



# Tech chronicle



TECHNOLOGY SOLUTIONS

## What's New!

Meet Nigel Biver! Nigel is our new Executive Sales Associate and will be assisting our day-to-day sales and marketing team. He's a real asset and we're happy to have him. Welcome aboard, Nigel!



## August 2018



This monthly publication provided courtesy of Larry Burbano, CEO of GRS Technology Solutions



## Top 4 Ways Hackers Will Attack Your Network And They Are Targeting You RIGHT NOW

Most small and midsize business (SMB) owners exist in a bubble of blissful ignorance. They focus on the day-to-day operations of their organization, driving growth, facilitating hiring and guiding marketing, without a single thought given to the security of the computer networks these processes depend on. After all, they're just the little guy – why would hackers go to the trouble of penetrating their systems for the minuscule amount of data they store?

And eventually, often after years of smooth sailing through calm seas, they get hacked, fork out thousands of dollars to malicious hackers and collapse beneath the weight of their own shortsightedness.

The facts don't lie. According to Verizon's annual Data Breach Investigations Report, a full 71% of cyber-attacks are aimed squarely at SMBs. And while it's unclear exactly how many of these attacks are actually

successful, with the sad state of most small businesses' security protocols, it's a safe bet that a good chunk of them make it through.

But why? As Tina Manzer writes for Educational Dealer, "Size becomes less of an issue than the security network ... While larger enterprises typically have more data to steal, small businesses have less secure networks." As a result, hackers can hook up automated strikes to lift data from thousands of small businesses at a time – the hit rate is that high.

Today, trusting the security of your company to your son-in-law, who assures you he "knows about computers," isn't enough. It takes constant vigilance, professional attention and, most of all, knowledge. Start here with the four most common ways hackers infiltrate hapless small businesses.

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**PHISHING EMAILS**

An employee receives an e-mail directly from your company’s billing company, urging them that they require your employee to fill out some information before they can finalize their paycheck. Included in the very professional-looking e-mail is a link your employee needs to click to complete the process. But when they click the link, they aren’t redirected anywhere. Instead, a host of vicious malware floods their system, spreading to the entirety of your business network within seconds, and locks everyone out of their most precious data. In return, the hackers want thousands of dollars or they’ll delete everything.

It’s one of the oldest tricks in the hacker toolbox, but today it’s easier than ever for an attacker to gather key information and make a phishing

e-mail look exactly like every other run-of-the-mill e-mail you receive each day. Train your employees to recognize these sneaky tactics, and put in safeguards in case someone messes up and clicks the malicious link.

**2 BAD PASSWORDS**

According to Inc.com contributing editor John Brandon, “With a \$300 graphics card, a hacker can run 420 billion simple, lowercase, eight-character password combinations a minute.” What’s more, he says, “80% of cyber-attacks involve weak passwords,” yet despite this fact, “55% of people use one password for all logins.”

As a manager, these statistics should bother you. There’s simply no excuse for using an easy-to-crack password, for you or your team. Instead, it’s a good idea to make a password out of four random common words, splicing in a few special characters for good measure. To check the strength of your password, type it into HowSecureIsMyPassword.net before you make it official.

**3 MALWARE**

As described above, malware is often delivered through a shady phishing e-mail, but it’s not the only way it can wreak havoc on your system. An infected website (such as those you visit when you misspell sites like Facebook.com, a technique called

“typosquatting”), a USB drive loaded with viruses or even an application can bring vicious software into your world without you even realizing it. In the past, an antivirus software was all that you needed. These days, it’s likely that you need a *combination* of software systems to combat these threats. These tools are not typically very expensive to put in place, especially considering the security holes they plug in your network.

**4 SOCIAL ENGINEERING**

As fallible as computers may be, they’ve got nothing on people. Sometimes hackers don’t need to touch a keyboard at all to break through your defenses: they can simply masquerade as you to a support team in order to get the team to activate a password reset. It’s easier than you think, and requires carefully watching what information you put on the Internet – don’t put the answers to your security questions out there for all to see.

We’ve outlined some of the simplest ways to defend yourself against these shady techniques, but honestly, the best way is to bring on a company that constantly keeps your system updated with the most cutting-edge security and is ready at a moment’s notice to protect you in a crisis. Hackers are going to come for you, but if you’ve done everything you can to prepare, your business will be safe.

**“...hackers can hook up automated strikes to lift data from thousands of small businesses at a time – the hit rate is that high.”**

**Get Your FREE Dark Web Scan**



Send your domain name in an email to [newsletters@grstechnologysolutions.com](mailto:newsletters@grstechnologysolutions.com)

For more info, visit: [www.grstechnologysolutions.com/ransomware](http://www.grstechnologysolutions.com/ransomware)

**Cartoon Of The Month**



**SHINY NEW GADGET OF THE MONTH:****Introducing The Snap SmartCam**

Today, the security of your home is more important than ever before. Lawbreakers are constantly getting bolder, and as our technology advances, they switch up their tactics. With that in mind, all of us should be on the lookout for a security camera that's difficult to spot, is intelligent about the footage it collects, and grabs high-quality footage to identify burglars.



Enter the Snap SmartCam, a tiny little camera that looks — and operates — just like a phone charger. The innocuous-looking device uses motion-detecting technology to pick up when shady activity is going on in your house, and takes high-quality footage to catch a person in the act. If you're interested, the camera will cost you \$57.00 at the time of writing, a great deal for a security camera of any type, much less one that seems so useful.

