



The IT Insider

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

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

Mark Banens,
BIZITSS

Are You A "Sitting Duck?"

You, the CEO of a small business, are under attack. Right now, extremely dangerous and well-funded cybercrime rings in China, Russia and the Ukraine are using sophisticated software systems to hack into thousands of small businesses like yours to steal credit cards and client information, and swindle money directly out of your bank account. Some are even being funded by their own government to attack American businesses.

Don't think you're in danger because you're "small" and not a gigantic target like a J.P. Morgan or Home Depot? Think again. 82,000 NEW malware threats are being released every single day, and HALF of the cyber-attacks occurring are aimed at small businesses; you just don't hear about them because they're kept quiet for fear of attracting bad PR, lawsuits and data-breach fines...and out of sheer embarrassment.

As an IT support company we see, on a regular basis, hardworking American entrepreneurs like you being financially devastated by these lawless crooks. Quite simply, most small businesses are low-hanging fruit to hackers due to their lack of adequate security systems. And when it comes to protecting your company, you need to know for certain - without any lingering doubts - that you are doing everything you can to avoid being an easy target for cybercriminals.

You've spent a lifetime working hard to get where you are. No one gave you anything. You earned every penny and every client through honest means - not to mention a stellar reputation. Don't let some lowlife thief operating outside the law get away with taking that from you.

While these are common ways hackers gain access, there are dozens of other more straightforward ways hackers gain access if you are not diligently updating and patching your network, maintaining an up-to-date firewall, antivirus and spam-filtering unified threat management system. The days of "That could never happen to me" are gone - and if you want peace of mind that YOUR business isn't a "sitting duck" to hackers, call us for a free security assessment and protection plan. You'll discover if you truly are protected from common hacker attacks and what you can do now to avoid being an easy target. Call today at 786-766-8200.

5 Common Workarounds For Remembering Passwords, And Why You Should Stop Doing Them Immediately

With everything we do online, it's impossible to remember all the passwords you need for a web site. So what do most people do? They use one of the following five "workarounds" that make them an easy target for cybercriminals and hackers. Here's what they are:

Using the same password for everything. If hackers gain access to one account, they know you are likely to use the same password for other sites and will use that to try and access everything. Plus, they can easily look at your browsing history to see what sites you've been accessing recently.

Using easy-to-guess passwords. Without a doubt, obvious passwords such as "123456," "password" or "qwerty" leave the door wide-open for hackers. Their ever-more-robust programs can sniff out these easy-to-crack passwords in a heartbeat.

Allowing your web browser to remember them for you (autofill feature). For highly sensitive web sites, like your bank account, this is a big mistake. Plus, this still doesn't solve your password problem entirely if you use more than one browser or have multiple devices.

Putting them all on a file you save on your hard drive. If a hacker gains access to your computer and discovers that file, you're toast!

Writing them down on a Post-it note on your computer. You wouldn't lock your house and then tape a key to the doorframe, so how can you possibly think this is safe?

Here's A Quick and Easy Way To Bullet-Proof Your Passwords

The best solution we've found is to use a password manager such as 1Password, KeePass, LastPass or RoboForm.

These popular programs create hacker-proof passwords for you, complex enough to foil intruders, yet stored safely so you don't have to memorize them. They work with most platforms and use encryption powerful enough that you don't need to worry about keeping all your passwords in one place.

Choosing and enforcing strong passwords is a chore; but when you consider the costs, loss, downtime and even bad PR that can come with a hacker attack, you cannot take the "easy" road on this.

Free Report Download: If You Are Considering Cloud Computing For Your Company, DON'T, Until You Read This...

If you are considering cloud computing or Office 365 to save money and simplify IT, it is extremely important that you get and read this special report, "5 Critical Facts Every Business Owner Must Know Before Moving Their Network To The Cloud."

This report discusses in simple, non-technical terms the pros and cons of cloud computing, data security, how to choose a cloud provider, as well as three little-known facts that most IT consultants don't know or won't tell you about cloud computing that could end up causing you MORE problems and costing you more money than you anticipated. Even if you aren't ready to move to the cloud yet, this report will give you the right information and questions to ask when the time comes.

Download your FREE copy today at www.bizitss.com/introtocloud or call our office at 786-766-8200.



About "IT Insider" and Services we Provide.

Our goal is to bring you business intelligence each month. While some articles might have a technology focus, that won't be the sole purpose of this newsletter. If you have questions you would like us to write an article on, or if you want to subscribe a friend to this print newsletter, just email me at mabanens@bizitss.com.

Our Services:

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Give us a call today at 786-766-8200 to discuss any additional needs or questions you may have.

