



# *The IT Insider*

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

## Latest Testimonial

With our rapid expansion over the past few years, we needed to engage an IT company that could satisfy our needs today and into the future. Mark and his team have been a very valuable partner during our expansion, from assisting us with rebuilding our IT infrastructure to accommodate the needs of a growing company, to advising us on risk management protocols to protect our valuable data. Their timely and responsive service is like having your own in-house IT department and the various service options allows us to work within our budget. Mark Yaralli, CFO, US Construction Company

## March 2016



This monthly publication provided courtesy of Mark Banens & Esteban Delgado. Founders of BIZITSS.

"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!"



## Your Luckiest Move This Year

**D**o your employees bring their own smartphones, tablets or laptops to work?

If your company is like most these days, they do. And that raises a whole new security risk to your computer network. One of the best strategies your company can employ to defend against this emerging threat is what's known as "web content filtering."

Here's a quick but essential guide to what you need to know about web content filtering. It might even prompt you to make a move so lucky, it would turn a leprechaun green with envy...

### New Gaps In Your Network's Firewall

It used to be, when your employees needed a desktop computer to get work done, locking cyber-threats out of your network was relatively simple.

However, now when employees work on a mobile device, the boundaries of your firewall can walk out the door and into a

"Wild West" of unknown security risks at any minute of the day.

At the same time, threats to your network from malware, hackers, cybergangs and even foreign governments show no signs of abating.

The best way to bolster your network's defenses against this emerging threat is through web content filtering. Older "in-line" filtering programs just filter at the network level. For complete protection as workers become more mobile, you need an "endpoint" web content filtering system that works at the device level.

### So What Exactly Is "Web Content Filtering"?

Web content filtering restricts access to certain types of material delivered over the web or by e-mail. It blocks things like phishing e-mails, infected web sites, adult content, pop-up ads, spambots and other intrusions that can penetrate your network's defenses.

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The latest web content filtering programs protect your network even with a highly mobile workforce. Rather than just filtering content at the network level, they filter content on each employee's device.

Web content filtering is not just a great investment in your network's security – it's an absolute must in today's crime-ridden "cyberscape."

#### Questions To Ask

How can you tell if a proposed content filtering solution is a good one? Here are a few key features to look for:

**Activity-Triggered Logging** – Allows the filtering system to start logging events when suspect activities occur. Helps assure vigilance against new and emerging threats.

**Password Release** – Lets a user with the right password visit sites that would otherwise be off-limits. Gives your company added flexibility as needed for

trusted employees.

**Download Blocker** – Keeps employees from downloading files from any but approved sites. Greatly reduces the risk that somebody will unwittingly unleash a vicious piece of code into your network.

**BYOD Support** – Accommodates the "Bring Your Own Device" trend so you can monitor and

manage employee use or abuse while on the job.

**Time Settings** – Allows employees access to certain sites only during

preselected times of day. Adds flexibility so employees can, for instance, visit Facebook only during off-hours.

There are others, and not every company needs all these features. But knowing what to look for gives you a head start on putting the best system in place.

#### Now It's Your Move...

As today's workforce becomes

ever more mobile and interactive outside the company network, endpoint web content filtering becomes a must-have weapon in your company's network security arsenal.

By understanding the emerging threat posed by mobile devices to your company's network, and gaining a basic grasp of how endpoint web content filtering works, you can allocate resources to button up this potential threat to your company's finances, data and efficiency.

#### Let Us Help!

Here at BIZITSS, our first priority is to keep your network safe and secure. Let us help you make sure your web content filtering system is on guard 24/7. Now through the end of March, we are offering a free Internet Usage Audit for the "lucky" first 5 companies in the South Florida area who request this valuable services.

Contact us today at 786-766-8200 or [info@bizitss.com](mailto:info@bizitss.com) and we'll get started for you right away. But don't delay - we can only serve the first 5 companies who take us up on this uncommon offer.

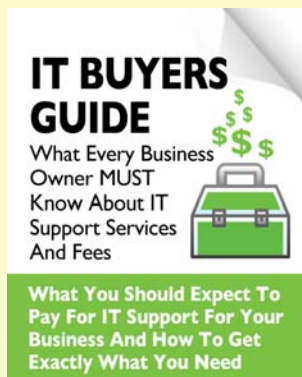
*"...allocate resources to button up this potential threat."*

## Free Report Download: The Business Owner's Guide To IT Support Services And Fees

#### You will learn:

- The 3 most common ways IT services companies charge for their services, and the pros and cons of each approach.
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- Exclusions, hidden fees and other "gotcha" clauses IT companies put in their contracts that you DON'T want to agree to.
- How to make sure you know exactly what you're getting to avoid disappointment, frustration and added costs later on that you didn't anticipate.

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VOIP Telephony.

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

## Message on Ransomware from your IT TEAM at BIZITSS.

How much would your business or practice suffer if you were all of a sudden blocked from your most important resources? Client records, documents, pictures, leads, designs, financial records, everything, all gone, up in flames - no backups.

Pretty catastrophic, right?

Now imagine you get an offer from someone promising they can restore everything back to the way it was - they can 'undo' the fire - in an instant! Would you pay up?

That's what it's like to be the victim of a ransomware attack.

