



The E-Insider

"Insider Tips To Make Your Business Run Faster, Easier And More Profitably"

September 2015
Pittsburgh, PA

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"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."

- Tim Steinour, E-Safe Technologies



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The E-Insider

Do You Accept Credit Cards? Watch Out For These 5 Pitfalls That Could Lead To Lawsuits

If your company is not fully compliant with Payment Card Industry (PCI) Security Standards, you could be at risk of a serious tangle with attorneys. Technically, PCI guidelines are not a hard-and-fast set of laws. However, merchants can still face hefty liabilities for not meeting them. Avoid these mistakes to keep your company out of hot water with attorneys:

1. Storing Cardholder Data In Noncompliant Programs

Many states have laws regarding data breaches and, depending on where you accept cards, you may be subject to many of them. For example, Massachusetts has 201 CMR 17.00, which requires companies keeping any personal data from Massachusetts residents to prepare a PCI-compliant plan to protect that data. If a company then fails to maintain that plan, the business may face state prosecution.

2. Fudging On The Self-Assessment Questionnaire

If you have considered tampering with the reports from your company's Approved Scanning Vendor, think again. Time invested now to fix any holes in your data security system could save you big-time from the penalties your company could suffer if there's ever a data breach.

The same thing applies to simply "fudging the truth" on self-prepared compliance reports. Even if you think it's a harmless stretch of the truth, don't do it.

3. Not Using The Right Qualified Security Assessor

Many companies use Qualified Security Assessors to help them maintain their PCI compliance. Every QSA does not necessarily know as much as another, however. It's important to select someone who both understands your business and stays up-to-date on the latest version of PCI Security Standards.

4. Trying To Resolve Data Compromises Under The Radar

You may be tempted to fix a customer's complaint yourself if they inform you of a data compromise. Not informing credit card companies of data breaches, however small, can lead to you no longer having access to their services. Those credit card companies can then file suit against your company, costing you big bucks in the end.

5. Not Checking ID For Point-Of-Sale Credit Card Use

Sometimes it seems like no one checks IDs against the credit cards being used, so merchants tend to be lax about doing so. Unfortunately, running just one unauthorized credit card could cost you a lot in the long run.

Even if the state in which you do business does not have specific laws regarding PCI compliance, a civil suit may come against your company for any data breaches. The court will not favor you if you have not been PCI-compliant.

All in all, it pays to pay attention to PCI compliance – a little time invested today could save you big-time tomorrow.

FREE Report: The Business Owners' Guide To IT Support Services And Fees



You will learn:

- ◆ The 3 most common ways IT services companies charge for their services, and the pros and cons of each approach.
- ◆ A common billing model that puts ALL THE RISK on you, the customer, when buying IT services; you'll learn what it is and why you need to avoid agreeing to it.
- ◆ Exclusions, hidden fees and other "gotcha" clauses IT companies put in their contracts that you DON'T want to agree to.
- ◆ How to make sure you know exactly what you're getting to avoid disappointment, frustration and added costs later on that you didn't anticipate.

Claim Your FREE Copy Today at www.E-SafeTech.com/ITbuyersguide

Shiny New Gadget Of The Month:



Nest Cam: Keeping An Eye On Things While You're Away

Have you ever worried about what's happening at home when you're away? The Nest Cam can keep you informed. This wide-angle camera streams sound and video to your smartphone. It will even warn you about any unusual activity.

If the Nest Cam detects sudden movement or loud noises, it instantly alerts you by phone. The video feed lets you see what's happening and even scold kids, pets or burglars through a speaker.

This product integrates with other Nest equipment. For example, smart smoke alarms can activate the Nest Cam. It also saves alerts and footage in a convenient archive. The camera even makes it easy to share fun video clips online.

If you already have WiFi, setup is a breeze. This gadget comes with a stand that lets you put it on any flat surface. It also sticks to metal objects or screws onto a regular camera tripod.

Turn Your Biggest Weakness Into Your Greatest Strength

You know the standard approach – first, identify your company's weakness and then do everything you can to fix it. Practice at it relentlessly, feed your team (and yourself) with constant affirmations, do anything you can to dive deep into your weakness and fix it once and for all. If you can't fix it, then go to Plan B by burying the weakness in hopes that none of your prospects or competitors find out.

Well, here's the dealio: the business down the street that is naturally strong at the same thing your company is weak at is working just as relentlessly to improve their strength. While you are fixing something that's broke, they are getting better at something that already works. While you may improve your weakness, their strength gets better too. At the end of the day they are still ahead of you. You lose. That is, unless you know the power of spin.

