

The IT Insider

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

November 2015

HAPPY THANKSGIVING

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**Last Night I Was
Startled Out Of
Bed In A Cold
Sweat,
Heart Racing,
With Fear
Running Through
My Mind...And
YOU Were The
Reason For My
Panic!**

Was I having a nightmare? Was I just watching too many reruns of The Twilight Zone? Had I eaten a big meal before bed? No – it simply occurred to me that you might be relying on cheap, online backups for your data!

what had me up in the middle of the night.

Here are a few nightmares you might run into in real life, if you're using one of those cheap cloud backups:

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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!"

And if that data was erased, corrupted or destroyed, you might not ever get it back! The thought of that happening scared me half to death!

You see, your business network creates a lot of important data every day, which means you need regular backups to ensure that you always have access to this information. Many cloud storage services offer remote backup for low prices, but the promise of cheap backups is often too good to be true. Instead of getting the reliable storage you need to protect your business data, you may run into frustrating pitfalls. And THAT is

Data Restrictions

Some cloud services claim to have unlimited storage. However, there's always a limit to what a server can hold. Most cheap backup services don't have the space that businesses need. This makes it impossible to secure all of your data. Getting more space incurs extra fees, and this could be a problem for small businesses with tight budgets.

Limited Devices

Business networks can be extensive. Many cloud backup services only cover the data stored on one machine. This might work for companies that store all necessary data on a central server, but others

may require a more extensive backup solution that covers multiple machines and handles larger amounts of information.

Slower Speeds

Running a backup can take a long time when you have a lot of files to copy. A cheap cloud service can't offer the resources necessary to speed up this process. Many of them put a cap on the amount of bandwidth you get. This could lead to incomplete backups, especially for businesses that need to copy several dozen gigabytes of data every day.

Lack of Syncing and Versioning

One benefit of cloud storage and backup is the ability to sync the latest versions of files across all of your company's devices. This service can be a lifesaver for businesses whose employees do a lot of remote work using smartphones or tablets. However, cheaper backup options don't usually include

syncing. They also don't back up multiple versions of files. Versioning is necessary in the event that a current file becomes corrupted and an earlier version needs to be recovered.

Uncertainty

Although data stored in the cloud can be accessed from anywhere,

it's written to physical servers that belong to the company that handles the backups. All hardware is subject to failure at some point. If this happens, you

could lose all the data that you thought was safe. That's why every backup plan needs to have a fail-safe. You should plan to have at least one storage option in addition to the cloud.

Shaky Security

Business data includes sensitive information that requires encryption before being transmitted. This is true no matter what type of backup you use. Not every

cheap cloud solution provides this level of security. Anyone can access information sent without initial encryption. This means that customer data and business transactions could be hacked during a routine backup. Data also needs to be encrypted once it's on the server to prevent intrusion by hackers. Even then, there's a chance that employees of the cloud service have access to the key that's meant to provide this protection on the server end.

Cloud Alternatives

With all of these potential drawbacks to consider, cheap cloud service isn't likely to be the best choice for your business backup needs. Fortunately, there are many other options that can be set up onsite to give you control over what happens to your data.

Is your data being backed up correctly? Don't wait until disaster strikes. Call us today at for a free Data Security Analysis.

"A cheap cloud service can't offer the resources necessary to speed up this process."

Free Report Download: 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, non-technical English common mistakes that many small business owners make with their computer network that cost them thousands in lost sales, productivity and computer repair bills, as well as providing an easy, proven way to reduce or completely eliminate the financial expense and frustration caused by these oversights.

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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.

Cybercriminals Confess: The Top 3 Tricks, Sneaky Schemes And Gimmicks They Use To Hack Your Computer Network

1. We're masters at getting you to click on fake e-mails. One of the most common ways hackers gain access to computer networks and devices is via phishing e-mails. Gone are the days when you could easily spot a spammer's e-mail because of its poor English, typos and punctuation mistakes – attacks are getting more and more sophisticated. That's because cybercriminals have access to the same cutting-edge online marketing tools that legitimate companies have, giving them the ability to send highly targeted messages that look completely legitimate from sources you trust. These e-mails often use your name, your professional title and may even reference a group you belong to. Further, if you click on the e-mails or respond, you're inviting a hacker into your network that bypasses a firewall and antivirus software. The only way to avoid getting snared by a phishing e-mail is to NEVER click on, open or respond to any e-mail requesting personal information, passwords, login details, etc. Always go directly to the site.
2. We automate attacks that work around the clock. Hackers have software programs that systematically test millions of possible passwords to break into your PC. Easy-to-guess passwords are worthless against the power, automation and sophistication of these super-apps that will constantly hammer away at guessing your password. Because of this, make sure your passwords contain both uppercase and lowercase letters, at least one number and special characters – and NEVER use easy-to-guess passwords like "letmein" or "password."
3. We can use legitimate web sites to attack you. A growing number of cyberattacks are coming via "drive-by" download, where a hacker gains access to a legitimate, honest business web site (or sets up a site that looks legit on every level) but has malicious code installed called an "exploit kit." An exploit kit can discover a vulnerability fast by probing your operating system, browser and the software you have installed (like a PDF reader or video player) to find a way to access your PC or network. If you (or your IT company!) aren't applying regular security updates, you are unprotected against these exploits.
While these are common ways hackers gain access, there are dozens of other more straightforward ways hackers gain access if you're 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.

