Cathy's Message

We have some very exciting news to share with you. Szymanski Consulting, Inc. and the **Better Business Bureau** have teamed together to host a **Security Awareness Event on June 6th** at the Bayfront Convention Center. We have more information on page three. Please read it over and we hope to see you at this exciting event.

David and I had the opportunity to attend two conferences in April. One in Nashville and it was a great opportunity to talk with our peers and share our best practices with each other. We came back with lots of energy and great ideas.

The other conference was in Orlando where we received great information on new products coming to market very soon. We can't wait for this summer when the products can be sold.

If there is anything you would like us to sell, please let us know. We are here for you, whatever we can do to make your job easier and reduce your TCO. Thank you for your business.

Cathy & David

What Is Cloud Computing and Why Should You Care?

There's a good chance that MOST of the software applications you use every day are now SaaS applications, or "software as a service." In other words, you don't have to install them on your server or PC – you simply access it as a pay-as-you-go model for only the licenses, space and features you use. This gives you the ability to access highly sophisticated software and functionality at a fraction of the cost – or even for free – and without long-term commitments.

For example, Google is a massive, free cloud application – the power required to search billions of web sites and content in seconds and deliver the relevant results to your screen far exceeds the capacity of your PC. Facebook is another free cloud application that allows you to post pictures, play games, and connect with your

Top Small Business Security Trends 2013

In a roundup of opinions about what the most pressing security concerns will be for small businesses in 2013, two common and related themes emerge: cloud and mobile.

Not only is mobile quickly overtaking fixed computing as the most preferred way to access business data and networks, the bring-your-own-device (BYOD) trend is re-fueling a new round of concerns related to that data and where it is located. And as the app-version of business tools work their way past the firewall, securing these solutions also becomes a priority.

Securing Mobile Apps

This mobile infiltration goes beyond devices; it also includes mobile apps, says Gytis Barzdukas, senior director of product management for online backup provider Mozy. As app usage proliferates, companies will have to crack down so they don't open themselves up to problems with governance, risk and compliance (GRC); particularly if they do business in highly regulated industries such as healthcare or financial services.

Relief may come from the app makers themselves, however, as they realize their products will not be tolerated in risk-adverse business environments. But Barzdukas suggests employing two-factor authentication schemas either way. Companies with IT shops will probably see calls for increased access-control based on corporate directories, as well as content control so that data can be remotely wiped or consumed in a read-only manner.

LIFE BEFORE THE COMPUTER
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* Memory was something that you lost with age
* An application was for employment
* A program was a TV show
* A cursor used profanity

* A keyboard was a piano
* A web was a spider's home
* A virus was the flu
* A CD was a bank account

* A hard drive was a long trip on the road
* A mouse pad was where a mouse lived
* And if you had a 3 1/2 inch floppy
....you just hoped nobody found out

The Lighter Side Philosophy of Spring Cleaning

I don't do windows because...I love birds and don't want one to run into a clean window and get hurt.

I don't wax floors because...I am terrified a guest will slip and get hurt then I'll feel terrible (plus they may sue me.)

I don't mind the dust bunnies because… They are very good company, I have named most of them, and they agree with everything I say.

I don't disturb cobwebs because I want every creature to have a home of their own.

I don't Spring Clean because…I love all the seasons and don't want the others to get jealous

I don't pull weeds in the garden because…I don't want to get in God's way, HE is an excellent designer!

I don't put things away because…My husband will never be able to find them again.

I don't iron because...I choose to believe them when they say "Permanent Press."

Spring

Help the Community

David and I belong to boards of a few non-profits in Erie. Two of the boards are having golf outings. The first one is **Community Shelter Services** (homeless shelter) this golf outing is at Lakeview in Northeast on Monday, June 10th. The second one is for **Auto Racers for Kids**. This year funds raised will go to **CASA of Erie County**, **Trinity Center** and **Safe Haven**. This golf tournament is at the Lower Course of Peak n Peak on July 11th.

We would really appreciate it if you can golf or be a sponsor, we need all kinds of sponsors including hole sponsors.

Please contact Cathy for more information on how you can help.