Instead of trying to fix weaknesses, smart leaders will turn the tables and make their weakness or even an industry weakness a competitive advantage. A wonderful example in the restaurant industry is Dick's Last Resort. Like all restaurants that struggle with the occasional rude waiter, Dick's could have tried to fix this industry-wide weakness. Instead they turned the weakness into their greatest strength. Known to have the "most obnoxious waitstaff in the world," Dick's built a whole system around exploiting an industry weakness. They hire and train people to be obnoxious (while the competition tries to fix it), and Dick's has grown explosively.

I have found that exploiting a weakness can draw droves of prospects. So, let's do it with your weakness. Here are the three simple steps you need to take:

Step 1

Know what your (or your industry's) weakness is. The process is simple: ask your customer and prospects what they don't like about your industry. Ask more customers the same question. Very soon you will know exactly what weakness they see.

Step 2

Instead of brainstorming ways to fix it, brainstorm ways to make the weakness absurdly weak. Can you make fun of it? Can you make it the core experience for your customers (think Dick's Last Resort)? How can you make the weakness a good thing?

Step 3

Now that you have a new and improved weakness, let the world know all about it. Market it to your prospects, inform your customers and even leverage all that work your fiercest competitor put into highlighting your weakness in the past.

The process of spinning a weakness takes courage, and that is exactly why it works. It is likely you have been afraid of doing this in the past, and it is highly likely your competitors are just as afraid too. If you have the courage to spin your weakness into an über-weakness (a.k.a. a big-time strength), you might just blow your competition out of the water once and for all.

E-Safe Team's 2015 Steelers Season Record Predictions:

Tim Steinour, President:	11-5
Bruce Thompson, Vice President:	16-0
Dragan Lazic, IT Manager:	10-6
Detlef Vogt, Technical Recruiter:	12-4
Bill Hines, Marketing Manager:	9-7
Debbie Cyrilla, Accounting/Procurement:	10-6
Eric Pond, Virtualization Practice Mgr.:	12-4
Frank Gentile, Business Development Mgr.:	10-6
Mark Tiberio, Solutions Engineer:	12-4
Lindsey Dombroski, Help Desk:	11-5
Michael Graft, Solutions Architect:	11-5
Rebecca Komar, Business Development Mgr.:	11-5

Cybercriminals Now Have A Bull's-Eye On Small Business... Is Your Company's Data At Risk?

In a December 2014 survey by the National Small Business Association, 61% of small businesses reported being victims of a cybercrime within the past 12 months.

The average cost to recover from a cyber-attack skyrocketed from \$8,699 per attack in 2013 to \$20,752 per attack in 2014. And, of the businesses targeted, 68% said they'd been hacked more than once.

Experts agree, as cybercrooks become ever more sophisticated, the threat to small businesses is going to get worse before it gets better...

So what can you do to beat the bad guys?

Here are three common ploys used by hackers – and how you can fend them off:

Phishing – A really legitimate-looking e-mail urges you to click a link or open a file that triggers a malware installation on your computer.

Best Defense: Don't let anyone in your company open files or click links in an e-mail unless they're certain who it came from.

Cracking Your Password – Hackers can run programs 24/7 testing password combinations. The easier your password is to guess, the more likely it is they'll crack it.

Best Defense: Consider using a password manager that generates and stores tough-to-crack passwords. For extra security, use unique passphrases for financial accounts in case the manager gets hacked.

Drive-By Download – You visit what appears to be an innocent site; yet when you click, your device gets hacked – and you may never know it, until it's too late.

Best Defense: Make sure your browser is up-to-date, or use one that updates automatically, such as Firefox or Chrome. Internet Explorer users have been found to be most vulnerable to these attacks.

Unfortunately, these three examples are just a small sampling of the dozens of ever more ingenious ways cybercriminals are breaking down the doors and destroying unprepared businesses.

Let us help! Through September 30, call our office and receive a FREE 15-Point Cyber-Security Audit to uncover gaps in your company's online security.

Our highly trained team of IT pros will come to your office and conduct this comprehensive audit. We'll then prepare a customized "Report Of Findings" that reveals specific vulnerabilities and a Prioritized Plan Of Attack for getting any problems addressed fast.

To take advantage of this limited-time offer, just call our office at 412-944-2424 or visit www.E-SafeTech.com to schedule yours today.

Refer Someone You Know to E-Safe and Get: Two FREE Pitt Panther Football Tickets

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 couple tickets for a Pitt Panthers football game 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 send you (2) tickets to attend a 2015 Pitt Panthers football game 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!!!

Call us today at 412-944-2424 or visit <http://www.e-safetech.com/resources/referrals/> to refer someone and get your FREE tickets!

Managed Services Demystified

You may have heard of Managed Services, but are clueless as to how they can help your business. You may have heard of how they can boost productivity and increase profits, but are unsure of exactly how they do that. For those who need a better understanding of just how Managed Services can benefit a business, today we're going to demystify it all. Here is the explanation you've been waiting for.

