

Executive IT Insider

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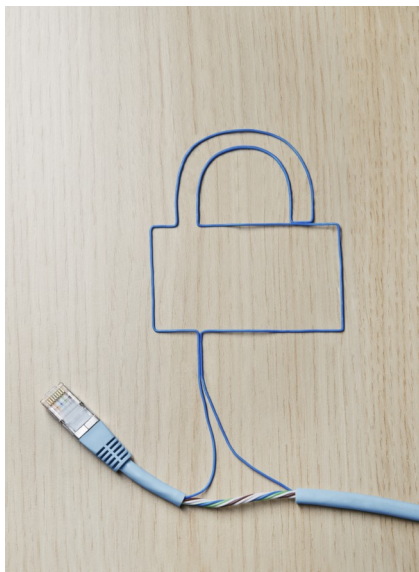
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May 2016



This monthly publication provided courtesy of Paul Riendeau, CEO of Southern New England Computer Services.

"Don't become a victim to spam or other email scams. Using our Hosted Exchange plan can not only help you combat spam, but give you the benefit of synchronized emails and calendars across all your devices."



If you thought spam (junk e-mail) was just an annoying nuisance, think again.

Unfortunately, human beings communicating by e-mail often turn out to be the weakest link in your network's defenses. That's why cybercriminals often rely on spamming to inject their toxic code into their victims' computers. And, just as malware is becoming ever more potent, so are the tactics used by spammers to dupe the unwary. All of which is to say...

Spam may pose the greatest threat to your data.

So what tactics are spammers using these days to deliver their malicious payloads?

The ruse of appearing as a credible sender with an urgent and alarming inquiry, such as an overdue notice from the IRS, or an e-mail from a

Your #1 Data Security Threat (And How To Defeat It)

familiar-looking vendor with an attached invoice asking why payment wasn't made, can trigger an emotional response in even the most coolheaded of today's harried e-mail recipients.

Attached files now carry familiar extensions, such as *.rar, *.zip, *.gif, *.tiff, *.docx, *.pdf, *.png and *.jpg, and the message may seem like it's all part of a day's correspondence. In a recent typical scenario, an HR manager at an expanding company had asked several job candidates to e-mail her their résumés. Within minutes after clicking on what she thought was a résumé, all her data was encrypted and she was faced with a ransom message demanding \$800 to unlock it.

Outrageous? Yes.

And, unfortunately, all too common. Spam may well be THE weapon of choice for cybercriminals because it can be so

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devastatingly effective against unwary victims.

What's particularly troubling is that the malware it delivers via booby-trapped e-mails can infect not only the victim's machine, but the entire network as well. And once installed, it can be very hard to detect.

So, what can you and your IT manager or consultant do about it?

Here are four ways to "FITE" back:

1. Filter. Performance varies widely among spam filters. Look for the highest degree of accuracy in identifying spam, with the least number of false positives. You also want a filter that's easy to use and won't bog down your system.

2. Identify. Watch for tip-offs that an e-mail may be spam if 1) you don't know the sender, 2) you're asked for a password, money or account information, or 3) you detect

anything fishy about the sender, subject line or body of the e-mail.

3. Think before taking action. If you don't know the sender, don't even open the e-mail. By opening a spam

e-mail, you are signaling to the sender that your e-mail address is active. More spam is sure to follow.

If the e-mail looks at all suspicious, **DO NOT CLICK** any links or download any documents. If it's obviously spam, delete it or mark it as spam. If you're not sure, verify with the sender by separate e-mail or phone call before clicking or downloading anything.

Keep your e-mail address private and read privacy statements before revealing it. Use an alias when providing your e-mail address to commercial sites to keep your personal address from being shared.

4. Educate. Don't let untrained users into your network who are not aware of the dangers of e-mail spam.

Train your team in best practices. Remember, they'll benefit as well. After all, who wants to lose an important personal document or family photo due to an ill-advised click?

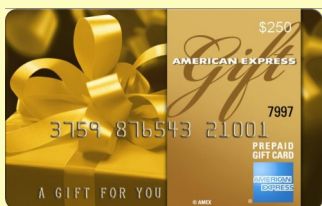
As spammers become more sophisticated, the threat goes beyond mere annoyance. Your company's data and financial security are at risk. Now is the time to update your spam protection practices – it's far less costly than dealing with the aftermath of an attack.

What type of email do you use?