5 Ways To Increase Your IQ (Implementation Quotient)

How do leaders accomplish more than others? And how do they achieve great things with others?

I believe a leader's success is due to his or her IQ: implementation quotient. That is the difference between common knowledge and consistent application. Implementation isn't just about having good ideas; it is about acting on them.

A longitudinal study by Fortune magazine found that 70% of CEO failure was because of their failure to deliver results. Many leaders start with grandiose visions but depart their positions with dreams unfulfilled.

If you desire to achieve more, you can easily increase your IQ. Here's how to do it:

1) Dream big. Don't become a victim of puny dreams. Not only will those dreams fail to compel others to action, they will also fail to ignite and maintain your own passion.

Little dreams are almost as bad as no dreams at all. My friend Erwin McManus says it well: If you're big enough for your dreams, your dreams aren't big enough for you. Dreams should challenge us, not comfort us.

2) Plan small. This step is critical. Once you have the dream, you need the details. That requires asking four key questions.

What compelling reasons do we have for doing this? The power to achieve any goal lies in the purpose behind it. Compelling reasons are the fuel of motivation.

What needs to be done? Identify the specific steps and components of the project that cumulatively are necessary for success.

Who will do what? Identify who is specifically responsible for each piece of the project. This is essential to create accountability. Many projects have failed because everybody thought somebody else was doing what needed to be done.

When will things get done? The timeline for a project is another aspect of accountability. The goal is timely completion. By developing a timeline of completion, it is easy to track progress toward the goal.

3) Collaborate with others. Encourage and appreciate the people on your team. If you've "planned small," each team member knows what he or she is responsible for doing. Track individual progress and regress, and monitor the timeline. Make people accountable for results rather than activity. People can look busy and accomplish little. Measure what you treasure – results.

4) Implement boldly. Remember that people will be watching your performance. How you act will greatly influence their enthusiasm and commitment. The quality of one's performance is the best indicator of their commitment and belief.

Whatever you choose to do, do it like there is nothing else you would rather be doing.

5) Keep striving. Jean-Pierre Rampal, a renowned flautist, said, "There are nights I go out and play a piece perfectly. Then the next night, I go out and play it better." As you and your team execute the plan, keep looking for ways to make it even better. Completion is the goal, but the higher goal is to achieve the best possible results. And if things get off track, convert discouragement into determination by focusing on what has gone right, and what can be done to address what has gone wrong. Complaining identifies obstacles, but leadership overcomes them.

When you do these things, you will achieve the kind of results that most people only dream of attaining.



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5 Tools To Keep Your Kids Safe Online

School's back in session, and it's time for your kids to dig for the data they'll need to fill all those reports, papers and projects that fuel their passing grades...

And Mr. Google can be their greatest friend when it comes to finding tons of tidbits to keep teacher happy.

But with great opportunity comes great risk...

Threats to your kids' safety and well-being, posed by bullies, scam artists and pedophiles, lie in wait for the innocent. For example, according to CBS news, odds are about one in seven your kid will get picked on by a cyberbully.

Fortunately, you have a few tools and tricks up your sleeve to keep your kids safe. Here's a helpful handful that we recommend:

1. Kids may come across offensive web pages as they search the Internet. They can avoid this content by using child-oriented search engines, such as AskKids or KidsClick.org. This method isn't always completely effective, so you may want to combine it with filtering software.

2. A low-cost tablet and smartphone application can monitor, restrict and time your kids' online activities. Mobicip blocks access to sexually explicit web sites. You may also use it to filter out

various other material, such as news, social media or chat rooms.

3. Cyber Patrol Online Protection offers a similar solution for desktop and notebook PCs. It blocks harmful web sites, logs online activity and limits the amount of time that kids can surf the web. This software also does its best to detect cyberbullying and warn parents.

4. The STOPit smartphone app lets children tell adults about cyberbullying without risking retaliation. When kids see mean-spirited posts about their peers, they can anonymously forward the messages to parents or teachers. A high school in New Jersey successfully reduced bullying by urging students to use this app.

5. Garfield, Nermal and Dr. Nova teach kids about Internet bullying in an interactive cartoon known as Professor Garfield Cyberbullying. The iPad app gives children tips on what to do when peers engage in this hurtful behavior. It uses a story about an online animal dancing contest to keep young learners interested.

These tools can make a big difference, but it's still vital to talk about Internet safety. Be sure to discuss the potential risks with your child. Kids usually benefit when parents take the time to listen and offer helpful advice about specific issues.



"The up side is it makes a nice selfie stick."

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