

We're Here to Help

During these tough times, we are here to help. Here at PcPlus Networks, we realize that many companies are affected by the restrictions imposed as a result of the COVID-19 outbreak. Several businesses are allowing their employees to work from home. If there is anything we can do to assist your employees with their remote access or VPN network, please don't hesitate to call on us.

If you need help in getting your staff to work remotely, we know a few fast, easy and inexpensive ways to enable them to work securely from home that won't break the bank. We also have techs available to assist if you have an IT emergency. We are not looking to hard sell you anything – We're happy to simply help you come up with a plan, no cost and no agenda other than to help. Our team is up and running remote, and we have the ability to throw you a lifeline if you are in need of one. Let me know how we can be of service.

Do not hesitate to give us a call at (678) 523-5599 and let us help.

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This monthly publication provided courtesy of Shan Dholaria, CTO of PcPlus Networks

As a business owner, you don't have time to waste on technical and operational issues plus security is a BIG concern too. That's where we shine! Call us to put an end to your IT problems finally and forever."



Your #1 Threat Of Being Hacked Is INSIDE Your Own Organization

Small businesses are the biggest targets of hackers and cybercriminals. They are targeted because they are less likely to have strong – or any – security in place. But in so many cases, hackers don't need to use malicious code or cracking skills to get what they want. Instead, they rely on your biggest vulnerability: your own employees.

The #1 threat to any business's IT security is its employees. It all stems from a lack of training. Employees don't know how to spot threats, or they don't know not to click unverified links in their e-mails. Most of the time, these actions are simple mistakes – but mistakes aren't excuses and can result in MAJOR costs to your business.

Here are three things you can do to turn your employees from your biggest IT threat to your biggest IT asset:

Establish Regular Cyber Security Training.

First and foremost, get *everyone* in your business trained up on IT security. Wesley Simpson, the chief operating officer of (ISC)², an international cyber security certification group, suggests thinking about IT education as "people patching." Just as you continually update and patch your software and security, ongoing education serves to update, or patch, your employees. He says, "If you don't get your people patched continually, you're always going to have vulnerabilities."

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But don't put the training solely on your shoulders. Work closely with a company that specializes in IT security. Doing it yourself can be stressful and time-consuming. An experienced IT firm is going to come in with all the education and resources you need to successfully train everyone in your organization on cyberthreats targeting your business today.

Keep Cyber Security Top Of Mind.

While you may have training or educational sessions once a quarter or biannually (regular sessions are recommended), you still need to keep IT security in the minds of your employees on a weekly basis. During weekly meetings, for example, talk about a cyber security topic. Or, if you share news or links with your employees in a weekly, company-wide e-mail, for example, include a cyber security story or tips article. It's all about utilizing systems you already have in place to keep your team informed and this important topic at the forefront.

Emphasize Safe Internet Usage Habits.

This should supplement regular training. Employees should always know the best practices when it comes to using the Internet, e-mail or anything else that

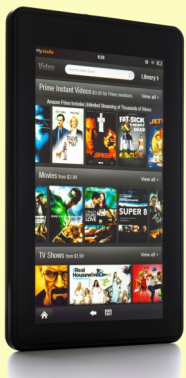
brings them in contact with the World Wide Web. Part of it involves keeping the lines of communication open. If an employee sees something out of the ordinary come into their inbox, encourage them to bring it to the team's attention – whether they're telling their direct supervisor, manager or you. The easier the communication between everyone on your team, the easier it is to identify and stop attacks.

The goal is to eliminate guesswork. If an employee isn't sure about an e-mail, they should be trained to ask questions and verify. On top of that, you should have a policy in place that prevents employees from installing unverified software, which includes apps and app extensions (such as browser extensions), without permission. And one more thing – stress safe Internet usage habits not just in the workplace but at home as well. This is especially critical if your employees are bringing in their own devices. If that's the case, you should absolutely have a "bring your own device" (BYOD) security policy in place. It's just another wall between your business and potential threats.

How do you get all this started? Good question! It all starts with reaching out. If you're ready to lock down your business and you're serious about educating your employees and turning them into your best defense, we can help. The best IT security you've ever had is one phone call away.

“The #1 threat to any business's IT security is its employees.”

Help Us Out And We'll Give You A Brand-New Kindle Fire For Your Trouble



We love having you as a customer and, quite honestly, wish we had more like you! So instead of just wishing, we've decided to hold a special "refer a friend" event during the month of April.

Simply refer any company with 10 or more computers to our office to receive a FREE remote computer network assessment (a \$397 value). Once we've completed our initial appointment with your referral, we'll rush YOU a free Kindle Fire of your choice as a thank-you (or donate \$100 to your favorite charity ... your choice!).

Simply call us at 678-523- 5599 or e-mail us at info@pcplusnetworks.com with your referral's name and contact information today!

Shiny New Gadget Of The Month:



NexOptic DoubleTake Binoculars

Binocular technology has remained the same for a long time – and for good reason! It works well. But now, one company has decided to bring binocular optics into the 21st century and give it a technological makeover.

NexOptic's DoubleTake blends binoculars with common smartphone technology. With 10x digital zoom and a wide field lens, DoubleTake delivers outstanding 4K video and high-resolution photos. Plus, it's packed with a powerful imaging processor to ensure your videos and photos look fantastic every time, and its compact size makes it ideal for travel.

DoubleTake's battery provides three hours of continuous use, meaning it will last most people several days or more before the next charge. Images are saved to an onboard memory card and can be sent over WiFi to your phone or other device for easy sharing or personal use. Learn more at NexOptic.com/doubletake.

