



Executive IT Insider

...The Exclusive Edge to Today's Technology

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

"Welcome to the halfway mark of 2017! With 6 months done, you may be noticing that your business needs a little TLC. We can help you **update and streamline** your business technology so you can make the second half of the year better than the first. Give us a call if you would like to **improve your network and make things faster!** "



The Most Common Ways Hackers Access Your Network

You are under attack. Right now, cybercrime rings in China, Russia, and the Ukraine are hacking into small businesses like yours to steal credit cards, client information, and swindle money directly out of your bank account. Some are even being funded by their own government to attack American businesses, and half of all cyberattacks are aimed at small businesses. The National Cyber Security Alliance reports that one in five small businesses have been victims of cybercrime in the last year. It's critical that you protect yourself from the following 10 vulnerabilities.

1 Poorly trained employees are the biggest risk. It's common for an employee to infect an entire network by opening and clicking a phishing email designed to look like legitimate correspondence from a trusted source. If they don't know how to spot infected emails or online scams, employees can easily compromise your entire network.

2 We strongly recommend an acceptable use policy that limits the websites employees can access with work devices as well as work material they access with personal devices. We can easily set up permissions that regulate which websites your employees access and what they do with company-owned devices, even granting certain users more freedom than others. You also need to detail what an employee can or cannot do with personal devices when taking work home.

3 Weak passwords are bad news; passcodes should be at least eight characters long with both lower and uppercase letters, symbols, and at least one number. On a company cellphone, requiring a passcode makes stolen devices harder to compromise. Again, this can be enforced by your network administrator so employees don't get lazy and put your organization at risk.

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4 If your networks aren't patched, new vulnerabilities (which are common in programs you already use, such as Microsoft Office) can be exploited by hackers. It's critical that you patch and update your systems frequently. If you're under a managed IT plan, this can be automated so you never miss an important update.

5 Are you backed up in multiple places? Aggressive ransomware attacks, where a hacker holds files for ransom until you pay a fee, can be foiled by backing up your data. You won't have to pay a crook to get them back. A good backup will also protect you against accidental deletion and natural disasters, and it should be automated.

6 One of the fastest ways cybercriminals access networks is by duping employees to download malicious software by embedding it within downloadable files, games, or other innocent-looking apps. This can largely be prevented with a secure firewall and employee training and monitoring.

7 Not all firewalls are created equal. A firewall blocks everything you haven't specifically allowed to enter or leave your network. But all firewalls need monitoring and maintenance, just like all devices on your network, and a weak one does you little good. This, too, should be

done by your IT person or company as part of their regular, routine maintenance.

8 Many hackers exploit your devices when you connect to public Wi-Fi, getting you to connect to their Wi-Fi instead of the legitimate public one. Always check with a store or restaurant employee to verify the name of the Wi-Fi they are providing. And never access financial or medical data or enter your credit card information when surfing public Wi-Fi.

9 It may be one of the oldest tricks in the book, but phishing emails still work. The goal is to get you to download a virus by clicking a link or getting you to enter your login information on a clone of a legitimate website.

10 In 2009, social engineers posed as Coca-Cola's CEO, persuading an executive to open an email with software that infiltrated the network. Social engineering is another old-school tactic, but, like phishing, it works well. Hackers pretend to be you, and people often fall for it.

If you are concerned about cybercriminals gaining access to your network, then call us to learn more about implementing a managed security plan for your business. You've spent a lifetime working hard to get where you are and have earned every penny and every client. Why risk losing it all? Get the facts and be certain your business, reputation, and data are protected.



Refer-a-Friend and Get Free Gifts!



We **love** having customers like you and honestly, we wish we had more just like you! So, 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 **\$50 Amazon gift card**. For **every referral** that you send, you get a \$50 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 \$500 Amazon Gift Card** for introducing your friend to us.

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Technology Spotlight: Bose SoundLink Mini II Bluetooth Speaker

Are you looking for big sound out of your Bluetooth devices? Perhaps your Amazon Dot or your phone's speakers are lacking when you want to play some tunes? Then the Bose SoundLink Mini II is right up your alley.



With big sound coming out of this small package, the Bose SoundLink Mini II is perfect for anyone looking for a mobile speaker with superb quality. It also sports a USB power connection, making it easier to charge on the go.

The speaker comes with a charging cradle so you can use it while it charges. If you want to take it with you, just pick it up and go. It has a 10 hour battery life and is great for a day at the beach or while you're out in the yard. You can connect it to any Bluetooth device, including laptops, tablets, and phones.

The Bose SoundLink Mini II also has voice prompts to allow for easy pairing with devices. It can remember up to the last 8 devices it has connected to, so reconnection is a snap.

For \$179 on Amazon.com, the Bose SoundLink Mini II is a great buy for anyone looking for a quality speaker that can be brought just about anywhere.

Are You in a State of Stuck? Here's How to Win the Battle Against Inertia

Momentum is key to business growth. When you're moving forward and good things are happening, it can feel almost effortless. One action leads to the next, and you're achieving results at a rapid pace.

But what if you had a good run, and you're now feeling a little stuck? It could be that you're suffering from inertia. It's very real and can be very destructive. I work with businesses every day, and even the most seasoned leaders experience inertia from time to time.