Are You STILL Using Outdated Tape Backups?

If your computer network and the data it holds got erased or corrupted because of a virus, hard drive crash, fire, flood or some other random, unforeseen disaster, **how confident are you RIGHT NOW that your business could be back up and running again FAST?**

If your answer to that is, "I don't know," or "I'm not sure," you are taking a HUGE risk with your company's most important asset—the data on your network. Just imagine what would happen to your business if you lost your entire client database…

Lost all accounting documentation and history…Lost all the work files you've spent YEARS developing…Lost the work files and documentation you so desperately need to service your customers…

Can you even put a price tag on it? Probably not—yet so many business owners aren't 100% certain that they could be back up and running after a disaster and are purely *hoping* that their current tape drive or backup is working and storing a usable copy of their data.

Tape Drives Are The MOST Unreliable, Unsecured Way To Back Up Your Data

All tape drives fail; it's only a matter of "when," not "if." So if being able to get back up and running again in the event of a data-erasing disaster is important, then you need to know about our Backup Solution.

This fool-proof backup service does more than just keep a copy of your files—it provides "continuous data protection" and enables near-instant disaster recovery because it takes a snapshot of your entire network throughout the day, giving you the confidence we could have you back up and running again within HOURS, not days or weeks.

Want to know if your data is REALLY secure and being backed up properly? Call us for a **FREE** Data Backup and Disaster Recovery Audit. Call Cathy at 814-455-6069 x 300 or email cathy@szy.com

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"As you begin changing your thinking, start immediately to change your behavior. Begin to act the part of the person you would like to become. Take action on your behavior. Too many people want to feel, then take action. This never works."   *"John Maxwell"*

Microsoft Office Shortcut Keys

We hope you are enjoying our monthly shortcut tips. If there are tips you would like to share with everyone, please send them to us and we will post them in our monthly newsletter.

The following tips are for Outlook 2010

Shortcut	Action
Ctrl +Shift+ I	Switch to Inbox
Ctrl +Shift+ O	Switch to Outbox
Ctrl + R	Reply to a message
Ctrl +Shift+ R	Reply all to a message
Ctrl +Alt + R	Reply with a meeting request
Ctrl +Shift+ W	Open the Mail Tip in the selected message
Ctrl + F	Forward a message
Ctrl + Enter	Send
Ctrl + P	Print

Security Tips to Avoid Cybercrime

In 2013 when cybercrimes are at their peak, it is very important that you keep up to date to avoid and protect your computer from lethal PC threats and invasions. Below mentioned are some security tips that we feel are really very important for you to take in order to protect yourself against malware and cybercriminals. Although these tips are not new, but it will intensify your cyber security for sure.

Tip 1 – You need to create an email account whenever you shop. For those who shop regularly it is very important. The email accounts were created solely for the purpose of shopping online or to take on any survey.

Tip 2 – Take all your important documents including birth certificates, passports, deeds, bonds, titles etc. into any safety deposit lock box at your chosen bank or fireproof home safe. Also make sure that all the papers and documents are properly   arranged and systematized for easy access.

Tip 3 – Make sure that you check your bills online on a regular basis along with your account. It is because as soon you will notice any discrepancy, sooner you can get it resolved and get your money back if anything such is stolen.

Tip 4 – Not like most of the social network websites, Gmail account and Google voice phone number can be distributed on a various websites which are not trustworthy and thus can easily maintain your personal information.

Tip 5 – Most of the cooperation's systematically reset their computer passwords in every thirty (30) days. So, just make sure that you do the same with your personal PC or laptops. The password has to be such that shouldn't be guessed easily. Use the combination of characters, lower and upper case both with numbers and symbols to make the password strong but easy to remember.

Some cyber security experts are predicting that the year 2013 will see the activity of scammers and cyber crime on the rise, so make sure that you follow the tips outlined above so that you don't fall victim to cybercriminals. Just review the above advisory and keep an updated antimalware/antispyware program on your PC to protect yourself from any kind of identity theft or intrusion.

Is Cloud Computing Right For You?

