



# Executive IT Insider

...The Exclusive Edge to Today's Technology

Published and Distributed By Southern New England Computer Services

## Contents:

<i>4 E-mails You Should NEVER Open .....</i>	<i>1</i>
<i>10 Million Passwords Became Public; The Findings Were Astonishing .....</i>	<i>2</i>
<i>Refer-a-Friend.....</i>	<i>2</i>
<i>Technology Spotlight: Nest Thermostat (3rd Generation).....</i>	<i>3</i>
<i>How To Get Your Employees To Commit To Achieving BIG Goals...3</i>	
<i>Expert of the Month: Roberto Duarte of D&amp;B Machining Inc. ....</i>	<i>4</i>
<i>The Latest Way Hackers Are Stealing Your Identity That You Won't Believe .....</i>	<i>4</i>
<i>How Businesses Hurt Sales And Their Reputation On Social Media .....</i>	<i>4</i>

## May 2017



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

"With Summer creeping up on us, now is the time to plan any **upcoming projects** for when the company is on vacation! Thinking about a new **Server**? Maybe the office computers are due for a **full tune-up** with some **speed upgrades**? Start planning your projects now so your **IT is situated** by the time the vacation is over. "

## 4 E-mails You Should NEVER Open



**N**o matter how "bomb-proof" we make your network, you and your employees can still invite a hacker in if you click on a link or open an attachment in an e-mail sent by a cybercriminal. Some spam is obvious (Subject: "Viagra at a discount") but others are VERY cleverly designed to sneak past all the filters and trick the recipient into opening the door. Known as a "phishing" e-mail, this still is the #1 way hackers circumvent firewalls, filters and antivirus, so it's critical that you and your employees know how to spot a threatening e-mail. Here are four types of e-mail ploys you should be on high alert for.

**The Authority E-mail.** The most common phishing e-mails are ones impersonating your bank, the IRS or some authority figure. The rule of thumb is this: ANY e-mail that comes in where 1) you don't PERSONALLY know the sender, including e-mails from the IRS, Microsoft or your "bank," and 2) asks you to "verify" your account should be deleted. Remember, ANY important notification will be sent via old-fashioned snail mail. If it's important, they can call you.

**The "Account Verification" E-mail.** Any e-mail that asks you to verify your password, bank information or login credentials, OR to update your account information, should be

ignored. No legitimate vendor sends e-mails asking for this; they will simply ask you upon logging in to update or verify your information if that's necessary.

**The Typo E-mail.** Another big warning sign is typos. E-mails coming from overseas (which is where most of these attacks come from) are written by people who do not speak or write English well. Therefore, if there are obvious typos or grammar mistakes, delete it.

**The Zip File, PDF Or Invoice Attachment.** Unless you specifically KNOW the sender of an e-mail, never, ever open an attachment. That includes PDFs, zip files, music and video files and anything referencing an unpaid invoice or accounting file (many hackers use this to get people in accounting departments to open e-mails). Of course, ANY file can carry a virus, so better to delete it than be sorry.

### Call Us To Cut Down On 99% Of The Spam E-mails You're Getting

Call us this month and we'll perform a free "Spam-Protection Analysis". Simply contact us today at **401-684-3036** or [support@itsupportri.com](mailto:support@itsupportri.com) to reserve your spot. Do it now... before a ransom demand -or worse - shows up in your inbox.

# 10 Million Passwords Became Public; The Findings Were Astonishing

Keeper Security, a company specializing in secure password management, conducted a review of the 10 MILLION passwords that became public in 2016 from various hacker attacks. What they found was shocking. One of the most common passwords used was “123456” with the second being QWERTY, which are the top keys on a keyboard - and these were used by webmasters to “protect” the digital keys to your website’s kingdom!

Another very common mistake was that many passwords were six characters or shorter, which any brute-force password-cracking software can descramble in SECONDS. So while remembering all those

passwords and changing them is a major pain in the butt, getting your website hacked

or your bank account wiped out is even worse. Our advice is to create a password that is at LEAST 12 characters, with uppercase and lowercase letters, and numbers and characters such as ! or #. Of course, if you need help in remembering and organizing your passwords, there are several very good password management software tools such as LastPass and RoboForm that can keep all the

passwords secure AND make it easy to cut off an employee’s access to various passwords and sites simply if they are let go or they quit.

