company that realizes the fact that there are causes out there that could use support! To show our appreciation for all of the kind words and new business you provide, we would like to make a donation to a charity of your choice just for telling your vendors, associates, and colleagues about E-Safe Technologies. All you have to do is **refer one person** who agrees to meet with us and we will donate \$100 as our way of saying thank you. This is by far our favorite referral program because of the fact that it enables us to give back and support worthy causes. Not only will we make the donation, but 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! But wait!!! We are going to make this program even better... If we close business with the company that you refer to us, we will also donate \$100 to a charity of their choice. This mean that if you have even the slightest thought that someone out there needs us, which they most likely do, it is a chance for you to help us give back to a worthy cause. **This offer is only available to the first ten people who refer someone to E-Safe so act quickly!!**

Learn more: [www.e-safetech.com/resources/referrals/](http://www.e-safetech.com/resources/referrals/)



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