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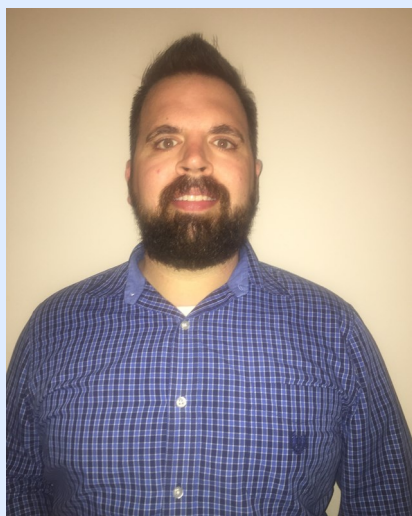
What's New

We are so excited to announce that we have added a new member to our staff, Josh Mildren. He will be taking on the new role of Client Virtual Chief Information Officer.
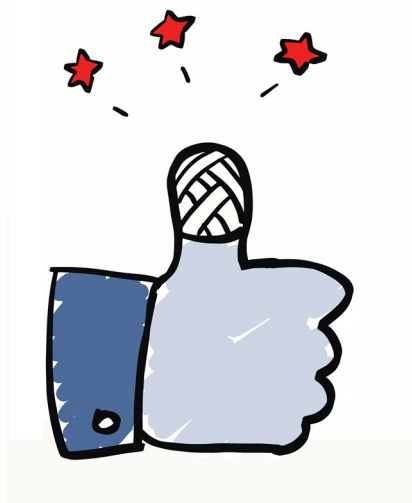
July 2016

This monthly publication provided courtesy of Phillip Long, CEO of BIS Technology Group.

Our Mission: To deliver solutions to our clients to help them overcome challenges that threaten the health of their business.

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 cyberscams, 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:

1. **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 "Executive Salary Summary 2016 Q1," left where a victim can easily find it. Once

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.

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

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 cyberthreats 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 cyberhack you didn't know about. Call us at 251-410-7601, or e-mail me directly at plong@askbis.com, and get your copy of this crucial preventive guide today – before your company becomes yet another social engineering statistic.

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

9 Symptoms of a Spyware Infection

By: Taylor D'Amico, Digital Marketing Specialist

Is your computer not booting up as fast as it once did? Are some programs taking much longer to start than before? As the number of Internet users increases worldwide, so does the number of malicious Spyware infections.

One specific type of malware is spyware, and as the name suggests, it is deceitful, insidious, and dangerous. Spyware is a form of malwarethat is installed on your computer without your knowledge. Once installed, it begins collecting your private information. Although technically not a virus, it can still seriously damage your computer's performance.

If you are experiencing any of the following symptoms, there's a strong chance your computer has been infected. If that's the case, you'll need professional help removing the spyware.

1. Homepage hijacking. Your Internet browser opens up to a strange-looking homepage. You may notice that you cannot modify your browser settings and your favorites folder has been modified.

2. Redirected web searches. You conduct a search, but another (unauthorized) browser pops up and completes it for you. If you try to remove it, it immediately returns. This is most definitely a spyware infection.

3. Performance problems. Your computer has a reduction in connection speeds, or it freezes and crashes frequently. Since spyware programs run in the background, they take up valuable disk space and can cause serious speed and performance problems.

4. Inundation of Pop-up Ads. There is a constant onslaught of pop-up ads on your screen, even if you are not online. Some of the ads may even be personalized with your name.

5. Expensive phone bills. Using your computer, some spyware programs can make calls to 900 numbers on both a broadband and dial-up line.

6. Overly active modem activity Lights on your modem blink when they shouldn't, suggesting that a high amount of web surfing, downloading, or other activity is taking place. This can even happen when you are offline. Often, spyware programs send and receive information via your computer without your knowledge.

7. Files mysteriously change. Files unexpectedly appear, move, or disappear on your computer. Icons on your desktop and toolbars are blank or missing.

8. CD tray with a mind of its own. Your CD drawer opens and closes by itself.

9. Unidentified sent emails. You see emails in your sent folder that you didn't send.

The best defense against spyware is a combination of elimination and prevention. Anti-spyware software (not to be confused with anti-virus software) can effectively detect and remove spyware, but only preventative measures can protect your computer from future infections.

You can read the rest of the article here.

Get Your FREE Network Evaluation!
Give us a call to schedule it... 251-410-7601!

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.

Google to Release Penguin 4.0 Update That Could Potentially Hurt Your Website's Search Engine Rankings

By: Taylor D'Amico, Digital Marketing Specialist at BIS Designs

At some point this year, Google will release an algorithm updated called Penguin 4.0. Some might remember the very first release of Penguin where it was compared to "dropping a nuke." Many websites lost their first page rankings which affected their traffic, conversions and profit even putting some websites out of business.