While there are a ton of benefits to cloud computing, it's NOT right for every company. Some applications don't play well in the cloud. You need commercial-grade Internet connectivity, and some functions, like working with big graphics files, are better kept local or the slowness will make you crazy. However, in almost every case, parts of your computer network (functions) can easily be put in the cloud to save you money and give you better service. So before you donate your server and sign up for Google Apps or Office 365, it's important you talk to someone who can honestly assess your unique situation and tell you the pros and cons of making the switch to cloud computing.

Videos

We hope you are enjoying our weekly videos. If you have a specific topic you would like to see us cover please let us know.

If you would like us to add someone onto the list we will certainly take care of that.

We feel the more education we can get out to you, the better.

What Is Cloud Computing and Why Should You Care

friends in real time without having to install those applications on your computer. Of course, there are also the applications such as Salesforce, Constant Contact, SurveyMonkey, etc., that you pay to use.

With the recent introduction of cloud-based office applications like Office 365, Google Apps and thousands of other SaaS applications, it's becoming unnecessary for some businesses to purchase and maintain an onsite server. Now companies can host one or more of their applications, data, e-mail and other functions "in the cloud." That simply means it's stored offsite in a highly secure, high-availability "utility" company that has far more power and resources than you could ever logically have onsite as a small business. And with devices getting cheaper and Internet connectivity exploding, cloud computing is suddenly a very smart, viable option for small business owners.

What are the benefits of Cloud Computing

√ Eliminates the need for expensive server upgrades and allows you to use cheaper devices (PCs, etc.) to get the same work done.

√ Frees you to access applications from any device and any location. All you need is an Internet connection.

√ Built-in disaster recovery and business continuity.

√ Only pay for what you need and use (utility pricing).

Shocker to Business Owners

Here's a shocker to most business owners: You're bank often can NOT reclaim money stolen from your bank account due to fraud or cyber-crime. That means if money gets drafted from your business bank account from a hacker, phishing attack, identity theft or by any other means, you have little to no chance of getting it back.

Recent studies have shown that 83% of small businesses take no formal measures against cyberthreats even though almost half of all attacks are aimed at them.

The plan of action needs to be to **Educate your Employees.** Your staff is the first line of defense AND your biggest security hole at the same time. Uneducated employees are one of the most common causes of data breaches. Make sure that they are aware of the do's and don'ts for your company with regards to data security.

> Plan on attending our 'Security Event' on June 6th to find out more information.

Security Awareness Conference

Szymanski Consulting, Inc., and the Better Business Bureau have teamed up to bring a security awareness event to the Bayfront Convention Center on June 6, 2013.

Topics:

Data Breach and Cyber Liability,
 presented by **Will Collins, Northwest Insurance Services**
Social Media Security,
 presented by **Lesley Ridge, Socialution Media, LLC**
Banking Security,
 presented by **Allan Krayeski and**
 Renee Santos, First National Bank
On-Line Security,
 presented by **Corporal Stewart, PA State Police**
Secure Your ID,
 presented by **Warren King Better Business Bureau**
Disaster Recovery,
 presented by **Cathy Szymanski, Szymanski Consulting**
Security Issues in Document Retention,
 presented by **Robert C. LeSuer,**
Elderkin Law Firm

Please Make sure you RSVP your seat.
 Lunch is included.
Register at www.szy.com/event
 use PROMO CODE: SZY2

Registration will be at 9:30 a.m. with the event beginning at 10:00 a.m. The event will end by 2:30 p.m.

Who should attend?
- Business Owners, managers and Executives interested in the security of their business.

Why should you attend?
- Stay current on cyber security threats, vulnerabilities and exploits
- Cost effective security training and peer networking
- Find help for information security issues

Conference Goals:
- Educate the community
- Increase awareness about cyber security threats and risks
- Sharpen technical skills
- To ensure participants leave the event with practical information that can be applied directly to their specific cyber security environment

If you have any questions, please contact Cathy@szy.com or call her at 814-455-6069 x300

Taking Referrals

Do you have anyone you would like to refer to us! We have a referral program that we would love to share with you. Please email Cathy today to find out more information.

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