Managed Services essentially amounts to preventative IT maintenance. What this means for your business is that little IT problems are nipped in the bud as soon as they bubble up, and before they have a chance to compound into much bigger, more costly ones. But before we delve deeper into how this increases your business's productivity levels, it makes sense to look at the history of this service and the role of "preventative maintenance" in our culture.

Why preventative maintenance matters

Managed Services have been around for decades. But despite this, many businesses have been slow to catch on. And really, is it all that surprising? Preventative maintenance is not exactly a priority in mass culture. Whether you hire a mechanic to replace a catalytic converter, a plumber to repair a leaky pipe or doctor to correct your coronary heart disease, many of these oftentimes preventable problems have been culturally accepted as commonplace. Yet people are so used to the mindset of thinking "everything is okay until it's not", which is really where the true problem lies.

Additionally, when preventable problems are ignored long enough to the point they explode into emergency repairs, your wallet almost always suffers. This is just as true for a network crash to your business's IT infrastructure as it is for a trip to the emergency room for a neglected health problem.

Because Managed Services prevent catastrophic IT repairs that surprise you out of nowhere, your bottom line will enjoy long-term savings. Along with this, you'll also get a significant bump in your productivity levels.

How does Managed Services boost productivity?

To answer this question, it makes sense to look at a fundamental principle of productivity - focus. Imagine if you're trying to complete a new marketing strategy for the next quarter. You're doing some research, compiling a list upcoming networking events and trade shows to attend, when suddenly you're disrupted by an urgent phone call. After you're off the phone, you return to your research, and then your secretary bursts in with a handful of vendor invoices you need to sign off on. As these disruptions continue to pile up, what happens if your IT breaks down and you're unable to use your computer? Basically, you don't get anything done during the day. You become stuck.

When it comes to IT, Managed Services take preventative measures to ensure your IT is always running at its optimal level, so that you don't suffer technology breakdowns or distractions that blow your focus - preventing you and your staff from getting any work done. Smooth running IT won't resolve all your productivity problems, such as your staff focusing more on Facebook or their phone rather than their work, but it will resolve all of those that relate directly to technology. No longer will your business be held down by daily computer disruptions and associated repairs, and instead you and your staff can move forward and focus on growing your business. That is the beauty of Managed Services. More productivity, focus and growth for your entire organization.

Have more questions about Managed Services? Give us a call today. We're happy to provide you the information you need.

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Save 33% on Veeam Backup Essentials!

Buy 4 sockets and get 2 for FREE

Veeam® Backup Essentials™ is designed for small businesses, saves time and money and provides ALL of the backup and recovery options needed for smaller VMware vSphere or Microsoft Hyper-V environments.

Even better, Veeam Backup Essentials offers exactly the same functionality as Veeam Availability Suite™—combining the award-winning data protection and management expertise of Veeam Backup & Replication™ and Veeam ONE™ — but at a considerably lower pricepoint for small businesses operating 2-, 4- and 6-socket environments.

Buy before September 30th and save an additional 33%

Get 6 sockets of any edition of Veeam® Backup Essentials™ for the price of 4!

That's two free sockets and an additional savings of 33% on the specially priced #1 VM Backup™ for small businesses. Don't wait—this offer is only available for a limited time.

Special Pricing:

Standard Edition \$2697 **\$1798 / per 6 sockets Save 33%**

Enterprise Edition \$4950 **\$3300 / per 6 sockets Save 33%**

Enterprise *Plus* Edition \$6900 **\$4600 / per 6 sockets Save 33%**

September Event Bulletin

Lab Day

Where You Control the Content

September 24th, 2015
9am-Noon

E-Safe is excited to announce our 16th Quarterly Lab Day! This is a great opportunity for you to work with our experts and get answers to all of your questions. Whether you are a long term virtual user or are thinking about implementing it, then this Lab Day is for you! Come ready to learn and get all of your questions answered.

Lab Day Topics:

- VMworld Overview and Recap
- vCOPs
- Veeam Product Demo
- New Veeam Version 9 Features
- Nimble Product Update

Register today to reserve your space at an upcoming event!
Call 412-944-2424

TRAINING

Training delivered by Eric Pond:

Eric is our Virtualization Practice Manager, a VMUG leader and also a 6 time vExpert with over a decade of VMware experience. Eric will share tips and tricks as well as best practices learned while designing and administering numerous VMware environments.