Google's goal is to promote high-quality content. When webmasters use blackhat search engine optimization (SEO) schemes like link buying, they can get poor quality sites to rank high on search engines – at least for a short period of time. Unfortunately for users like me and you, it makes searching for good quality content difficult. Google became wise to these unnatural links and developed algorithms to prevent this from happening. As new blackhat tricks are created, Google releases new updates to stop these websites from ranking.

When Penguin 4.0 comes out this year, your website will suffer if you or your SEO specialist:

- Buys links
- Embeds numerous links into widgets
- Creates excessive partner pages for backlinking
- Gives away services or products to someone for the sole purpose of receiving a written review with a link back to your website
- Participates in large-scale article marketing campaigns
- Links to articles that are considered spammy

With BIS Designs, our SEO & content specialists will:

- Get real, non-spammy links from websites
- Focus on internal linking
- Add new optimized content
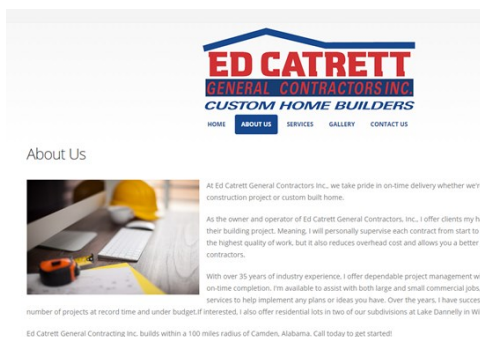- Optimize every page of your site for your chosen keywords

Is Your Marketing On Track?
Give us a call now to set up your FREE marketing roadmap assessment! Call 251-410-7601!

Website of the Month
Ed Catrett General Contractors Inc.
By Taylor D'Amico

Ed Catrett has been a trusted contractor for over 35 years in the Montgomery/Camden , Alabama area. His hands-on approach ensures both residential or commercial projects go above and beyond his clients' expectations.

To visit their website, go to georgeswatersports.com.

> *"Content is the reason search began."*
>
> *-Anonymous*

Top 8 Tips to Prevent Paper Jams

We've all been there. You're ready to walk out the door for your next presentation, you print the last bits to take with you, and wham! - a paper jam decides to insert itself into your pressing schedule. While there's a variety of reasons why paper jams can happen, they always seem to occur at the worst possible time. As much as we may hate to hear it, a jam is not always the machine's fault.
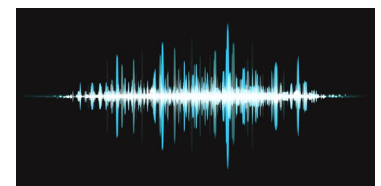
In fact, most paper jams are preventable with proper use and prevention training. This article is meant to equip with some tools and insights to combat these trying moments head on and ultimately prevent repeat occurrences. Here's a handy overview of the top 10 tips to keep your printers and copiers running smoothly.

1. Always thumb through your originals before placing them into the top or side feeder. Be sure to look for rayed edges or bent corners that need to be separated, and of course, double check that all staples have been removed. It's also very important to make sure that your originals are loaded in a nice straight stack.
2. Check the alignment of slider and tray. If you're using a smaller, personal-sized printer for printing checks, or when using the manual feed tray, make sure you have the paper loaded and pushed all the way back to the guards and that the slider is properly positioned for the correct size paper you're using..
3. Start with good quality paper. If you have a machine that is jamming, take a look at the quality of the paper. Lower quality papers tend to create jams more frequently and create something technicians refer to as "paper dust" throughout the paper with path, which causes even mor jamming and quality issues.
4. Always load the paper facing "up" in the paper drawers. Use the natural curl of the paper to your advantage and be sure to fan fresh paper before loading into the paper drawer.
5. Don't overload sheet capacity. Remember, less is best! Reduce the number of papers from the tray and avoid overlooking the paper container. The paper feeders need room to maneuver and when it's a tight stack of paper, very often more than one piece of paper will be grabbed.
6. Regular maintenance. Even if you're not a tech person, look under the hood to make sure there are no remnants from previous jams. Monitoring for any dust, ink or toner buildup is a good practice to follow to ensure smooth printing..
7. Don't mix-n-match. This is probably one of the most common errors which causes printer problems and can easily be avoided. When different types of papers are mixed together in the tray, the rollers inside can get tripped up by going back and forth from different weights and textures. To reduce paper jams, this should be avoided.
8. Power your print device from its own dedicated circuit. If your printer, copier or MFP is sharing a circuit with another large appliance, there is a potential for power surges, which can cause both short and long term problems as the system tries to maintain a constant level of energy.

