

# TECHNOLOGY BYTES

INSIDER TIPS TO MAKE YOUR BUSINESS RUN FASTER , EASIER & BE MORE PROFITABLY

"As a business owner, you don't have time to waste on technical and operational issues. That's where we shine! A true professional IT support team you can count on, available 24/7."



- Doug Johnson, CyberTrust IT Solutions  
Contact us on:- (949) 396 1100

Exclusive For Orange County  
Business Owners

Backing Up Your Server  
Alone May Still Lead  
To Data Loss



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## How To Prepare For Gen Z In The Workforce

**Be Proactive And Update Your Cyber Security Practices**

Technology has evolved leaps and bounds over the last 20 years. In fact, in the next few years, the first generation to grow up with smartphones and social media, will join the workforce. It might seem like Generation Z will be the most cyber-secure generation, considering they've always had the Internet and other advanced technologies at the tips of their fingers, but reports are starting to show that this is not the case. Many business owners fear that Generation Z's desire to share content online will lead them to accidentally reveal sensitive information that can cause financial, legal and branding damage to their business.

Online scammers have surely taken note of the power that social media influencers have over their fans and followers. Steve Durbin, CEO of the Information Security Forum, believes that organized criminal groups will begin posing as influencers in an effort to manipulate tech-dependent individuals into giving up sensitive information related to their employer. He's not the only business leader who's concerned either.

According to a study from the UK's advisory, conciliation and arbitration

service, 70% of surveyed managers were concerned about Gen Z entering the workforce. Instant gratification, resistance to authority and poor face-to-face communication were listed as the main concerns. Additionally, Entrepreneur magazine has stated that many Gen Zers struggle to differentiate between friends they've made online and those in the real world. The National Cybersecurity Alliance's Annual Cybersecurity Attitudes And Behaviors Report stated that millennials and Gen Zers are more likely to experience a cyberthreat. That report also stated that Gen Zers and millennials have had their identities stolen more often than baby boomers. There's good reason for business leaders to be concerned about the next generation entering the workforce.

If you're a business leader who's worried about cyber security and bringing the digital generation into your workplace, don't fret quite yet. There are plenty of things you can do to prepare your business and ensure it stays cyber-secure. You must be proactive if you want your company to keep up-to-date with the best cyber security practices.

One of the first things you'll want to do is implement or update a cybersecurity training program. You need to have every member of your team buy into a cyber-secure culture, and the best way to get them on the same page is with a training program. That way there will be no questions, and cybersecurity practices won't change from employee to employee. When new employees start, you will already have a cyber-secure culture established, so it will be much easier to train them on your processes.

Additionally, you want to ensure that all of your software is receiving its necessary updates. Failing to update software can leave your company vulnerable to cyber-attacks since those updates usually fill any holes that hackers can exploit. When a new software update is released, try not to wait. If your employees use smartphones for work, make sure they have the proper security software installed – and that it stays updated.

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Another great option to take care of all of your cyber security and IT needs is to hire a managed services provider. With an MSP, your business will have its data backed up, the reliability and quality of your computer systems will be improved and you'll save time that you can reallocate elsewhere in the business. There's no better or more affordable way to improve your company's cyber security than by hiring an MSP to take care of all of your technological needs.

While the new generation will certainly come with their own set of challenges and obstacles, you don't have to worry about their cyber security practices if you're proactive. Use password managers, hire an MSP and start a training program as soon as possible to jump-start the creation of your cyber-secure culture. We've introduced new generations to the workforce many times before, and Gen Z shouldn't be more challenging than any of the others. There will just be slightly different challenges.

## Special Alert For Orange County Business Owners

### Backing Up Your Server Alone May Still Lead To Data Loss

Most business owners know that it is important for their server(s) to be backed up. But what about your computers (desktops, laptops, Macs)? Though it's true that quite a bit of your data is stored on your servers and backed up on your network, your computer itself (your icons, your background, all of your settings, your local files, music and pictures you have stored, and all of your software applications) is most likely NOT being backed up.

If your computer were to crash, get a virus, or simply die, all of that information could be lost. The company data that you've save dto your server would still be there IF you are saving everything to your server (a big if for many people), but everything else would be gone.

