

# Executive IT Insider

...The Exclusive Edge to Today's Technology

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## October 2016



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

"Beware of emails requesting large transfers of funds. There have been some social engineering scams going on that are targeting small businesses by "spoofing" a CEO's email address. Let your staff know to always verify any transfers via a direct phone call with you, the owner or the management team and never by email only!"



**Y**ou can defend your data with all the latest and best technology. But if just one team member gets tricked into giving away the keys to the castle, it's game over. Hackers know this. And that's why so many use social engineering to break in.

And it's not just the big companies you hear about on the news. On February 3, 2016 a suspect posing as the CEO of Magnolia Health Corp. obtained a spreadsheet with sensitive data about their employees. On February 23, someone posing as an employee of Central Concrete Supply Company obtained confidential W2 records and disappeared with them.

In a 2011 survey, CheckPoint Software Technologies found that nearly half of the companies surveyed reported one or more social engineering attacks resulting in losses ranging anywhere from \$25,000 to

# The One Attack No Tech Can Stop

\$100,000 per occurrence.

Unfortunately, there just aren't any whiz-bang tricks or tools that will automatically prevent a clever "social engineer" (SE) from breaking in. The keys to protection are awareness and vigilance. To help you know what to watch for, here are five common ploys - and how to deflect them:

**Familiarity** - In this type of scheme, the hacker becomes familiar to an employee. Social networking sites can reveal an employee's schedule and favorite hangouts. The hacker might then frequent the same bar or restaurant. After a drink or two, some key fact may slip out... The best way to bust this ploy is to be careful to not get lulled into a false sense of security around people you haven't thoroughly vetted.

**The Consultant** - A social engineer poses as a consultant for

*Continued pg.2*

hire. Once they get the gig they can scoop up all the info they need from you and your team because of their seeming authority. Watch for this especially with IT consultants. Do NOT trust blindly. Vet every consultant, and never give all the keys to the kingdom. Just because someone has the skills to fix your server or network doesn't mean they won't steal your data. Vet thoroughly, and, as Ronald Reagan said, 'trust but verify'.

**Piggybacking** - The SE waits by a secured door for someone to use their passcode and enters right behind them. Or the SE struggles with a heavy box and asks a legit employee to hold the door open for them. Being kind and helpful, the employee helps the SE right into the building... free to do as they please. To foil this one, never forget the dangers of allowing a stranger in

without proper clearance.

**The Interview** - Key information often escapes during interviews. A smart social engineer will gain an interview and deftly pick up all the information they need to hack into your network. Make sure any data provided during an interview offers nothing in the way of secrets. Keep the conversation light, or even superficial to avoid leaking critical data.

**Angry Man** - You may have seen this on TV... Somebody has an angry tone on the phone, or is grumbling to themselves as if they've just had an argument. We all tend to avoid people like that. Enough people avoid them and the way is cleared into the heart of the company - and your data. Don't go along with it. When you see this exploit unfolding, call security.

The key to preventing social engineering attacks is a well-trained workforce. You and your people

may be your company's greatest asset. Yet without regular, proper training, human beings can be the weakest link in your company's data defenses.

### **Here's how to protect your network from a costly cyber attack**

Don't assume your employees know the difference between being nice and naïve. Educate them on proper protocol and make sure they understand the importance of these rules. Protect your company from the coming deluge of cyber attacks we can expect over the next several years and beyond.

Need a little help with spreading the word to the rest of your staff? Contact us today at (401) 684-3036 or email us at [support@itsupport.com](mailto:support@itsupport.com) and we can setup a meeting to review the dangers of social engineering. We only have a limited number of meetings available so call or email us now while they're still available. We look forward to helping you keep your company safe!

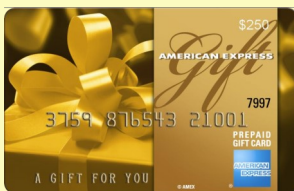
*"When you see this exploit unfolding, call security."*

## **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.

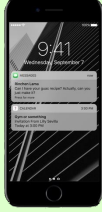


As an added bonus, if they join and become a client of ours, **we will send you a \$250 Prepaid Gift Card** for introducing your friend to us.

