



Executive IT Insider

...The Exclusive Edge to Today's Technology

Published and Distributed By Southern New England Computer Services

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Network Abuse: Don't Push Your 'Luck'

Look around your office. Isn't it great to see your team hard at work on their computers? Yet if we take a closer look, let's see what's really happening...

Joe, your new sales rep, is poring over last weekend's game stats...

Amy in marketing is looking for a new job, surfing your competitors' websites, chatting with their HR people...

Wes, over in customer support, just bogged down your entire network by downloading a video file of Metallica in concert...

Guy, your new hire in shipping, is on hotdate.com, viewing questionable photos...

Bob in accounting is browsing stock-investing sites, in search of a hot tip...

Okay, so maybe it's not that bad at your company. But this type of

behavior will happen to some degree if you don't proactively prevent it. The real problem is, unfiltered content often links to malware and other threats. Ignore it and you risk productivity losses, legal liabilities, extortion, blackmail and fraud. And not only that, the resulting data loss and corruption can cost your company big-time. Cyberthreats stemming from unfiltered content aren't something you can count on your lucky leprechaun or four-leaf clover to protect you from.

In today's mobile environment, content filtering has become a greater challenge than ever before. Your company may already be doing some filtering at the network level. However, when was the last time you checked the number of mobile devices linked to your network? As your workforce goes mobile, your network is

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March 2017



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

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exposed to a rapidly expanding “attack surface.” With BYOD (bring your own device) now the norm, the old rules of content filtering just don’t cut it anymore.

Are You Making Any Of These Mistakes?

Old content-filtering models presume your network has a safe “firewall.” But now, with BYOD, you need a different way to protect your data. And that’s where endpoint security comes into play. Endpoint filtering keeps devices on your network safe from infection, no matter where they hook into the Internet.

But make ANY of the following mistakes with endpoint security and your network could be a sitting duck:

1. Missing even ONE endpoint.

This applies to tablets and smartphones as well as home-based machines that VPN into your network.

2. Skimping on security policies, protocols and training. Believing that tech tools alone will keep your network secure is a recipe for breaches. In fact, no technology can keep a network safe if users cut corners.

3. Leaving endpoint filtering out of your overall security plan. Ad hoc security invites disaster. An improperly designed system exposes holes that hackers love to find.

- Protect against leaks of confidential information.
- Encrypt structured and unstructured data in cloud platforms.
- Investigate suspicious users and incidents.

Between BYOD and ever more complex cyberthreats, you simply can’t afford to run around putting out fires. You absolutely **MUST** proactively defend your network in depth with endpoint content filtering.

Are You Making Any Of These Mistakes?

So, What Exactly Should You Filter?

Forrester Research states that companies whose users access the cloud should:

- Detect and intercept unusual or fraudulent activities related to data in the cloud.
- Detect, neutralize and eliminate malware in cloud platforms.
- Detect and monitor unsanctioned cloud applications and platforms usage.

We’re offering a **FREE** Network Assessment for any company with 10 or more computers. We’ll come to your office and conduct a complete review of your computer network, data, software and hardware and how you work. We’ll then give you helpful answers and insights about network protection for your business – all at no cost or obligation to you.

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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.



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Technology Spotlight: Logitech C930E

With virtual meetings and conferences becoming the norm nowadays, ask yourself this: Is my webcam showing me in the best light? The Logitech C930E is your best bet in terms of performance and budget.



The Logitech C930E boasts a few features that would make it a solid choice for just about any business professional. With a 90 degree field of view, full 1080p HD video, 4x zoom, pan & tilt options, and a base that conforms for tablespots and monitor mounting, this webcam makes setting up your next virtual meeting easier. If you needed, it does support most universal tripod stands.

This webcam can make full HD video calls a snap with its built in stereo microphone and noise-cancellation technology. It also boasts a Zeiss-certified lens with autofocus and an external privacy shutter (if you're into that sort of thing).

Overall, if you are looking to upgrade your virtual presence to a crisp and clear version, the Logitech C930E would be the way to go. Available at most online retailers, the Logitech C930E has a MSRP of \$129.99.

What To NEVER Do When Deciding

We all have to make decisions every day. Some decisions we make require little thought and the consequences will not be earth-shattering or career-changing. But there are other decisions we have to make that can have an enormous impact on our lives.

A while back, I had to make a very big decision. I sought out counsel from people I respect and I measured all the pros and cons. I tried to consider all the "What ifs" and I assessed the consequences of doing it or not doing it. I received advice that ranged from "You should absolutely take the offer, no questions asked" to "No way take the offer, it's not in your favor." I'd been working toward this goal for several years, and when the offer came in writing...I turned it down.

