The Tech chronicle

What's New

Password Management Service

As your IT provider, we work hard to keep your systems and data safe. But at the end of the day, those systems are only as secure as the passwords your employees use to access them. A weak or compromised password is like triple-locking the front door, but leaving windows wide open.

Here are some of the great things our new service provides:

- Automatic generation of strong (complex) passwords to thwart intruders
- Fast, one-click sign-in to websites and applications
- Access management controls to enable and disable access to critical systems; great for on-boarding and exiting employees
- The ability create groups and share designated passwords with multiple staff members
- Auditing reports to help you demonstrate compliance
- Best of all, everything remains under your complete control

Contact us today to learn more about our low introductory offer. 215-723-4881

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Our Mission

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

Sneaky Ways Cybercriminals Attack Your Network
And What You Can Do To Prevent It!

If you own a small business, your business is a target for hackers. According to a report by cyber security analyst firm 4iQ, 2017 to 2019, saw a 424% increase in the number of attacks on small businesses!

At the same time a survey by business analyst firm, The Manifest, found that 64% of small businesses intended to put more time and money into their IT security in 2020. Many business owners also noted an increase in attacks against their businesses and websites and were ready to do more to protect themselves.

Cybercriminals love to go after small businesses and since small businesses make up 99.7% of all employers in the United States you can see why it makes sense. Hackers know that attacking small businesses can be worth the time and effort because they know they will eventually find a small business they can extort or steal from.

It all comes down to cyber security. If you have inferior network security (or none at all), you're a prize for hackers. They have all kinds of tools at their disposal to get what they want. If you're not careful, and if you haven't invested in good network security, you may quickly find yourself becoming a victim of those tools. Some of the tools hackers have available to them are much sneakier than many people realize.

Here are two major examples:

Phishing Scams

Hackers know one of the easiest ways to break into a network is to

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bypass practical security altogether. Instead they go after the human element. They send e-mails to unsuspecting recipients in the hope that those recipients will open the e-mail and follow the false instructions.

The criminal may include an attachment. When clicked, the attachment installs malware on the victim's computer. The malware might look for private information, like financial numbers or personal information, or it may lock the computer down until the victim pays an exorbitant sum.

The criminal may include a link to another website. Phishing e-mails can look like legitimate messages from well-known companies, such as Chase, PayPal or Amazon. These e-mails often tell you that your account has been compromised, a phrase that is designed to scare victims into clicking the link and providing their personal information to protect the account. Put that information in, and you hand over that information to the criminal. This is what makes employee cyber security training so critical!

<u>Password Exploits</u>

While some of us may realize how dangerous it is to reuse the same username and/or password, fewer users remember to update their passwords. It's very likely that at least one of your active passwords has fallen into the hands of hackers. They may have gotten it years ago from a website that doesn't exist anymore, but if you are still using that same username or password for other logins you are putting yourself at risk.

According to Trace Security, nearly 80% of all data breaches are the result of simple or reused passwords. Some of the most popular passwords today include things like "12345," "password" and "qwerty." Even

worse, many businesses use passwords like these to protect sensitive data such as banking information and customer records. If a password is old or easily guessed, it offers nearly the same protection as no password at all! Change your weak passwords immediately and use completely unique passwords for everything.

> ## "According to a report by 4iQ, a cyber security analyst firm, from 2017 to 2019, there was a 424% increase in the number of attacks on small businesses."

Just because you haven't had any major problems for years, or at all, doesn't mean you should assume nothing will happen in the future. You might also think that you simply don't have the time or resources for good security. The great news is that it's easier than ever to protect your business from hackers!

The even better news is that you don't need to spend a lot of time or money to secure your business against cybercriminals. All you really need to do is partner with an IT services firm that knows cyber security inside out.

When you work with a dedicated IT security company, they take care of you. They monitor your network 24/7 and put protections in place to thwart the attacks of the bad guys. They also make sure your data is backed up to a secured server so that if anything does go wrong, you don't lose a beat. It's a surprisingly easy and cost-effective way to protect your business and to put the cybercriminals in their place.

