

TECHNOLOGY TIMES

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

What's New

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July 2016

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This monthly publication provided courtesy of John Smith, President of Nashville IT Company.

Our Mission: To build a community of successful minded entrepreneurs that inspires excellence, encourages collaboration and expands the capacity of all members to achieve great things.



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 cybercams, 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

continued on pg2

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.

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 <PHONE>, or e-mail me directly at <E-MAIL>, and get your copy of this crucial preventive guide today – before your company becomes yet another social engineering statistic.

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

Help Us Out And We'll Give You A Brand-New iPod 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 July.

Simply refer any company with <10> or more computers to our office to receive a FREE Computer Network Assessment (a \$397 value). Once we've completed our initial appointment with your referral, we'll rush YOU a free iPod Nano of your choice as a thank-you (or donate \$100 to your favorite charity ... your choice!). Simply call us at XXX-XXX-XXXX or e-mail us at xyz@companyurl.com with your referral's name and contact information today!



Zdenek Law Firm, P.A.

CLIENT OF THE MONTH

Buying a home could easily be one of the most important moves anyone undertakes in a lifetime. Zdenek Law Firm makes the process as seamless as possible, giving clients one less thing to worry about.

When Illinois native Jeff Zdenek founded the company nearly 20 years ago, he barely knew anyone in North Carolina, let alone the real estate industry.

"To hang a shingle with no money and no contacts can be a daunting task," he admits. "In that respect, I think ignorance is bliss, so I'm proud of the friends I've made and the relationships I've maintained since then."

Growing up in Downers Grove, Jeff spent his spare time working in the family Ace Hardware franchise. Although the job made him realize he'd rather work for himself, little did he pay attention to the intricacies of running a business.

As a startup right out of law school, Jeff's knowledge of profit-loss statements or the law of diminishing returns was limited. "It was definitely live, learn and adjust," he confesses.

Challenging and satisfying best describe his profession. From a legal perspective the ever-changing rules and regulations present a challenge because of the pace and nature of real estate.



Owner Jeff Zdenek

"The relationships we build with our clients, their lenders, builders, realtors, and others involved in any transaction are what make it satisfying," he reveals. "It's always nice to see a smiling face, and for the most part, the purchase of a home is an exciting event in people's lives. I enjoy seeing them appreciate their good fortune."

Although his profession keeps him on land, Jeff enjoys boating when he can get away. Give him a guitar and he's in paradise. His favorite sport? Basketball. The entrepreneur concedes to the call of the court whenever he can.

Check them out at www.zdeneklawfirm.com.

VACATION ALERT!

Before you head off for a little fun in the sun with your laptop tucked under your arm, always remember:

Never automatically connect to "any available network." Not all internet connections are secure, so if you're going to log in to the company's network, e-mail or other critical cloud apps that are hosting sensitive information, **ONLY** do so on a trusted, secured WiFi and **NEVER** a public one. We recommend investing in a personal MiFi device that acts as a mobile WiFi hotspot IF you're going to be traveling a lot and accessing company info.

Turn off the ability to automatically connect for all your mobile devices and laptops. You will still be able to connect manually, but it will prevent your laptop or device from connecting to a questionable network without your consent or knowledge.

Finally, disable all printer and file-sharing options on your mobile devices. This is another way hackers can gain access to your network. In an ideal world, you and your employees would take a true break from work, but if they aren't able to completely detach themselves, then at least require them to stay safe using the above tips.

Did You Know Managed IT Solutions Offers . . .**TELECOMMUTING****Remote System Setup And Monitoring**

We can get you fully set up to have your key employees and staff work from home by structuring a telecommuting environment wherever needed. This also enables you to access work while on-the-go or out of your office.



Managed IT Solutions offers a simple file sharing and backup solution, Palladium SYNC, which accompanies the ability to work from home. This solution allows users to share files and folders across multiple devices and offers secure access anytime, anywhere.



When opting into a work-from-home environment for your staff, it's important the security of their systems are closely monitored. We offer Managed Antivirus Solutions to secure your devices. Call **919-848-3259** today!



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- Learn The Single Most Important Thing You Must Have In Place Before You Begin

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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.

Your Crystal Ball For Hiring

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.

Client Spotlight: ABC Insurance

<<Insert story about this client and what you did for them: If you are looking for a company to take the headache out of your insurance needs and save you a bundle too, look no more! We were recently introduced to this company through a mutual client, Bob Smith of XYZ Corp. The company was having some problems with its network that we fixed immediately.>> Would you like your company highlighted here in our "Client Spotlight"? Then give us a call today at XXX-XXX-XXXX.

Want to know your Lyft or Uber passenger rating?

Ratings are a two-way street with both Uber and Lyft. Of course, as a passenger you can rate your driver. Yet passengers are rated too, by their drivers. To find your average Uber passenger rating, open your Uber app and tap the menu bar in the top left corner. Then follow this path: Help > Account > "I'd like to know my rating." Tap "Submit" on the explanation page and your rating should then appear. Lyft has no such system, however their support team may send your average passenger score to you if you request it. Want to improve your score? Be nice to your driver and show up at your pickup location on time.

-Glitterless.com

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

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

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

Who Else Wants To Win A \$25 Gift Card?

The Grand Prize Winner of last month's Trivia Challenge Quiz is <<name of winner and town>>! <<He or she>> was the first person to correctly answer my quiz question from last month: **Amazon was not the name Jeff Bezos originally selected for his Internet start-up company in 1995. What name was his first pick?**

a) Kagera b) Bookmeister c) Juggernaut d) Cadabra

The correct answer was **d) Cadabra**. Now, here's this month's trivia question. The winner will receive a gift card to <<NAME OF STORE/RESTAURANT>>.

Which of the following worldwide computer viruses caused an estimated \$5 billion worth of damage?

a) Code Red b) ILOVEYOU c) Melissa d) Cryptolocker

Call us right now with your answer!
XXX-XXX-XXXX