

TECHNOLOGY TIMES

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

Security Tips

When choosing a password ask these questions: Does my password contain a word from the dictionary? Do I use this password for more than one login? If the answers to those 2 questions are yes, it leaves you vulnerable for a hack. If you must use a word then change it up – ex. South Carolina could become \$0Uth c@r011nA. Still easy to remember but harder to hack! Mix up the upper and lower case, numbers and symbols to create a strong password. Ask for a consult with the Solutions team to beef up your Cyber Security and keep yourselves safe from attack!

October 2019



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Our Mission: to create lasting relationships with clients; to help our clients use technology to gain a competitive advantage; to simplify business technology services so our clients can focus on accomplishing their mission.



3 Ways To Prevent Your Employees From Leaking Confidential Information

A lot of businesses need to come to terms with the fact that their employees are their greatest IT threat. As a business owner, you may be aware of cyberthreats to your business, but your employees might not be. They might not know about the threat of cyber-attacks or malware. They might use unsecured WiFi on company equipment. As a result, your employees may be putting your business at serious risk.

What can you do to change that?

1. IT ALL STARTS WITH EDUCATION. One of the biggest reasons why employees put their employer at risk simply comes down to a lack of education. They don't know about the threats targeting businesses or that small businesses are a major target of hackers and scammers.

You need to do everything you can to

train your employees. Give them the education and resources to be a line of defense rather than a risk. Develop a consistent training regimen. If you need to bring in IT professionals to help, do it. Don't make assumptions about critical IT security training if you aren't sure. Professionals can answer your questions and make sure you and your employees have everything you need to know to keep your business secure.

Another important thing is to **hold this training regularly**. Threats evolve, and you need to stay ahead of the curve. Keep IT security on the minds of your employees. When they forget about it, that's when the risk is highest.

2. SAY NO TO UNSECURED, PUBLIC WIFI. This is a big problem for businesses with remote employees, employees who work from home or employees who use

Continued on pg.2

Shiny New Gadget Of The Month:



The Philips Somneo Sleep & Wake-Up Light

Research suggests that when you wake up naturally (that is, you aren't jolted awake by an alarm or radio), you feel more refreshed and energized during the day.

The Philips Somneo Sleep & Wake-Up Light puts this research to the test. It's designed to simulate a natural sunrise right in your bedroom. You can set it to your specific needs, and it will slowly and steadily brighten when you need to wake up. It can also simulate a sunset for the opposite effect when you're going to bed! You can even use the light as a reading lamp — and it has a built-in radio, too!

The Philips Somneo Sleep & Wake-Up Light is a versatile device, perfect for anyone who wants to get a better night's sleep. Find it at Amazon and many other electronic retailers.

The Power Of Punctuality



Personally, I am not a fan of people who are always late. Sometimes, things happen that we have no control over, such as car accidents, traffic jams and unexpected family emergencies, to name a few. I am not addressing those situations.

What I am addressing is how punctuality can do wonders for your success.

Have you ever thought about what being punctual says about you? It shows you are in control, disciplined, able to keep track of things, trustworthy, reliable and respectful of another person's time. Being late demonstrates none of those things. In fact, being late shows you are unreliable, disorganized, disinterested and inconsiderate. When you look at it from that perspective, you would never want yourself described that way.

Do you want to hire someone who is unreliable? Not me. How about disorganized? A disorganized person will make mistakes — and mistakes cost money. Let's take a closer look at *disinterested*. One of the definitions of *disinterested* is having or feeling no interest in something, unconcerned, uncaring and unenthusiastic. That sounds like someone you NEVER want to have on your team. Then that leaves us with inconsiderate, defined as thoughtlessly causing hurt or inconvenience to others, unthinking, selfish, impolite and rude.

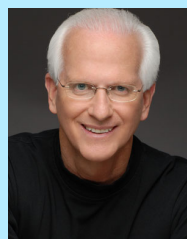
Associates, bosses and customers have NO fondness for lateness. I heard one person express

it this way: "If you are chronically late, you are chronically rude." If you are looking to be promoted to a leadership position, it will be difficult to prove yourself reliable when people are having to wait for you to show up. Punctuality is a product of discipline, proper planning and respect for others. In simple terms, preparedness and punctuality are two of the most important qualities of a leader.