__Want to know if your company could save money?__ Give us a call right now to set up your FREE PrintSmart Evaluation… 251-476-3113!

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*

Your Crystal Ball For Hiring

By: Geoff Smart

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/smartthoughts.

Geoff is Chairman & Founder of ghSMART. Geoff is co-author, with his colleague Randy Street, of the *New York Times* bestselling book *Who: The A Method for Hiring* and the author of the #1 *Wall Street Journal* bestseller *Leadocracy: Hiring More Great Leaders (Like You) into Government*. Geoff co-created the Topgrading brand of talent management. Geoff is the Founder of two 501c3 not-for-profit organizations. SMARTKids Leadership Program™ provides 10 years of leadership tutoring and The Leaders Initiative™ seeks to deploy society's greatest leaders into government. Geoff earned a B.A. in Economics with Honors from Northwestern University, an M.A., and a Ph.D. in Psychology from Claremont Graduate University.

Get Your FREE Consultation!
Give us a call to schedule it… 251-410-7601!

Skip The Airport—Just Hop In Your E-Jet and Fly!
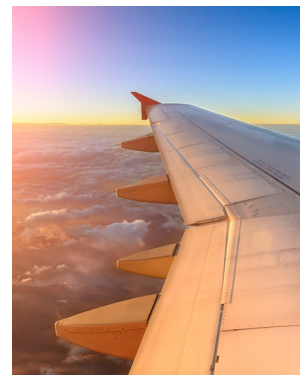
By 2018, owning your own battery-powered VTOL (Vertical Takeoff and Landing) two-seater could be one step closer to reality. That's the plan for the Lilium Jet, being developed in Germany under the auspices of the European Space Agency. This Jetsons-looking aircraft sports "fly-by-wire" joystick controls, retractable landing gear and gull-wing doors. Its developers claim it will have a top speed of 250 miles per hour and could be available to the public as soon as 2018. Designed for daytime recreational flying, it's quieter – and safer – than a helicopter, thanks to its battery-powered ducted fan motors and intelligent, computer-controlled takeoffs and landings. And pricing, according to its developers, will be far less than similar-sized aircraft.
-GizMag

Help Us "Hook" Some More Clients Like You & Get Rewarded!

We've decided to start a special rewards program for the clients we value the most.

Here's the deal...

Refer clients to us and receive a $50 gift card to any place of your choosin' when your referral becomes a BIS client. Earn a $100 gift card when 3 or more of your referrals do business with BIS!

For more information, visit www.askbis.com/referral or call 251.923.4015.
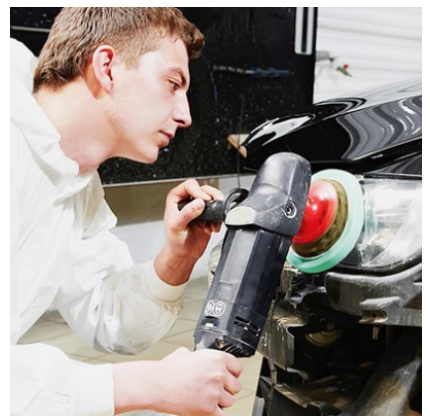
*The BIS Division Only

"Together we stand, together we fall, together we win, and winners take all."
- TC Volleyball Team

Who Wants To Win A $5 Starbucks Gift Card?

Every week, we will have a Grand-Prize Winner for our Monthly Trivia Challenge Quiz! He or she has to be the first person to correctly answer my quiz question.

Last month's quiz question was: **In what key do most American car-horns honk?**
The correct answer was
A) F

Now, here's this month's trivia question. The winner will receive a $5 gift card to Starbucks!

How many people signed the Declaration of Independence on July 4th?

a) 2
b) 4
c) 6

Email us right now with your answer!
hvalentine@askbis.com

Client Spotlight: Auto Craft Collision Center

If you're looking for quality vehicle repairs, we recommend Auto Craft Collision Center, a family-owned company built on values that have continued to guide their company for three generations. Give them a call at 251-928-7296!

"With our new website and look, we've received numerous compliments. Customers are able to request a quote and schedule repairs on the website that BIS Designs created. Every month we receive 4-5 new jobs directly from the website. And this is increasing every month. Since we've started SEO with BIS Designs, there's been a 20-30% increase in website traffic."
- Chad Chupek, Owner

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July Events

July 21st at 11:30 AM

TP Crockmiers| Mobile, AL

Digital Marketing Luncheon (FREE!)

Learn how to develop & implement a successful digital marketing plan to increase company revenue.

www.askbisdesigns.com/seminar

_____

To RSVP for any of these events, call 251-923-4015 or visit www.bisuniversity.com.