Basic email accounts that are provided free via Yahoo and Google are often targeted because of their high user volume. We recommend having a business domain for your company emails in place. If you are interested in getting this setup (or if you have your own domain already), give us a call at 401-684-3036 to see what we can do to help you combat against spam. Do it now...*before* a ransom demand – or worse – shows up in your inbox.

"Your company's data and financial security are at risk."

Refer-a-Friend and Get Free Gifts!



We **love** having customers like you and, quite honestly, wish we had more like you! So instead of just wishing, we are doing an ongoing **"Refer-a-friend"** event.

Refer any company with 5 or more computers to our office to receive a **FREE** Computer Network Assessment (a \$300 value). Once we've completed our initial appointment with your referral, we'll send you a **\$25 Amazon gift card**. As an ongoing promotion, for **every referral** that you send, you will receive a \$25 gift card as your referrals complete the Network Assessment. Just a small "Thank You" for thinking of us.

As an added bonus, if they join and become a client of ours, **we will send you a \$250 Prepaid Gift Card** for introducing your friend to us.

Simply call us at **401-684-3036** or e-mail us at news@snecslc.com with your referral's name and contact information today!

Technology Spotlight: Anker PowerCore

The Anker PowerCore 10000 is the smallest and lightest portable charger for all your technology today. This little box can charge your cell phone three full times before needing a recharge itself. Simple in design and about the size of a credit card, this charger is perfect for anyone on the go. Long trip via air, boat or train? Use this to keep your phone or tablet charged up for the long haul.



If you frequently travel or attend tradeshows, this is for you! Don't keep worrying about outlet availability or sketchy public charging stations. The Anker PowerCore will keep your phone at top charge over and over again and keep you connected. Simple, portable, universal, this battery is a simply "must-have" for anyone frequently panicking as soon as they get the "battery low" warning. Because it uses a simple USB connection, you can let someone borrow it if they need a quick power fix. At around \$20, it's easy on the budget and gives you peace of mind while you travel.

Fear Not!

There is a Japanese proverb, "*Fear is only as deep as the mind allows.*"

Fear, while an instinctual part of each and every one of us, should not control us or drive our actions, except in the case of extreme danger, like being attacked by a shark or other such creatures. Obvious, right?

Then why do so many let fear – some knowingly and most unknowingly – drive their daily actions and limit the life they can lead? Well, it doesn't limit everyone.

Torre DeRoche suffers from selachophobia, or what she fondly has renamed Horriblehorriblesharkydeathphobia. This is merely one among many of her fears when it comes to the ocean.

Yet she agreed to embark on an adventure that would mean sailing across the Pacific Ocean and facing every single one of those maritime-related fears head-on.

Let me paint the picture for you. Torre was in her mid-20s, a recent Australian transplant, and she met a man in a bar in San Francisco. Typical girl-meets-boy story, except for one thing. This boy asked the girl to go on a trip across the ocean with him. Well, the love-struck girl agreed.

Torre, who wrote a memoir about her journey, reflects that love trumped fear and she didn't want fear to be the reason she said no.

So what did she do? Like any intelligent person, she dug deep and learned. She read books, signed up for classes and talked to various people all about what she feared most: "being in the middle of

the ocean in the middle of the night" – and, oh yeah, the sharks too.

Eventually, Torre embarked on the fearsome journey and, to her surprise, she did more than just survive – she thrived. Torre discovered that fear is "often all about the anticipation" and that when "something bad is actually happening, you click into action and the anxiety goes away."

Now, Torre is careful to note that she didn't eradicate her fears. But she realized how to separate reasonable from unreasonable fears. She realized that the unreasonable ones, once acknowledged, would fade away. The reasonable fears could still be conquered but not removed.

There is a key lesson in Torre's discovery: To conquer means to overcome and take control.

Overcoming and conquering fear is something I've studied intensely because of my mentoring and training of CEOs and entrepreneurs in helping them to reach and realize their inner potential and achieve their big ideas.

You might not be able to eradicate your fears, but you can certainly take control of them and use them to work *for* you and not *against* you, or at least prevent them from stopping you from doing the things you want in life, like Torre did.

The only thing stopping you from realizing your God-given talents and capabilities is fear. Turn fear into fun and you will open the floodgates of your potential. Nothing – and I mean nothing – will be able to stop you then.