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

## Technology Spotlight: Apple's iPhone 7

Apple welcomes the newest addition to the iPhone family, the iPhone 7. As with each revision comes some big changes, for better or worse.



Let's start with the biggest change: the missing headphone jack. Many people thought this was a joke at first... but it's true. To make room for more features, something had to go. Apple does include the 3.5mm adapter but you cannot charge your phone and use the 3.5mm adapter at the same time. Unfortunately, this is one thing that will make or break the sales going forward, especially for those on the fence.

Aside from that, the new iPhone 7 has many great features that may attract some to the upgrade. First, it is now fully water-resistant. So if you drop it in the sink or jump in a pool, your phone can survive the dip. Just wait a few hours before charging it to be safe (and avoid salt-water). Next, the camera has been upgraded to take better low light photos and increased stabilization. The processor is faster and the battery life has been increased as well.

Are there enough changes for you to upgrade? If you are still holding on to an older smartphone then it may be worth it, but only if you can get past the missing 3.5mm jack.

## The Myth Of Multitasking... And What To Do Instead

"My kids are natural multi-taskers!" a friend exclaimed. She bragged that they could listen to music, watch TV and do their homework all at the same time. She might have been proud of their efforts, but she wasn't accurate about their abilities. Research has concluded that it will take her kids longer to do their homework and likely they won't do it as well.

We think of multitasking as the ability to successfully perform more than one activity at the same time. It has become a seemingly ubiquitous phenomenon like walking in the park while talking to a friend. But there is a difference: walking doesn't require our cognitive attention, so we are free to concentrate on our conversation. Other situations are more complex. For instance, it's a different matter to read a book and listen to a lecture.

In reality, what we commonly refer to as multitasking is the rapid shifting of attention from one task to another that creates the illusion we are performing them concurrently.

Nancy K. Napier Ph.D., in her article, *The Myth of Multitasking* said, "...much recent neuroscience research tells us that the brain doesn't do tasks simultaneously, as we thought (hoped) it might. In fact, we just switch tasks quickly. This rapid switching of tasks makes us prone to error and ends up consuming more time than if we undertook one task at a time.

Workplace demands often create the perceived need to continually switch tasks. That makes people less effective. The ability to do a thing well and quickly requires full attention, and the myth of multitasking prevents that from occurring.

Success in any area is a function of the capacity to pay attention. Isaac Newton, for example, credited his success and discoveries as "owing more to patient attention than to any other talent."

So what can you do? Here are some suggestions:

**Stop fooling yourself.** You're not truly multi-tasking, you're task switching. And that's fine if that's what you want to do. But there is a better way.

**Block uninterrupted time to work on important projects.** Aim for at least 30-60 minutes without phone calls, walk-ins or other distractions.

**Choose to focus your attention on one thing at a time.** For example, at your next meeting, try listening to others rather than glancing at your smartphone or jotting unrelated notes.

**Give people your undivided attention.** While it sounds cliché, it is difficult to do, but the payoffs are big. Not only will you improve the interaction, but you'll demonstrate the regard you have for the other person.

**Consciously avoid demanding others to multi-task.** Don't interrupt a colleague involved in another activity to make a request. Pick (or schedule) times to interact when the other person isn't distracted by competing demands.

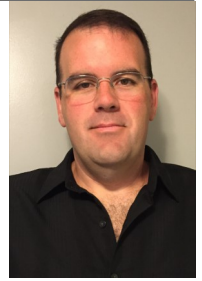
**Read Cal Newport's book, "Deep Work".** It is one of the best books I've read in recent years and will provide many insights and tactics you can use to beat the myth of multitasking.



Mark Sanborn, CSP, CPAE, is president of Sanborn & Associates, Inc., an idea studio dedicated to developing leaders in business and in life. Mark is an international best-selling author and noted authority on leadership, team-building, customer service and change. Mark is the author of 8 books, including the best seller *The Fred Factor: How Passion in Your Work and Life Can Turn the Ordinary into the Extraordinary*, which has sold more than 1.6 million copies internationally. Learn more about Mark at [www.marksanborn.com](http://www.marksanborn.com).