Free Cyber Security Audit Will Reveal Where Your Computer Network Is Exposed And How To Protect Your Company Now

At no cost or obligation, our skilled team of IT pros will come to your office and conduct a comprehensive cyber security audit to uncover loopholes in your company's IT security.

After the audit is done, we'll prepare a customized "Report Of Findings" that will reveal specific vulnerabilities and provide a Prioritized Action Plan for getting these security problems addressed fast. This report and action plan could be a real eye-opener for you, since almost all of the businesses we've done this for discover they are exposed to various threats in a number of areas.

To get started and claim your free assessment now, call our office at 267-381-2025.

2 Ways to Use Data to Improve Your Business

Do you make data-driven decisions? A survey by Mention, a social media and brand monitoring company, showed that less than 15% of businesses rely on data for day-today operations. The reason is that many businesses don't know how to use it. Here's how to fix that:

Organize your data. You need metrics on customers, sales, website hits, phone calls received, etc. If you're using point-of-sale or customer relationship management software, you may have access to large amounts of data. Catalog and categorize your data – don't just let it collect without doing anything about it. Organized data is useful data.

Collaborate with your team. When you have access to numbers and stats, work with your team to analyze and document. You may need to invest in training to make sure your team is up to speed on how to access and use the data. When everyone is on the same page, you can get the most out of the data you've collected – and start to make data-driven decisions.

Small Business Trends, April 17, 2020

Building Your Legacy – Yes, Even Now

When it comes to your business, what does creating a legacy mean to you?

When I was interviewing business owners for *Fix This Next*, I made a profound discovery: those who had achieved the first four levels of my Business Hierarchy Of Needs and were in the Legacy level said they are not business owners. You know what they told me? They are business stewards. They never really "owned" their businesses. Their job was to raise their business to be independent of them. What a profound realization!

As a steward of your business, it is your responsibility to bring life to the business. More importantly, it is about that business continuing to prosper without you! To create a legacy, you must create permanence in your business. It must be designed to run on its own.

Legacy is not about money, power or how much fame you have. As a young entrepreneur, that's sure what I thought it was about. Legacy is all about your business continuing to impact your community, your customers, your culture and the world – without your participation.

Apple runs without Steve Jobs. Mary Kay runs without Mary Kay. Countless companies are living long after the involvement of the business owners ended. And that is exactly what the founders wanted.

We've been looking at The Business Hierarchy Of Needs, and Legacy is way up at the top. To achieve the Legacy level, the owner must care more about the corporate legacy than their personal legacy. This should be the objective of your business.

So what is the recipe to leave your legacy? Let's get into the 5 Vital Needs of the Legacy level.

1. Community Continuance – Do your clients support your business? Do they support it in a way that is authentic to your intentions?

2. Intentional Leadership Turn – Is there a plan for leadership to transition and stay fresh? Do you have a plan for people to take over leadership of your business when you are ready to move on?

3. Heart-Based Promoters – Is the organization promoted by individuals inside and outside of it, without the need for direction? Do they see the greater mission and become curators themselves?

4. Quarterly Dynamics – Does your business have a clear vision for the future? Does it dynamically adjust quarterly to make that vision a reality?

5. Ongoing Adaptation – Is your business designed to constantly adapt and improve? Does it find ways to get better and beat itself?

Review these 5 Vital Needs within your business and assess where you are in leaving your own legacy.

Legacy isn't about going public or making billions of dollars. Legacy is about making your mark on the world the way you intended.

MIKE MICHALOWICZ started his first business at 24, with no experience, no contacts and no savings, he bootstrapped a multimillion-dollar business. Now he is doing it for other entrepreneurs as the CEO of Provendus Group. He is also a former columnist for The Wall Street Journal*; a keynote speaker on entrepreneurship; and the author of the cult classic book* The Toilet Paper Entrepreneur*. For more information, visit MikeMichalowicz.com.*