Your Calories

■ Business lunches can wreck a healthy diet plan. Yet there is a way to enjoy them without busting your calorie count. The secret? Enlist your calendar to help you eat out more often without gaining weight. Here's how: 1) Limit restaurant meals to one or two per week. 2) Plan ahead so you can make reservations at a locally owned restaurant that serves fresh food with little sugar, salt and fat content. 3) On days when you're not eating out, pack a lunch from home ahead of time. With a little planning, you may literally be able to "have your cake and eat it too"!

Adapted from: [//www.inc.com/kevin-daum/5-reasons-to-schedule-more-business-lunches.html](http://www.inc.com/kevin-daum/5-reasons-to-schedule-more-business-lunches.html)

Your Employees

■ Outsourcing can make regular employees feel a bit nervous. To keep things calm at the office, let your team in on the reason for bringing in an outsider. When they understand that their jobs are safe, they can relax and support your position. Tasks that need special skills, such as marketing with social media, are often easier to fill with a freelancer. And, as soon as the job is done, the worker leaves without delay. Mindless jobs like shredding documents are often better outsourced. Your team is then freed up for more productive – and less tedious – work.

Adapted from: www.shredit.com/en-us/blog/securing-your-information/july-2011/outsourcing-shredding-is-more-secure-than-doing-it

Your Team

■ Company meetings can fall flat when team members aren't at ease. It's tough to break the ice, though, when the only thing that people have in common is their job. Yet when folks find out something of interest

in another person, they'll relax and open up. Here's a simple game to liven things up at your next meeting: Ask each person to choose a partner, then see if they can find five things they have in common. When you hear them laughing out loud, you'll know they've found someone with the same birthday, with a funny dog story or who went to the same high school... Now you've got a team ready to get things done.

Adapted from: <http://management.about.com/video/5-Effective-Team-Building-Exercises.htm>

Your Boss

■ Becoming a boss doesn't automatically make anybody a good manager... So how do you deal with an unpleasant boss? Find ways to work with them that make your life easier and reduce stress on both sides. Remember, your attitude is yours alone to control. Rather than mimicking your boss's bad behaviors, stay calm and maintain your self-respect. Not only will it help you keep out of trouble, your boss may realize, for instance, that their demands

are unfair... And who knows – your boss may turn into a nice person after all!

Adapted from: [//www.forbes.com/pictures/fmlm45kkel/make-sure-its-not-you](http://www.forbes.com/pictures/fmlm45kkel/make-sure-its-not-you)

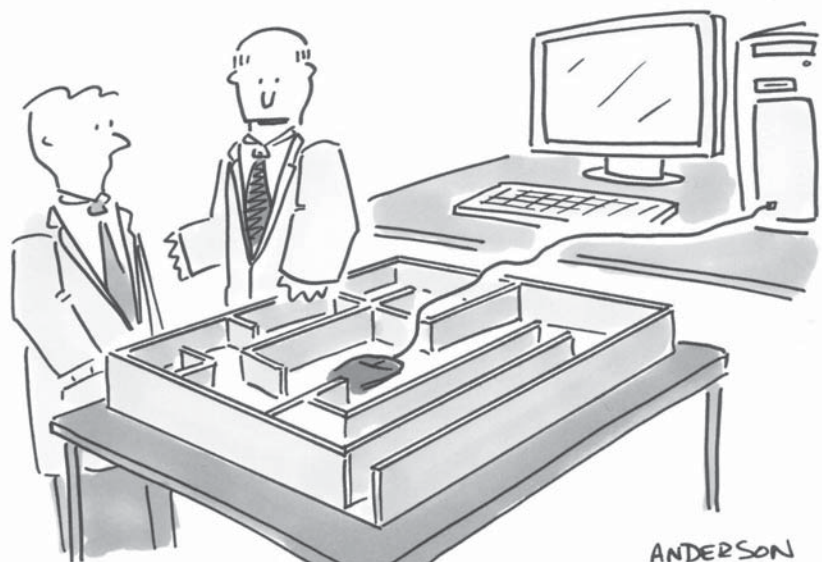
Adapted from: <http://management.about.com/video/Tips-to-Transition-Into-a-Management-Position.htm>

Your Diet

■ Buy right to eat right... The outer rim of a grocery store may be easy to pass by, but that's where you'll find the freshest food. In the produce department, fruits and vegetables with the darkest reds, greens, purples, yellows and oranges often contain the most essential nutrients for nourishing your body. The aisles in the middle of the store stock packaged and processed food that's typically high in salt, fat and sugar. Frozen cases offer prepared meals that appeal because they're convenient, but they are far from healthy. Stay fit and avoid the stuff in the middle of the store.

Adapted from: jamesclear.com/simple-diet-ideas

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"Still nothing. You sure this is the best computer we have?"



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