The good news is that there's always a way out — it depends on you. The key is to get moving. Shake things up and make choices that force you out of your state of stuck.

Take these five steps to break through inertia and get your wheels rolling again:

1 Get specific about what you want to accomplish. What do you want to do, and what does success mean? In creating your goal, ask yourself, "What does that look like?" And be specific about your answer! Avoid using words like "less" or "more" — those terms mean nothing.

2 Plan it out. What steps are necessary to reach your goal? How will you ensure your success? Write it all out and indicate when you plan to complete each step. Set dates for completion and stick to them.

3 Ask what might get in your way. If you set a goal, but you don't think about potential obstacles, you're setting yourself up for failure. For example, if you want to

go to the gym three times a week at 5 a.m., but haven't considered that you may be needed at home to help with child care, you're probably not going to the gym. Get real about any hurdles that might get in the way of achieving your goal, so you can work around those circumstances and find your best path to success.

4 Make yourself accountable. It can be easy to tell yourself that you're going to do something, but if you make your intentions public, it's much tougher to make excuses and abandon your commitments.

5 Do it now! There's no time to waste and there's a lot of power in the present moment. No matter how small the first step is, make every effort to take it immediately. Demonstrate to yourself and others that you're committed to the process and you're ready to move forward. In the words of Lao Tzu, "The journey of a thousand miles begins with one step." Take that step as soon as you can.

I'm a big Yoda fan, and I quote him a lot. Here's my favorite line of his: "There is no try ... only do." Trying won't get you anywhere. Set your goal, figure out how to meet it, and really do it. Anything else will stop your momentum in its tracks and lead to inertia (or the Dark Side, as Yoda might put it).

Everything you've dreamed of for your life and for your business is possible. Take these five steps. Put in the time and effort to push past your inertia. The finish line is just around the corner.



As the founder of Petra Coach, **Andy Bailey** can cut through organizational BS faster than a hot knife through butter, showing organizations the logjams thwarting their success and coaching them past the excuses we all use to avoid doing what needs to be done. Andy learned how to build great organizations by building a great business, which he started in college. It then grew into an Inc. 500 multimillion-dollar national company that he successfully sold and exited.

Expert of the Month: Nicole Gasbarro of “Phil Gasbarro Liquors”



This month, our spotlight shines on a young entrepreneur with a passion for keeping the family business booming. Nicole Gasbarro is the third generation to join the business of the locally owned and operated liquor, wine, and spirits stores under the Gasbarro family name. Phil Gasbarro's was passed down to Nicole who took the reins a few years ago. Within that time, she has greatly improved the store while keeping the family tradition close to her heart. Because of her dedication and loyalty to not only her family, but also her community, she is our “Expert of the Month”!

Phil Gasbarro Liquors has proudly been serving customers since 1962 and are celebrating their 55th anniversary this year. They continually strive to exceed customer expectations which makes them stand out from the other places around. They offer everything from a \$3 bargain buy to a bottle of rare bourbon and everything in between. As the times change, so does their selection, keeping up with the new trends while never forgetting about the classics. This keeps them true to their roots while evolving the business as new products emerge.

“We strive to create a pleasant shopping environment with fair prices, wide variety, the best brands and high quality customer service,” says Nicole. “I think what makes us special is that we are a family business and we know how to cater to you. If you want something and I don't have it, we'll order it. If you have a big party to plan and you want to place an order ahead of time, we will gather everything for you and even put it in your car. We're the type of store that wants to go the extra mile for our customers and that makes us special.”

When we asked Nicole about working with our team, she stated, “I really enjoy working with SNECS. They're also a company that cares and works with you to solve your tech problems quickly. I'm not the most tech savvy person and I know I can count on them to help me with any problem, big or small.”

If you are looking to stop by “Phil Gasbarro Liquors”, they are located at 618 Warren Ave, East Providence RI. You can call them at **401-434-9556** or check them out online at www.philgasbarros.com. Visit their Facebook page at “Phil Gasbarro's Barrington Liquors, Inc” to check out new products and upcoming tastings.

Amazon Makes Landline Phones Trendy Again. They say that everything old is new again, and landlines are making an Amazon comeback thanks to the tech company's new Echo Show system. Similar to the existing home assistant Echo system, the Echo Show includes robust speakers, a camera, and a video touch screen to facilitate video calls with family and friends. Retailing for just north of \$200, the Echo Show might be the future of at home phone calls, in addition to its other home-assistant functions. – *TechCrunch.com*

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“I'll team build you!”

A Vicious Microsoft Bug Left A Billion PCs Exposed.

Speaking of which, thank goodness security researchers in May found the exec bug in Windows that could have been used by hackers to gain entry without physical access or user action. The bug would have exploited Windows Defender, Microsoft's in-house antivirus software, and left anybody running Microsoft Windows vulnerable. As Google engineers note in a report on the bug, to pull off the attack a hacker would have only had to send a specialized email or trick a user into visiting a malicious website, or otherwise sneak an illicit file onto a device. This also isn't just a case of clicking the wrong link; because Microsoft's antivirus protection automatically inspects every incoming file, including unopened email attachments, all it takes to fall victim is an inbox. Microsoft has since patched the bug. – *Wired.com*