—By Darren Hardy



Darren Hardy is the visionary force behind SUCCESS magazine as the Founding Publisher and Editor, and is the New York Times and Wall Street Journal bestselling author of what has been called "the modern day Think and Grow Rich": *The Compound Effect—Jumpstart Your Income, Your Life, Your Success* (www.TheCompoundEffect.com) and the world-wide movement to onboard 10 million new entrepreneurs through his latest book *The Entrepreneur Roller Coaster--Why Now is the Time to #JoinTheRide* (www.RollerCoasterBook.com). Access Darren: www.DarrenHardy.com and get free daily mentoring: www.DarrenDaily.com

Expert of the Month: Laura Davis of dSi Payroll

This month, Laura Davis of dSi Payroll is our “Expert of the Month”. A family owned and operated business since 1994, dSi Payroll provides payroll services for clients in over a dozen states. Some of the services they provide include payroll processing, direct deposit, creating W2s and 1099s, and a time keeping system. What makes them unique is that most



payroll companies are big corporations that treat their clients like a number. Not dSi Payroll! “We’re independent, which there aren’t too many independent processors out there.” says Laura Davis, payroll expert of dSi. “My parents started the business 22 years ago and I have been here for 10 years. We have very little turnover as we know our clients very personally and they know us. There isn’t any going from call center to call center. That gives us a different flavor, a more personalized feel. Some clients have been with us since the beginning.”

Actively participating in the American Payroll Association, together dSi Payroll stays on top of the ever-changing laws and regulations associated with all things payroll. Along with being members of the American Payroll Association, Jack Sullivan, president of dSi Payroll is also part of the BNI Founders Chapter and has been involved with the group for about 12 years. Laura is active in the Scouts with both her son and daughter. She is also involved in the PTO at Fogarty.

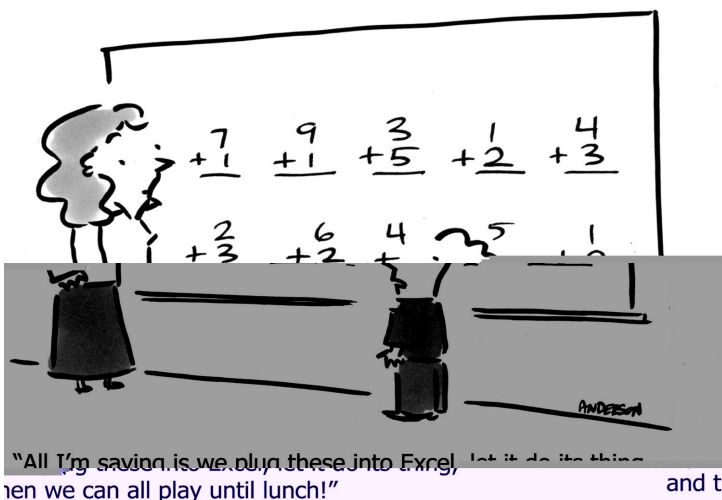
Recently, dSi Payroll was movin’ on up to a new office for themselves. That’s when they called SNECS in. “There was no way we could have done that ourselves. We were back in business in less than a day. With a lot of careful planning it was very smooth.” says Davis. Reflecting on starting a relationship with SNECS, Davis states, “It was very important at that time, given our growth to really make sure that the security was there and to have the dependability of being able to call anytime and know someone is available. Response from SNECS is always immediate. That’s key for us, knowing that we have the ability to keep going if something happens.”

You can contact dSi Payroll via the phone at 401-568-0500 or you can email Laura Davis directly at laura@dsipayroll.com. You can also visit them on the web at www.dsipayroll.com.

IFTTT connects the apps you love.

Create simple connections between apps like Facebook, Dropbox or Gmail – or any physical device that links to the web, such as your fridge, thermostat or light dimmers. The beautifully simple concept “IF This, Then That” connects a Trigger (If This) with an Action (Then That). For instance, a movement detected by your Nest camera at home sends you an e-mail, text or other warning. Each trigger-action pairing is what IFTTT terms a “recipe.” You can easily whip up your own recipes, or use any of the thousands already created at IFTTT.com. Or get “IF” at the App Store or Google Play. With IFTTT, the only limit to your productivity may be your imagination. *-Live-Smart*

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Considering a web conferencing service?

Adobe Connect, WebEx, Citrix, Join.me and Zoom lead the pack in online conferencing services. They all allow you to meet anyone online, anytime, anywhere you have a mobile or desktop device linked to the web. While Adobe Connect is more suited for larger-scale enterprise environments, Join.me seems aimed at smaller companies and solos. Still, each one of the top dogs listed here covers a wide range of features and pricing, and each includes a robust feature set worth considering. Aspects to compare include technical capabilities, AV quality, ease of use and value. And most offer a low-end free plan you can try out, to sample their wares, with varying restrictions.

-Info-World