Anticipating Customer Needs

What is the best way to create a loyal customer base and, therefore, a more profitable business?

Anticipate Customer Needs.

Anticipating needs is the best way to let your customers know that their success is your priority. When you deliver something customers need without asking, you create a sense of ease and let them know you have their best interests in mind – a proverbial “I have your back.”

The most effective way to anticipate the needs of your customers is to know them well. How else will you know what their expectations are? You have to create a relationship with them to identify what their demands are and fulfill them before they even know what they wanted. So, how do we go about this? Here are just a few examples.

Establish A Relationship.

In most of my books, I have a call to action. I ask readers to e-mail me to make their commitment to improving their businesses. Developing this dialogue with readers is an act of accountability on both of our parts. Moreover, it is a big leap of faith for some, and I am honored they trust me. They tell me why they are committed, and I let them know I am here and interested in helping them succeed. My hope is that they feel less alone in their struggles as business owners and more motivated to make the necessary changes they need for a successful business.

Exceed Expectations.

The responses from readers when they receive e-mails or videos from me has been overwhelmingly positive. It seems that most assume their e-mails will go into a black hole, never to be answered. Not only do I answer, but



I also include a ton of resources that basically equal free coaching. There is an FAQ, links to my *Entrepreneurship Elevated* podcast, links to find a Profit First Professional and become a Profit First Professional, links to Clockwork resources, links to Pumpkin Plan resources ... You get my drift. And while it could be interpreted as marketing, anyone who knows me knows I am out to empower others and help their businesses become more profitable. I often get e-mails from readers who are pleasantly surprised – they are getting answers to questions before they even knew they had them. See? Anticipating needs!

Ask For Feedback.

I often request reviews of my books. Is this because I want to hear how great they are? No. I ask for reviews because I want that honest feedback. How the heck else will I know what to write next? How will I know what problems need solving and what business solutions entrepreneurs are seeking if I don't ask? Getting reviews enables me to focus on these key areas where business owners are trying to improve.
~Mike Michalowicz

IT Security Tip: We Are Here To Help You With Your IT Needs During The COVID-19 Pandemic!

At PcPlus Networks, we realize that many companies are affected by the restrictions imposed as a result of the COVID-19 outbreak. Several businesses are allowing their employees to work from home. If there is anything we can do to assist your employees with their remote access or VPN network, please don't hesitate to call on us.

During these unprecedented times, we are offering a free remote access license for a limited time.

It's about how we can help your business during this critical time in our history. So do not hesitate to give us a call at (678) 523-5599, if we can help.

In the meantime, please remain safe and we look forward to coming out of this together on the other side.



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How To Quickly Shift To A Work-From-Home Business Model To Maximize Productivity In Today's Coronavirus Environment

As a business owner today, you are now facing unprecedented challenges to help deal with the coronavirus pandemic. You are asked to self-isolate and practice social distancing to "flatten the curve." You are asked to allow your employees to work from home to reduce possible exposure and slow the spread of COVID-19.

These are all reasonable requests. However, as a business owner you also need to maximize productivity, bring in revenue and try to grow your business in these demanding times. How can you accomplish these goals when your office is now a ghost town and productivity has fallen off a cliff?

The answer lies in setting up your office to function remotely. If you've never implemented a work-from-home policy before, it may seem like a whole different world. Managing an entirely remote workforce goes far beyond giving your employees a laptop and reminding them to check in every once in a while.

After all, there are many factors most business owners haven't ever had to consider, such as: What technologies do I need, how can my employees work from home without compromising the security of our network, how can I make this new work environment as easy, comfortable and as productive as possible?

We understand these are unique times. We know that "business as usual" is going to be quite different for an undetermined amount of time. But together we can help you adjust to today's new normal by giving you the tools, technologies and insights to create a secure and productive work-from-home business environment. Here are three important considerations to getting you set up and running a successful work-from-home business:

1) **Don't allow employees to use home computers or devices.**

Their mindset may be, "Well, I'm working from home so I may as well use my home computer." This is a dangerous mistake. Our team works hard to ensure your company computers and network are secure and protected from malware, viruses and cyber-attacks. Their home computers and devices

could be littered with tons of downloaded music, videos, images and more. Because it's more exposed, it can invite malware into your network. Rather, provide a company-approved and secured computer/laptop for employees to use at home.

2) **Secure their WiFi access point.**

Without a secure WiFi access point, you're essentially leaving a back door open to hackers. That's because WiFi signals are often broadcast far beyond your employees' homes and out into streets. Yes, drive-by hacking is popular among cybercriminals today. A few tips for securing your employees' WiFi access points: Use stronger encryption and a more complex password; hide your network name; use a firewall.

These security measures are not difficult to set up. But if you have any questions or need assistance, we will be happy to help get your employees set up remotely.

3) **Use a two-factor authentication VPN.**

VPN stands for virtual private network. It's essentially a private, encrypted tunnel that goes direct to your IT network in your office. Ideally, you'll want your VPN to support two-factor authentication. This means it's doubly secure because your employees will need to call in to access the network. If you don't have a VPN for your employees to use, you can consider other services, such as GoToMyPC or Zoho. While these products are not as secure, at least they keep your home network from being exposed.

As business owners ourselves, we too are having to pivot and work differently than we ever have before. However, because we have the technology and infrastructure in place, we are still surprisingly productive.

Our team wants to help your business survive and thrive during today's unique environment. If you and your IT team need extra hands right now...or solutions to help your employees work SECURELY from home...we have software tools, expert staff and resources we'd like to offer you to keep your business as productive as possible.