*One of the most common passwords used was “123456” with the second being QWERTY, which are the top keys on a keyboard – and these were used by webmasters to “protect” the digital keys to your website’s kingdom!*

## 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 Amazon Gift Card** for introducing your friend to us.

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

Get More Free Tips, Tools and Services At Our Web Site: [www.ITsupportRI.com](http://www.ITsupportRI.com)

(401) 684-3036

## Technology Spotlight: Nest Thermostat

Smart home devices are taking over with force. But not all devices are meant for just a home. The Nest Thermostat can be installed in most offices and can cut your energy bills quickly!



The Nest is unique in that it actively learns and adapts to your life. Manually adjusting the heat or AC and Nest will start knowing when to warm the place up for the morning or to lower the temperature if you're leaving for the day.

Built on the smart device technology we all love, you can control your Nest from your smartphone! As long as your Nest is online, you can adjust the temperature remotely. If there is a change to the regular schedule, you can adjust the thermostat on the fly. Best of all, if your Nest thinks there's something wrong it can send you an alert. If the temperature drops so low the pipes could burst or if your furnace is acting up, Nest knows.

The Nest Thermostat is simple, sleek, and savvy. It comes in a variety of colors and the display of the device can be changed to show the temperature, the weather, or even replicate an analog clock. For \$249.99, the savings you earn could pay for the Nest within 2 years of use.

## How To Get Your Employees To Commit To Achieving BIG Goals

How do great leaders inspire others to commit themselves to their goals? It's not just that they are charismatic, or that they give a lot of high-energy motivational talks. What they do is communicate their vision so effectively that other people adopt it as their own.

Inspiring people is what great leaders like John F. Kennedy did best. In the early '60s, President Kennedy set his sights on putting a man on the moon. "We can do it!" He said it with such conviction that people believed it and committed themselves to making it happen. And, sure enough, we did it. That's the formula for any leader to inspire commitment: clear goals, a solid plan of action and a strong conviction.

Of course, leadership takes more than inspiration. One of the most insightful tips I learned about leading others is that **people do things for their reasons**, not for your reasons or for mine. So how can you move past the empty rhetoric and translate your vision into concrete actions your people can identify with and get excited about? Here are five techniques for building a solid team:

### **Recognize outstanding performance—**

Everyone likes to look good in the presence of their peers. When you find someone doing something right, make sure you give them public recognition. If they do really well, throw in a tangible benefit, bonus or gift. It will boost the whole team's mood and productivity.

**Constantly ask for input and ideas—**People are usually much more enthusiastic about

supporting decisions and plans they helped create. So get ideas and input from any person whose job will be affected by any upcoming decision. When your team quits talking about the company, and starts talking about our company, you know you've got a team.

**Give them proper coaching and training—**If you're lucky, you'll have one or two people who can plow into almost anything with little to no instruction from you. But most people need a lot of training, mentoring, coaching and guidance in the beginning. Without that, people can become frustrated quickly and lose interest in hitting a big goal.

**Just be a nice person—**Make people feel valued and important by treating them with dignity and respect. If you have to correct someone's mistake, do it privately, and counter it with a sincere compliment. Attacking someone and belittling them is never a useful way to get the most out of a team member.

**Get rid of underperformers fast—**You've heard the phrase "Hire slow and fire fast." Make sure you weed out the bad apples before they spoil your culture. That's because keeping someone on the team who is not performing, is not trying and is clearly not doing their job sends a message that it's okay – which is incredibly demotivating to high performers who are striving to hit big goals. It takes a lot of patience and effort to build a solid team of people who will share and help you fulfill your vision, but the results will be well worth all you put into it.



Dr. Nido Qubein is president of High Point University, an undergraduate and graduate institution with 4,300 students from 40 countries. He has authored two dozen books and audio programs distributed worldwide. As a business leader, he is chairman of the Great Harvest Bread Company, with 220 stores in 43 states. He serves on the boards of several national organizations, including BB&T (a Fortune 500 company with \$185 billion in assets), the La-Z-Boy Corporation (one of the largest and most recognized furniture brands worldwide) and Dots Stores (a chain of fashion boutiques with more than 400 locations across the country). NSA Foundation in Arizona. To learn more about Dr. Qubein, go to:

Get More Free Tips, Tools and Services At Our Web Site: [www.ITsupportRI.com](http://www.ITsupportRI.com)

(401) 684-3036



## Experts of the Month: Roberto Duarte and his family from “D&B Machining Inc.”



Our Experts this month is the family owned and operated D&B Machining Inc. located right here out of Cumberland, RI. Roberto Duarte, along with his family, own and operate D&B Machining Inc. which emphasizes what dedication, passion, and support from your family can truly achieve.