### So, How Do You Solve This Problem?

Simple. You use an imaging software on your computer that automatically takes periodic images of the machine and sends them offsite or to your server for safe keeping. Imaging software takes a "picture" or "snapshot" of your computer, so it records it exactly as it is with all the software, settings, and local files you have on it. This way, if your computer ever crashes, there is no need to re-load everything onto it and reconfigure the computer. Simply restore your last "image" from before the crash and your computer can be back to its old self again. This is a huge time saver and can be a life saver when something goes wrong.

### Protect Your Desktops And Laptops!

Sign-up for a FREE trial of our Desktop Backup Solution and see for yourself how simple it can be to keep your computer data and files safe and sound. You may be amazed the peace of mind that you find when you are completely backed up!

To secure your Free Trial, call us today at:  
(949) 396 1100 Or go online to:  
[www.cybertrust-it.com](http://www.cybertrust-it.com)



## Shiny New Gadget Of The Month:



## NeckRelax

Do you spend a lot of time hunched over your computer at work? Many people work on their computers for multiple hours a day and start to develop pain and stiffness in their necks because of it. While you can get a prescription to manage the pain or try to get a massage, these options aren't appealing to everyone. NeckRelax is the newest neck pain relief tool on the market and is working wonders for people who are using it. NeckRelax offers six distinct massage modes and infrared heat and also comes with a set of electrode pads to target specific muscles. NeckRelax sells for \$119 but often goes on sale on their website: NeckRelax.io.

Get out of pain and take back your life with NeckRelax.

# Confidence



Confidence is an incredibly important trait in the world of business. You may think that all of the great CEOs and entrepreneurs of the last few decades never lose their confidence, but you'd be surprised. New CEOs usually have impostor syndrome and struggle with the idea that they're good enough for their role. Self-made billionaires often worry that their fortune will take an embarrassing hit. Even private equity investors look at the looming recession and grow concerned.

We often find that leaders are less confident when they obsess about things that are out of their control, rather than taking action in areas where they have some control. The Wall Street Journal recently reported that externally, most CEOs are most worried about a recession, global trade and politics. Internally, they're much more concerned about retaining top talent, dealing with disruptive technologies and developing the next generation of leaders. While it's good to be aware of the external issues, it's much more important to master the internal problems within your control.

In order to fully boost your own confidence, you must have a high level of confidence in your team. If you are already confident in your team, keep doing what you're doing to hire and develop top talent. If you aren't confident in them, then you should work on hiring the right people. If you've found yourself in this position and you're simply not confident

enough in your team, there are a few things you can do to boost your confidence.

Your first option is to invest your own time into hiring, training and developing your team yourself. You'll need to set ample time aside so you can truly master the necessary skills to see the best results. Additionally, you can hire a company like ghSMART to do it for you. There are options for an immediate fix that will help adjust your confidence while also building your's skills.

Confidence is not necessarily an inherent trait we get from our genes. We can build and grow our confidence skills by taking care of the things we can control. There will always be outside pressures that are out of our control, and there's simply nothing we can do about it. Instead, focus on hiring and maintaining top talent, developing your company's digital capabilities and training the next generation of leaders. You'll see positive results before you know it.

### Tricky Computer Shortcuts

Try Pressing  
Windows Logo + E



To Open Windows Explorer  
Faster

## 4 Reasons Your Marketing Campaign Needs A Landing Page

Landing pages are a fantastic way to grasp the attention of multiple potential clients. With just one click of a link, they'll be met with an offer, fantastic information or a call to action that will help bring new customers to your business. If you've been contemplating adding a landing page to your marketing campaign, check out these four great reasons to try it out.

- Landing pages operate as a tool to increase conversion rates for your business. Most businesses that utilize landing pages see higher conversions than those that don't.
- Landing pages allow you to showcase your offers. Your offers need

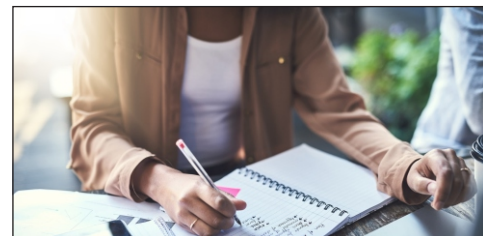
somewhere to reside, and there's no better place than a landing page. You're able to highlight the greatest benefits of your offer this way.

- Your cost per acquisition will be lower with a landing page since they no longer cost an arm and a leg to set up. You can reallocate your resources to other avenues to truly boost your marketing campaign.

- You can test out new ideas on a landing page and judge how popular they will be with your entire customer base.