# Leadership Is Lacking

Professor and leadership expert James O'Toole once said that "95 percent of American managers today say the right thing... 5 percent actually do it." I'm confident this is more true today than ever before. When I look around at the current business landscape, I see poor leadership destroying companies from the inside out. Disengaged employees, and especially those who abandon an organization altogether, cost companies billions of dollars each year, and as they say, people don't leave companies — they leave bosses. 46 percent of employees leave their job because they feel underappreciated, while 75 percent of employees cite their boss as the most stressful part of their job.

Luckily, the inverse of this is also true: Great leaders find that happy employees are 31 percent more productive, and 56 percent more effective at sales!

But what makes a great leader? A truly excellent leader makes people believe in themselves, feel good about working for the company, and, most importantly, feel special about being chosen to work there. Ralph Hart, a former CEO for Heublin, a company with thousands of employees, made it a policy to personally greet every new hire. He'd sit down with them during the first month of their employment to have a short chat and let them know just how he and the company felt about them joining on. He would tell them that "The company you are working for is first-class. I want you to know we have first-class products, first-class marketing, first-class advertising, and first-class customer service." However, he'd always stress that, "To be able to list everything we do as first class, we have



*found that we must hire only first-class people!"* He made sure they knew that he was delighted to have them on the team.

In less than two minutes, this CEO made an enormous impact on his new employee. They couldn't believe that the CEO of this huge company even knew their name, much less believed that they were a first-class talent. There's nothing better than making someone feel special — nothing better than telling someone you believe in their abilities.

Ralph Hart knew better than anyone that how you treat your employees is how they will treat your customers and associates. If you want first-class employees, then treat them as such. They'll respond in turn by going out of their way to do more, deliver more, help more, innovate more, and stick around for the long term.

When you think about your employees' needs ahead of your own, the success of your business will take care of itself. If you show them that you are concerned about them advancing in their career, then they will help your company prosper. When you help them to succeed, they will help *you* succeed. Your relationship will grow and the need to micromanage will never be a concern.

## To Truly Succeed, You Need To Change The Game

To survive, most companies don't need to follow the pattern of disruptive innovators, inching into a miniscule portion of market share each quarter. Instead, they should look to what they're already good at and amplify their skills, while keeping an eye on potential applications for the future. Blockbuster underestimated the impact Netflix would have on the market. John Deere saw the power of big data and decided to implement it in new game-changing technology. The iPhone completely changed the world with its forward-thinking design.

Successful companies differ from those that fail by maintaining a firm vision for the future. They don't just disrupt the market in the short term — they try to change the business landscape for good.



*Robert Stevenson is one of the most widely recognized professional speakers in the world. Author of the books How To Soar Like An Eagle In A World Full Of Turkeys and 52 Essential Habits For Success, 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, Anthony Robbins, Tom Peters and Steven Covey. Today, he travels the world, sharing powerful ideas for achieving excellence, both personally and professionally.*

# The Top 5 Business Apps To Improve Your Productivity

In the light-speed world of modern business, workers need every bit of help they can get. Luckily, new apps are developed every day that make our lives easier. Here are five of the best:

**Documents To Go** allows users to open and edit Microsoft Office 2007 files from any smart device. While that may seem a simple task, if your company frequently uses the Office Suite, Documents To Go can make a big difference.

**Evernote** has been making waves for a few years now with its seamless approach to note-taking and file-keeping.

It enables users to upload virtually everything they need to the cloud and is especially useful for those quick thoughts you jot down during key work meetings.

If it's strictly file syncing you need, check out **SugarSync**. A free account gets you 2GB of shared storage between two computers and your phone, accessible from anywhere.

**Remember the Milk** is one of the premiere apps for to-do listers everywhere, syncing complex lists across multiple platforms with little effort.

And you can't forget **Skype**, perhaps the best tool for cutting down long-distance charges and communicating via chat, video and audio with far-flung colleagues. *LifeWire.com, 5/17/2018*

## 9 QUICK TIPS TO PROTECT YOUR BUSINESS FROM CYBER-ATTACK

Cyber security is more important than ever, but it doesn't have to be complicated.

Just follow these rules and you'll be well ahead of the game:

- Only use secure networks.
- Encrypt your data – it's easier than it sounds.
- Install a strong firewall.
- Install patches and updates as soon as they become available.
- Do your research on the most common cyberthreats (you'd better know what phishing is).
- Develop a company-wide cyber security policy.
- Make sure your business WiFi router is protected by the WPA2 standard. (Look it up.)
- Install software that insulates you from malware.
- Get SSL (Secure Sockets Layer) Certificate Protection, especially if you take payments online. *SmallBizTrends.com, 4/25/2018*



## Refer a Friend 250!

Know someone who has a slow computer network or bad IT? We can help! Simply enter their contact information in the form on the right. We will reach out to see how we can help.

**Once your referral becomes a GRS client, we will give you both \$ 250!**

Visit [www.grstechnologiesolutions.com/referral-program](http://www.grstechnologiesolutions.com/referral-program) or call 703.854.9559

## The Culture Code By Daniel Coyle

Many small-business owners seek to ape the strategies of their bigger cousins, looking toward the future in every aspect except one: culture. But what these small-minded leaders fail to realize is that, prior to hiring the best employees possible and having them do their best work, prior to nearly *everything* else, culture must be considered, because it's the driving force that makes successful businesses tick.

In Daniel Coyle's best-selling book, *The Culture Code*, he unpacks the complicated subject of company culture, starting from the basics and delving into the intricacies of some of the world's best organizations. What he discovers is that, even in teams as disparate as the Navy SEALs and the Upright Citizens Brigade, there are common behaviors and processes that foster work capable of truly changing the world.