The only difference is that with a ransomware attack, someone really can undo the fire - if they choose to.

Just this month, Hollywood Presbyterian Medical Center in LA got hit with a new ransomware variant called 'Locky' and ended up swallowing a \$17,000 cash loss (ransom paid - 40 Bitcoins), they had a chaotic time servicing their patients for almost a week, and they took a very public black eye.

It could have been worse, and in the future, it very well could be.

Here's why.

Initial reporting put the ransom amount at roughly \$3.5 million. That number made headlines for days. After all, does it seem like such a far-fetched number to you? It was a hospital, treatments could have been delayed, patients could have suffered, lives could have been at risk, and these hackers had the digital resources of the hospital held hostage. Subsequent reporting said that was never the case and that it was a mistake, the ransom was actually 40 Bitcoins all along. But even if it was a case of misreporting, you can bet it got a lot of attention in cybercrime circles. In one fell swoop, the value of the data, not just the amount of victims they can claim from a numbers perspective, could mean the difference between their standard \$100 - \$500 ransom demands and a real windfall. Financial institutions, healthcare providers, lawyers, R&D and design firms - all potential gold mines in a cyber extortionist's eyes.

So I ask again, would you pay up? How much? How fast? Could your business or practice survive if you didn't?

It's a very real dilemma and it's unfolding every day. (And that's without even getting into the discussion of whether or not your extortionist will even honor the deal in the end.)

But you are not powerless.

The key to fighting the scourge of ransomware is to not get infected in the first place. That means your cyber security posture has to be up-to-date, effective and tested for weaknesses regularly, but even more importantly, everyone in your organization has to be on the same page - everyone has to understand what social engineering threats are and the risks they pose - everyone has to know how to avoid those threats, and how to immediately respond if a threat is identified.



## The revolution has begun – and it's right on your wrist.

It began with the Apple Watch and its gentle “taps” for reminders. Now, a whole new wave of digital technology known as “haptics” lets you literally feel what you're working with. Imagine an employee skillfully maneuvering a precision machine in a distant factory. Or a surgical resident actually feeling what it's like to operate on a patient's brain – with no real patient in danger. Lechal, for instance, makes footwear that works with a smartphone app to help with navigation. Set your destination and your left or right shoe vibrates when it's time to turn in that direction – especially useful for the visually impaired. And this is just the beginning...

-Inc. magazine

## Avoiding the “Bad Apple” has the greatest payoff.

An apple a day... You know what Grandma always said, and now

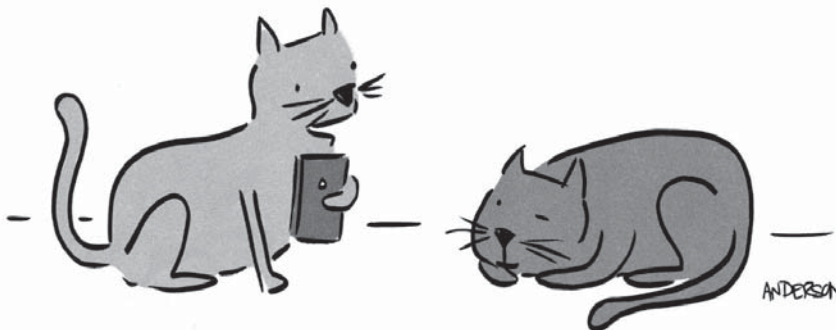
scientists agree. A recent working paper from Harvard Business School revealed that simply avoiding a “toxic worker” doubled returns compared to hiring someone in the top 1% of productivity. The estimated cost of hiring a “rotten apple” added up to \$12,489 in worker turnover. And that doesn't even include potential litigation, regulatory penalties and reduced employee morale. The benefit of hiring a superstar? Just \$5,303... One bad hire could simply prompt an early fire and rehire... Yet, at the other extreme, it can cost a company billions of dollars, as in the case of JPMorgan's London Whale. When hiring, best you listen to Grandma's advice about apples.

-Harvard Business Review

## Missing either of these two key ingredients could make your marketing fall flat in 2016.

Want to make your marketing irresistible to your target audience?

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“I just got an app that shows me all the invisible fences in the neighborhood. Wanna go have some fun?”

Make sure it includes content on platforms besides your blog. Nowadays, everyone's got a blog. Stand out by adding a YouTube channel, or live streaming. No fancy gear needed – smart firms use smartphones to capture content. You'll also need “mobile-first” focus. Now that more adults access the net on a smartphone than on a desktop device, content and calls-to-action must be clear and actionable on a mobile screen. If you're running pay-per-click ads, consider a Google AdWords call-only campaign to drive calls with buyer intent. For best results, blend well and implement often.

-Entrepreneur

## A healthy workforce starts – or stops – at the top.

Some programs foster real worker wellness. But going too far can backfire on you. For instance, a weight-loss contest can create a host of problems. First, not all workers need to lose weight. Plus, some already suffer from eating disorders. And weight loss doesn't do anything to address high blood pressure, cholesterol or overall nutrition. Instead, replace candy, chips and soft drinks with healthy snacks and beverages. People will tend to eat what's there, and you can make it easy for them to make healthy choices. Also, make it easier to exercise: install showers and offer standup desks. Just a few key changes could put a healthier, more productive team in your court.

-US News