## Developing Technology Professionals Into Leaders

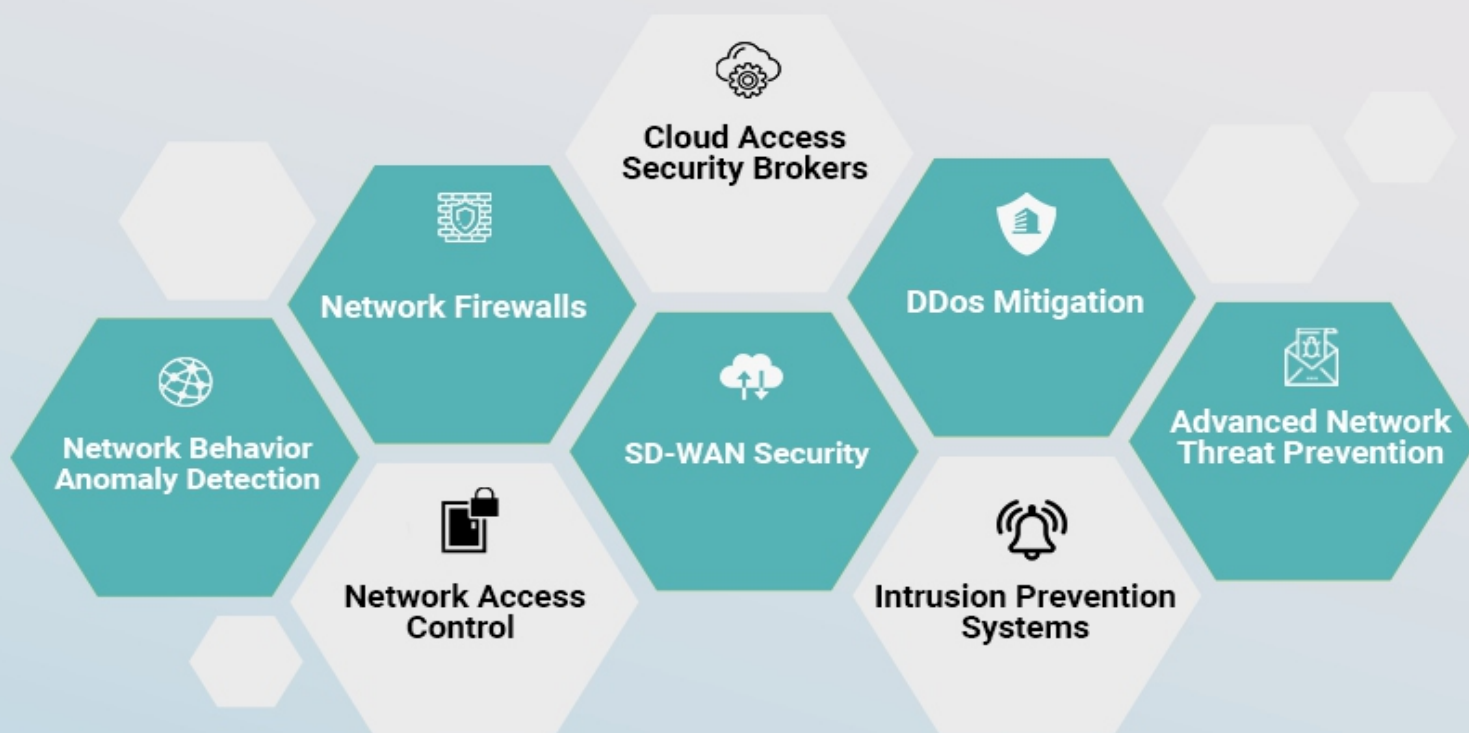
The pandemic brought forward plenty of change in the worlds of technology and business. Even as the pandemic slows down, the use of technology will not. This has brought new importance to the



role of chief technology officer. In fact, data suggests that 30% of current CTOs expect their next role to be as a CEO. Twenty years ago, we saw the rise of brilliant engineers who took on roles in the business field but lacked necessary leadership skills. They're attempting to avoid this with the brilliant minds in the technology industry. Many industries have partnered CTOs with CIOs in an effort to improve the CTO's relationship skills. As things become even more digital, technology will be at the root of most businesses. Developing your brightest technological minds will surely bring positive results to your business in the future.

# 8 Elements Of Network Security

Network Security Encompasses Multiple Types Of Capabilities And Features. Below Are Eight Core And Emerging Areas Enterprises Should Consider.



If you need help with Network Security, Call CyberTrust IT Solutions: (949) 396 1100