

The Tech chronicle

What's New

With cybercrime on the rise, we are constantly researching ways to keep our clients' networks safer. We are happy to introduce BitDefender, our new endpoint protection solution. Bitdefender not only provides antivirus and antimalware protection, but also machine learning threat prevention, continuous process behavioral monitoring, content control, web filtering, and device control. We'll be providing this increased protection at no additional charge to all of our service agreement customers. If you're not a client of ours, but see the need for this protection, just give us a call today.

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Our Mission

To enhance our customers quality of life and the health of their business.



Why NOT Investing In IT Can Get Expensive

If you haven't invested in IT security, then your business is at risk.

These days, it's easy to take technology for granted. It just seems like everything works so well. If things are working well, why spend more on things like data monitoring or secure cloud storage?

Here's a startling fact: a lot of business owners take this approach to network security. They might think, "This will never happen to me," when it comes to data breaches, malware and hacker attacks. While they might be great at running their businesses, they may end up skimping on their IT security.

They see it as something they simply don't need to invest in. But a lot of business owners end up paying big because they aren't serious enough about IT security. A simple virus scan app or firewall

just isn't enough. Hackers and cybercriminals are *relentless*.

Here's another startling fact: threats like data breaches, malware and hacker attacks are a lot closer than you think. When you go cheap with your network security or don't work with an experienced IT services company, it can end up costing you big in the long run.

A lot of business owners skip out on things like network security, cloud backup, data protection and data monitoring because they don't like the up-front cost or another monthly bill. In reality, while you can expect an ongoing cost, working with a managed IT services firm can be remarkably cost-effective (and smart!).

When your network security solutions are running smoothly, you won't know it. It all happens in the background. But because it's not something you "see" on a daily

Continued from pg.1

basis, you might wonder if you're really getting your money's worth. This can be a challenge for business owners who may want to see tangible results for something they pay for. The good news is that you *can* get tangible results!

Many IT services firms let businesses customize their reporting. You can actually get daily, weekly or monthly reports from your IT security company! You can see exactly what they're doing for your business and the exact threats they're protecting you from.

More than that, a good IT services company is going to work closely with you. They'll provide you with the information, resources and tools you need in order to focus on your customers and the successes of your business. They'll educate you and your team and help you identify the best technology for your needs. That's the definition of peace of mind!

Here's why it can be so costly to NOT invest in IT security:

SCENARIO 1: Imagine you're hit with a malware attack, and it takes your network out of commission. Customer data is at risk, and your business comes to a screeching halt. You have to call in IT experts to fix the problem ASAP. This is a break-fix approach to IT services.

In this event, you're going to be charged BIG to get your business up and running again. The IT specialists will have to scrub your network and make sure everything can be recovered. Not only do you have to pay to get your network cleaned, but your cash flow also takes a hit while you wait around to get everything fixed.

SCENARIO 2: You're hit by a data breach. Hackers are looking for information they can exploit, such as credit card numbers, passwords and other identifying information. They often sell this information to other cybercriminals. In almost every case, this information CANNOT be recovered. Once it's gone, it's gone.

This means you have to take action FAST to make sure stolen information cannot be used. This includes changing credit card information and updating passwords. In the event of a data breach, the sooner you inform your customers, the better. But this is a double-edged sword. Your customers need to know so they can protect themselves. At the same time, your customers may lose faith in you because you put their data at risk.

These are just two examples out of many. When you don't take IT security seriously or you're cheap with your technology, it can end up costing you BIG in the end. Work with an IT security company that will work with you to protect your business the right way - and help you avoid scenarios just like these.

"When your network security solutions are running smoothly, you won't know it."

Free Report: What Every Small-Business Owner Must Know About Protecting And Preserving Their Company's Critical Data And Computer Systems



This report will outline in plain, nontechnical English the common mistakes that many small-business owners make with their computer networks that cost them thousands in lost sales, productivity and computer repair bills, and will provide an easy, proven way to reduce or completely eliminate the financial expense and frustration caused by these oversights.

Download your FREE copy today at www.ccmgtech.com/protect or call our office at (267) 381-2025.

It Better Be Packaged Right

Stay Secure in the Social Media World

The age of social media has let millions of people reconnect and stay up-to-date with family members, friends, in-laws and acquaintances. It also continues to shape how we all communicate with each other. It's important to keep a few things in mind before you check your newsfeed.

There is no delete button on the Internet. Everyone knows how to capture a screenshot. Even if you keep your social media completely private, when relationships change, nothing is private. Are you going to be comfortable in 10 years with what you post today? It will be archived forever. If you post in online forums or comment on news-related websites, consider using a pseudonym. Don't share names of real businesses, clients, friends or family. If a bank manager wouldn't allow a picture of all of the money in the vault to be shared on the Internet, then you shouldn't allow a picture containing any confidential, financial, legal or other protected documents and items to be shared either.

A good social media policy in the office now can save headaches down the road.

Joshua Bell is a world-renowned American violinist who made his Carnegie Hall debut at the age of 17 and now performs with the world's premier orchestras. His talent causes concertgoers to flock to the greatest concert halls in the world where the average seat costs \$100 and front-row seats are in the thousands.

The *Washington Post* set up an impromptu concert with Bell as an experiment on perception and priorities. Would people in a hurry recognize the brilliance of this musician, even if he was dressed in jeans, a long-sleeved T-shirt and a baseball cap? Would the beauty of his music transcend the moment and cause them to pause and enjoy incredible talent in a busy train station in Washington, DC? Would priorities take precedence over listening to a virtuoso who had recently won the Avery Fisher Prize as the best classical musician in America?

The only thing that was exceptional to see for those who passed by Bell that day was the \$3.5 million Stradivarius violin he was playing (made in 1713). But it just looked like a regular old violin. The "package," the perception of the concert, didn't draw people's attention, even though the talent was exceptional. There was no advertising, no fancy clothes, no concert hall – it was just some guy standing against a wall with his violin case open.

Could a man who is paid \$1,000 per minute to perform get their attention? Not really. The three-

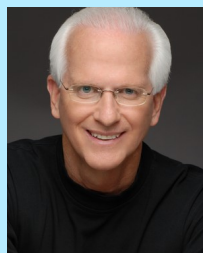


minute video will show you that 1,097 people passed by. 27 people put money in his violin case as they walked by, of those 27, only 7 of them paused to listen. Bell made \$32.17 in 43 minutes of playing. There was NO applause or acknowledgement of his skill. A skill that, three days prior to this experiment, had drawn people to completely fill Boston's Symphony Hall.

See Bell playing at the Metro at [YouTube.com/watch?v=LZeSZFYCNrw](https://www.youtube.com/watch?v=LZeSZFYCNrw).

The point I am trying to make is that packaging is critical. When you are making a presentation to your client, boss or peers, you can never forget that. You may have all the data and skills to make the presentation, but if you want to stand out, then pay attention to how it is packaged. Perception isn't everything, but it helps. As the experiment with Bell proves, it takes a lot more than just talent to get their attention.

Author Terry Goodkind once said, "*Reality is irrelevant; perception is everything.*" If a person doesn't perceive the value, then to them, it's not valuable. Good packaging elevates the perception of value.



Robert Stevenson is one of the most widely recognized professional speakers in the world. Author of several books, 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, Tony Robbins, Tom Peters and Stephen Covey. Today, he travels the world, sharing powerful ideas for achieving excellence, both personally and professionally.