D&B Machining was established in 1988 by two brothers, Rui and Tony Duarte, both of whom immigrated to the US in 1974. D&B Machining originally began in a small 1,500 square foot garage with just two employees. Today, they are a minority-women owned small business that proudly employs over 50 people in their 35,000 square foot facility. Their engineering department uses Master CAM and Solidworks to make the programs that run their latest CNC equipment. They also use an E2 Shoptech MRP System designed for their business.

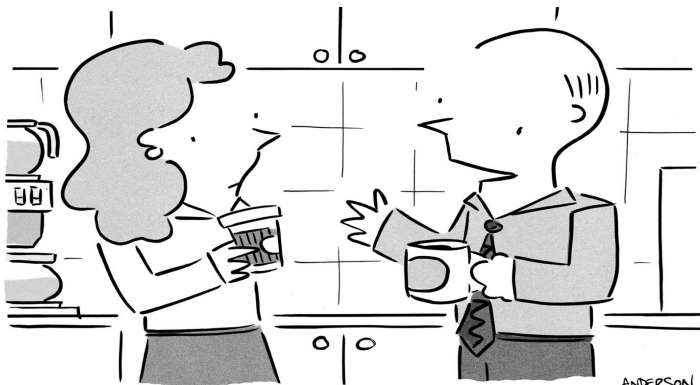
“We are extremely proud of our dedicated staff and our entrepreneurial spirit,” says Duarte. “Among our employees are some of the finest and most experienced machinists in the New England area. They are dedicated to delivering products done right the first time and know our customer’s success is vital to the growth of D&B Machining. We are committed to providing our customers with products that exceed their expectations for quality and delivery. We aim to establish a foundation for long-term relationships with all of our customers. There is no job too small or too big.” What truly makes them special is their family-orientated business model. “We are a family run business that cares deeply about our employees and values teamwork,” adds Duarte.

Roberto also offered his thoughts about our team; “The employees at SNECS are very responsive to IT issues we might have on a daily basis. They are able to log in remotely and troubleshoot an issue within minutes. They also have the flexibility to do onsite calls for larger projects or issues. Every person that we are in contact with at SNECS is very friendly and eager to assist in any way possible.”

For more information on D&B Machining Inc. including the industries they serve, you can visit their website at [www.dbmachining.com](http://www.dbmachining.com) or give their Vice President, Tony Duarte a call at 401-726-2347.

**The Latest Way Hackers Are Stealing Your Identity That You Won’t Believe.** Researchers at Japan’s National Institute of Informatics report that fingerprints can be easily reproduced from photos without using any advanced technology. If the image is clear and well-lit, fraudsters can mimic your fingerprints. Swiping biometric data is nothing new. In 2015 a famous hacker recreated German chancellor Angela Merkel’s iris from a photo to unlock a test. The problem is, once biometric data is resold on the dark web, the risk it will be used against you persists for life. New technologies, such as a scanner that also analyzes underlying tissue and pulse, promise to “go deeper,” making this type of theft more difficult. Until then, however, think twice before flashing that peace sign on your next selfie. – *Telegraph.co.uk*

© MAZK ANDERSON, WWW.ANDERSTOONS.COM



“Things have gotten a lot easier since I moved everything from my to-do list to my it-is-what-it-is list.”

**How Businesses Hurt Sales And Their Reputation On Social Media.** If you have any type of social media presence – Facebook, Twitter, LinkedIn, YouTube or others – one of the things you must be on CONSTANT alert for is customer complaints. According to a study conducted by Edison Research, consumers post their complaints on social media in order to solicit a FASTER response than going through the normal channels. That’s because smart companies don’t want an unhappy client’s comments hanging out there for the world to see, unanswered and unaddressed. So IF you are going to have a presence on social media, make sure you or someone on your team is constantly monitoring it for client complaints.