So, what pushed me to say "NO" to the offer? What really helped me decide were two things. The first thing was there was a huge "What if" question that had a very bad result, if all didn't go well. The second thing was a statement they made: "This is our standard agreement that is non-negotiable." Everything in business is negotiable, and they just told me it isn't. That one statement made me start reevaluating everything...and to finally make a decision to say "NO."

I started thinking that once we began doing business together, what else was going to be "non-negotiable"? That one statement triggered me to start

considering alternatives, options, other possibilities and a new direction I could pursue if I said "NO" to their offer. I felt reenergized, stimulated, excited about the other options, and, even more surprising to myself...I was feeling no remorse about saying "NO."

Who is to say I made the right or wrong decision? Some people might say, "Only time will tell," but I still have a great deal to do with...the story that will be told. In all my years in business, I have learned two very important things about making decisions.

Ask yourself if you can live with the consequences if it fails...because if you can't live with it, don't do it.

NEVER doubt your decision, NEVER look back, NEVER SECOND-GUESS...because if you do, those actions will help to sabotage your decision.

My job now is to make my new direction the right direction, the right choice, the right decision. You should never make a decision because it is the easiest thing to do, nor should you make it based on convenience, and, most importantly, never "second-guess" the decision you made.

Former President Harry S. Truman once stated: "Once a decision was made, I didn't worry about it afterward." I would recommend we all follow his advice; I know I do.



Robert Stevenson is a highly sought after, internationally known speaker. He is the author of the best-selling books "How to Soar Like An Eagle in a World Full of Turkeys" and "52 Essential Habits For Success". Robert is a graduate of the Georgia Institute of Technology (Georgia Tech) and is a former All-American Athlete. He started his first business at 24 and has owned several companies. Robert has international sales experience dealing in over 20 countries, and his client list reads like a Who's Who in Business. He has shared the podium with such renowned names as Generals Colin Powell and Norman Schwarzkopf, Former President George H.W. Bush, Anthony Robbins and Steven Covey.
www.robertstevenson.org

Experts of the Month: Walid Saber, Ibrahim Elgabry and Nancy Stone from “Ocean State Cardiovascular & Vein Center”



Many people go through life with a fear or apprehension about going to see the doctor. However, when it comes to matters of the heart (and no, not lovesickness), the last thing you should do is avoid a doctor's visit. That's where this trio of “heart heroes” come to save the day! Our “Experts of the Month” are highlighted for their attention to detail and delivering the best comprehensive care in New England. These saviors of the heart are; Dr. Walid Saber, Dr. Ibrahim Elgabry, and Ph.D Nancy Stone.

Ocean State Cardiovascular & Vein Center (or OSCVC for short) is a state of the art, friendly environment where they provide the most complete preventative and therapeutic Venous care. Everyone at OSCVC prides themselves on providing the highest level of Venous evaluation and therapy to all their patients across New England. They ensure that their patients will receive the best care available with their up-to-date procedures and the finest technology in the medical industry.

What makes them stand out from other practices is that they specialize in the heart and Venous care. They use advanced technology and procedures in their state of the art facility to deliver treatment to their patients, with time being of the essence. They offer convenient same day appointments and testing for both cardiac and vascular specialties. They also embrace a team environment with the staff working together as one.

What does OSCVC and SNECS have in common (besides a 5 letter acronym)? The value of a TEAM effort! “SNECS is an amazingly integrated organization. Each and every staff member is equally expert and the consistency throughout the team is exceptional. Kudos to the founder, Paul Riendeau for the acquisition and training of an exceptional TEAM!”, says Lynda Murphy, Practice Administrator of OSCVC.

Located right here in the Ocean State, you don't have to go far for the best care around. If you are looking to become a patient, call them at 401-597-6500 or fill out their contact form online at www.oscvc.com/contact.

The Furbo Dog Camera lets you play with your pet from miles away. Missing your pup while you're at work or on the road? Pull out your Android or iPhone and check in. Furbo delivers 720p video in a 120-degree field so you see what's going on at home. Call your dog through the microphone and even flip her (or him) a treat for responding to your command. Just swipe your phone's screen in “Dispense” mode and Furbo launches a treat out onto the floor – or right into your dog's mouth, if she's clever enough to catch it. Furbo can be placed anywhere with an electrical outlet nearby. And with its sleek white hour-glass design and bamboo wood top, it blends in with any decor. -*NerdTechy.com*

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“Serendipity is up, fluke is doing well, but I'm a little concerned about our dumb luck.”

Uber has added a new destination: People. Let's say you just flew into Phoenix and you want to meet a friend for drinks before heading to your hotel. It used to be that you'd ask them, “Where are you?... Where's that?” then try to quickly type in the address before you forget any details. With Uber's new “People” feature, instead of typing in your destination, you simply enter the person's name, skipping all the back and forth. Uber then locks in their destination and directs the driver to take you there. It also sends your ETA to the person you're going to see. Just sync your contacts with Uber before your next trip and enjoy the ride. -*Mashable*

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