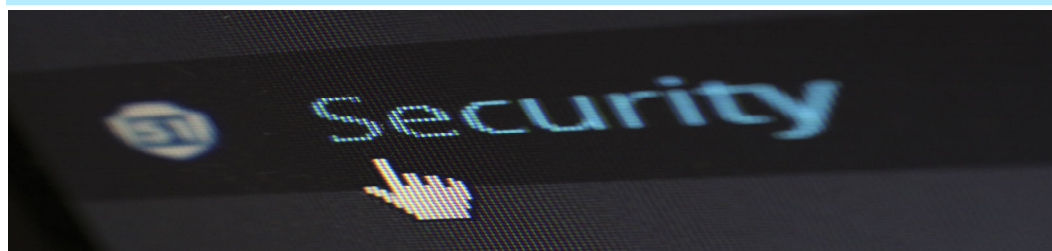
When you are late, you are saying, "My time is more valuable than yours." That is not a great way to start anything. The celebrated writer Charles Dickens once said, "I could have never done what I have done without the habits of punctuality, order and discipline." I feel that by being punctual, you are paying a courteous compliment to those you are about to see or serve; it's a respectful gesture of how you value their time.

Chronic lateness sets a tone about accountability. If you want a culture in which people are accountable to customers, associates and even to themselves, then make punctuality a priority. Start all meetings on time regardless of who is missing. The word will get out, and people will start showing up on time.

Being on time may seem a bit trivial to some people, but it's a good idea to start making accountability part of your corporate culture. Shakespeare once stated: "Better three hours too soon, than a minute late." There truly is power in being punctual.



Robert Stevenson is one of the most widely recognized professional speakers in the world. Author of the books *How To Soar Like An Eagle In A World Full Of Turkeys* and *52 Essential Habits For Success*, he's shared the podium with esteemed figures from across the country, including former President George H.W. Bush, former Secretary of State Colin Powell, Anthony Robbins, Tom Peters and Steven Covey. Today, he travels the world, sharing powerful ideas for achieving excellence, both personally and professionally.



■ These Are The Biggest Privacy Threats You Face Online Today

Webcam Access – While it's rare, there are known exploits that allow others to access your webcam (such as malicious software or software security flaws). Putting electrical tape over your webcam isn't a bad idea, but more webcams are coming with kill switches and shutters for peace of mind.

Phishing Scams – Don't ever expect these to go away. People still fall for them. NEVER click links in e-mails from anyone you don't know (and even if you do know them, verify that they sent you a link – e-mail addresses can be spoofed).

Web Browser Plug-ins – Vet every browser plug-in and extension you install. Many extensions collect your browsing history and sell it. Read the terms of service before you click install (a good rule of thumb for software in general).

Ad Tracking – Web ads (and web ad providers, such as Facebook and Google) are notorious for tracking users. They want to know what you like so they can cater ads directly to you in the hopes that you'll click the ad, which gives them ad revenue. It's one of the many reasons why people use ad blockers.

Device Tracking – If you have a smartphone, chances are it's

being used to track your every move. Again, it comes back to delivering ads that are relevant to you so you'll click on them. For companies like Facebook and Google, users are the product. *Inc.*, 7/19/2019

■ Capitalize On This Strategy To Improve Your Bottom Line

Want to boost your bottom line? The answer may be in cashless payments. It's all about taking your current systems and updating them to current trends.

Outside of the U.S., particularly in Europe and much of Asia, cashless payments are king. More people are relying on smartphones as payment processing tools (both in the consumer and business worlds). Of course, you don't want to rely on cashless – you want to be able to accept any money your customers are spending, whether it's cash, card or electronic.

Look at your point-of-sale system – is it ready for cashless? If not, look into it, research your options, ask around and see what option makes sense for your business (and bottom line). *Small Business Trends*, 6/26/2019

Who Else Wants To Win A \$10 Gift Card?

October Trivia Question: These keys were originally programmed to always send the same signal/code. However, which of these set of keys can now have a different instruction set for every operating system and/or application?

D) function keys

You can be the Grand Prize Winner of this month's Trivia Challenge Quiz! Just be the first person to correctly answer this month's trivia question and receive a \$10 gift card to Starbucks. Ready?

Computer storage has brought some prefixes into common knowledge that, a few years ago, only scientists would have been familiar with. Which of the following is the correct order for the next three prefixes after "Mega-", from smallest to largest?

- A) Peta-, Giga-, Tera-
- B) Tera-, Giga-, Peta-
- C) Giga-, Peta-, Tera-
- D) Giga-, Tera-, Peta-

Go to our Facebook Page to submit the answer!