Course Dates:

DV101 – September 17th (9am to 4pm)
Veeam – October 1st (9am to 4pm)



CLIENT SPOTLIGHT

Pittsburgh Insurance Brokerage sees Increased Efficiency and Better Security after Outsourcing IT

Kim Shadley was kept quite busy at Simpson and McCrady as she often found herself taken away from her normal work to troubleshoot computer issues and install software updates. This became a huge concern for the company as they continued to grow, and the IT issues became more time consuming and required more expertise. The decision was made, because of this, to outsource Simpson and McCrady's IT to an outside firm who specializes in managed IT services.

After much research and looking into various providers, Simpson and McCrady decided on E-Safe Technologies. E-Safe took over the



IT side of the business leaving Kim and the rest of the employees to focus on only what they were supposed to, not computer issues. One very critical aspect of E-Safe's support for Simpson and McCrady is the helpdesk. When they had any issue that needed addressed, they could quickly contact E-Safe and receive expert service with fast response times in order to keep their operations running efficiently.

"Since outsourcing our IT to E-Safe, our operations run much more smoothly and we spend much less time worrying about computer and IT concerns. I am most impressed by the level of concern and response time of the E-Safe team when we have a critical need."

—Kim Shadley, Simpson and McCrady

Recently Simpson and McCrady experienced another key benefit of working with E-Safe. A few months ago, they experienced a major virus that was rapidly deleting files. Seeing the urgency of this issue, the E-Safe team quickly responded by restoring what was lost in addition to equipping the network with additional security features that have prevented any issues since.

"I love the people and I trust everyone that I have had to deal with at E-Safe." -Kim

The value that E-Safe technologies has provided Simpson and McCrady is much more than Kim has expected. The E-Safe team is sure to provide the best service available so that you can trust that your IT is safe while you stay focused on the things that you need to in order to keep your business running smoothly.



Did Your Web Site Ranking Just Go In The Tank Because It's Not Mobile-Friendly?

As of last April, mobile-friendly web sites were given a big leg up on competitors. Known as "responsive" web sites, these sites instantly adapt to whatever device you are viewing them on.

As users were turning to smartphones and other mobile devices to surf the web, Google realized that most sites didn't display well on mobile devices. Therefore, Google updated the way they list sites, giving mobile-friendly sites a higher ranking.

Google hasn't removed all non-responsive pages from its top smartphone listings. But it's quickly heading in that direction.

According to Searchmetrics, many rankings have suffered as a result. Non-responsive yet high traffic sites such as SearchBug, Reddit and Webs.com lost visibility, while responsive sites such as Advance Auto Parts and Grist moved up in the ranks, gaining more traffic.

In addition to getting higher search rankings, responsive sites are easier for visitors to use. Happy visitors engage more, increasing the rate at which they turn into customers.

There are three ways to make your web site mobile-friendly:

- 1) Build a separate mobile edition that fits small screens and loads quickly.
- 2) Adapt your current web site design to be more mobile-friendly. In some cases it may be difficult to make such a design responsive on all devices.
- 3) Convert your current web site design into a responsive one. Going this route, you won't need a separate mobile version, and you avoid potential penalties from Google for having the same content on multiple domains.

Find out if your web site is mobile-friendly at www.google.com/webmasters/tools/mobile-friendly.



LinkedIn Follower Contest!!

Follow us on LinkedIn for your chance to win...

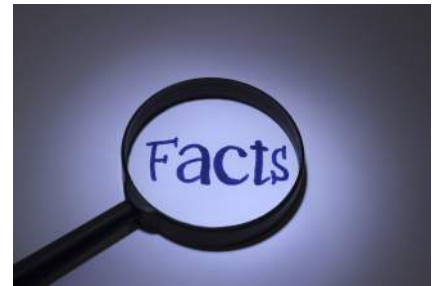
- Week One: (1) Darden Restaurants \$25 Gift Card
- Week Two: (1) Darden Restaurants \$25 Gift Card
- Week Three: (2) Pittsburgh Pirates Baseball Tickets
- Week Four: (2) Pittsburgh Panthers Football Tickets

*Drawings will take place on each Thursday during September 2015



The Lighter Side:

IT Fun Facts



Technology has forever changed our lives and our world more than you know. Here are some numbers to put that fact into perspective:

1. About 4 billion people worldwide own a mobile phone, but only 3.5 billion people own a toothbrush.
2. Computers and other electronics account for 220,000 tons of annual trash in the U.S. alone.
3. About 300 hours of video are uploaded to YouTube every minute.
4. Around 100 billion e-mails traverse the Internet every day, and about 95% of those messages go straight to spam folders.
5. The annual amount of electricity it takes for Google to handle a billion search queries every day is around 15 billion kWh, which is more than most countries consume.
6. About 500 new mobile games appear on the Apple App Store each day.
7. The "father of information theory," Claude Shannon, invented the digital circuit at age 21 while he was in college.
8. Regular computer users blink only half as often as non-users.
9. Over 1 million children can say their parents met on Match.com