## Expert of the Month: Greg Murray of Chepachet Hardware



Chepachet Hardware is the epitome of “the local hardware store”, a one-stop shop for people in town to pickup just about anything for the house or farm. Fast and friendly service with the personal touch of the owners themselves helping you out has rewarded Greg Murray with this month’s “Expert of the Month” title.

Located at 916 Putnam Pike, Chepachet RI, Greg would visit here with his father as a kid when they had to do projects around the home. Back then, there were no big box stores like there are today. He grew up with fond memories of coming here and he developed a soft spot for the place. As the years went by, eventually the store had closed down. Greg would drive by and see it in ruin...and this got him thinking. He reached out to the previous owner. He was able to work with him and the town to eventually re-establish what is “Chepachet Hardware” today. He quit his job as a truck driver to work on renewing the business to it’s former self.

Keeping true as a local small business, they are dedicated to their customers. Customer service, speed and reliability are some of the key traits that separate them from the box stores. “We’re open 7 days a week and only close for about 5 holidays a year. Other than that, we are here,” says Murray. “We respect that our customers have things to do. We want to get them in and out and on their way.” Some services they offer include same day deliveries on their mulch and stone, on-the-spot propane tank fills, and window/door screen replacement quotes right over the phone. “We’ve got the basic core hardware items like plumbing, electrical, fasteners, nuts, bolts, and cut keys. We stock not just dog and cat food but also do grains. We have chicken, horse, goat, and pig feed from Poulin Grain. I consider our departments like a convenience tool department. We’re gonna have at least 200 of the most popular things you may need.”

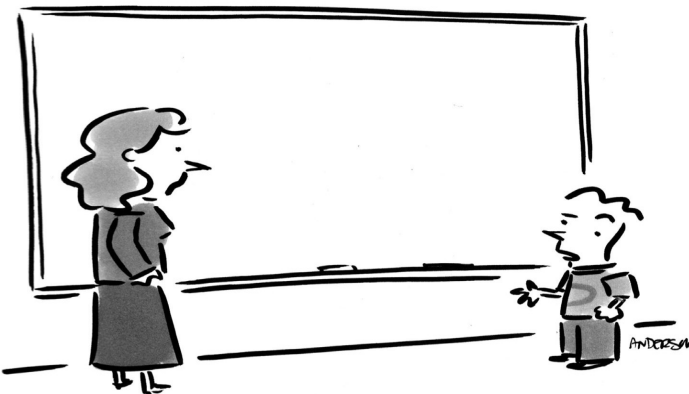
We asked Greg his thoughts about the team here at SNECS, he went on to say, “I’m very happy with you guys. You’re on the ball. Anytime anything happens, I just put in a ticket and it gets taken care of pretty quick.”

You can contact Chepachet Hardware at 401-710-9979 and also online at [www.chepachethardware.com](http://www.chepachethardware.com).

### Turn Google into the ultimate to-do app.

If you get a kick out of trying every new productivity app and strategy, you could spend long hours getting very little, well... actually done. Yet with a trio of Google apps, you can spend less time futzing and more time doing. *Calendar* lets you drag and drop to-do items into actual date and time slots with reminders. Which means they’re more likely to get done. With *Keep* you can store notes and reminders. You can type, handwrite or voice record them, then add them to *Calendar*. *InBox* lets you breeze through email, turning each message into a to-do or *Calendar* item with a reminder. Oh, and did I mention, all three apps are free? -*Wired*

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“Before I write my name on the board, I’ll need to know how you’re planning to use that data.”

### Want to attract top talent?

Here are three tech tools to lead the brightest and best to your door. *TopTal* ([toptal.com](http://toptal.com)) has a knack for collecting the cream of the crop in each niche. It screens them for you, saving you time and money. *AngelList* ([angel.co](http://angel.co)) lets you post a profile with your company’s mission, culture and values. Make your profile amazing and promote it to attract the best candidates. *Facebook*, *Twitter* and *LinkedIn* are still top watering holes where you can build a following. The best people hang out where they can improve themselves. Add a blog, podcast or social networking group where people can better themselves and the best players will appear in your audience. - *SmallBizTechnology.com*