



# Executive IT Insider

...The Exclusive Edge to Today's Technology

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## June 2017



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

**"Ransomware** attacks are getting worse! Don't leave your business exposed to the cyber criminals of the world, make sure you invest in a **Security Firewall** for your network. They offer an added layer of security that is truly invaluable. This is the first line of defense against malicious attacks that will really make you **'WannaCry'**."



## The Hidden Dangers Of "Shadow IT" To Your Business

**W**e all know that using information technology programs, apps, or internet browsing carries a certain amount of risk. Nobody wants to have their secure data compromised, but technology brings enough benefits that the risk is worth it. So you vet certain systems, you establish protocols, you update and patch your software, and you keep track of the technology used at work.

But what about the technology your employees are using that isn't part of your official plan? We're talking about messaging apps, Excel macros, cloud data storage, collaboration spaces, and even hardware like USB drives, smartphone storage, and personal laptops that you don't control.

We call this "shadow IT," and that's a whole lot of potential holes to cover!

Even if you ignore the dangers

of having accounts hacked, data stolen, and websites vandalized, shadow IT can be very inefficient. You don't control it, so you don't know where important information is or what work is being done. It makes it hard to avoid duplication of efforts and even harder to manage employee productivity.

What are you to do?

Well, your gut reflex might be to "crack down" on using unauthorized technology for work purposes. Swallow that reaction, though - you can't stop it, and you'll just harm morale. You'll also drive usage even further underground; your people won't be honest with you for fear of reprisal. That means that if a compromise occurs, you'll be the last to know.

Instead, keep an eye on the situation. Make it clear that you support employees using the tools they need to get the job

done, as long as they let you know what those tools are. If your people start using cloud storage apps, that's fine, but have them explain how they'll keep that data secure. Just as you empower them to find their own tools, empower them to keep things secure.

You probably can't come up with a list of all the shadow IT that's being used at your work, but you can keep an eye on the trends as they develop. Research the technology that's being used and watch the headlines for data breaches or other compromises.

In some cases, you will have to crack down on specific apps, programs, or devices being used at your work; they're just too risky. If you've worked with employees and fostered good communication, this shouldn't be an

issue. Remember to avoid blaming employees when shadow IT becomes a problem, especially if they bring the issue to your attention themselves.

There's nothing wrong with asking your people to stop using a specific program or device, as long as you're transparent and have good reasons.

Last, but not least, try to look on the bright side. Shadow IT may be a little risky, but it also presents opportunities for employees to drive productivity and try out new best practices. If

they're using a piece of technology, it's probably doing something that the currently "approved" tech is not. They're also showing self-starter tendencies and trying to do their job better. And that's always something you should support!

If you have questions about the shadow IT your business uses, contact us today!

*"Don't try to stop all shadow IT use; you'll only guarantee that when a compromise occurs, you'll be the last to know."*

## 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:

### Garmin Nuvi 3597LMTHD GPS

With school out for the summer, the vacation season is creeping up on us. Take advantage of the time off and take a trip using a GPS that puts all the others to shame. The Garmin Nuvi 3597LMTHD is a premium GPS with tons of features.



The mount sports a magnetic connection for the device which keeps it powered and secured with ease. The 5 inch screen and voice activated commands make using it a breeze, especially hands free. The charger even has a built in FM/HD Radio antenna that receives free, lifetime over-the-airwaves traffic data and inputs into the Garmin.

Getting directions even feels easier, as if a co-pilot is talking to you. It will call out landmarks and speak in a natural tone. Rather than saying "in a quarter mile, turn left" it will say, "keep straight, past the hotel, then turn left at the traffic light." This alone makes it easier to drive and not feel the need to "double-check" the map before making your turns.

For \$329.99, the Garmin Nuvi 3597LMTHD is worth the price for anyone looking to take a trip without the hassle of getting lost with outdated map information.

## Time to Get Vulnerable

When you hear the term "leader," adjectives like strong, assertive, and powerful come to mind. But what about vulnerable? Those in leadership positions often believe that displaying vulnerability to their team is a sign of weakness.

I'm here to tell you that they couldn't be more mistaken. In reality, vulnerability is a strength, and all skilled leaders have it. In order to help you grow into a better leader, **I want you to be vulnerable.**

Patrick Lencioni once said to me, "Start by coming to terms with your own vulnerability as a leader and then translate that to your team and then the rest of the organization." Waldo Waldmen, a top fighter pilot and a good friend of mine, once said something similar. He explained that after every mission, they would have a debriefing. Before it started, everyone was required to take off their name tags and their rank. Now, with an even playing field, they would go over the good, the bad, and the ugly of the mission. The leader would take the lead, admitting their own mistakes first.

They call this "exposing your chest to daggers," and it creates an environment for the new hires, the young wingmen, and the young folks that are in the formation to say, "You know what? If so and so, the flight lead, or so and so, the top gun, is going to share his or her mistakes, then I can do the same thing." But it has to come from the top down, and it means being vulnerable, more honest, and more open about what's going on. Waldo said the key is to show you are a human being first and a top gun or high-ranking officer second.

Do you start meetings by exposing your mistakes first?

I'm not talking about being passive-aggressive. "I never should have trusted so and so with this." I see and hear that all the time, and it's the opposite of exposing your chest to daggers. I'm talking about where you underperformed, did something wrong, or made a bad call. Those are the things to expose.

Many years ago, Les Brown gave me some great advice. He said, "You are a compelling speaker and certainly you have had a tremendous track record of success — but you can't just talk to people's heads or only appeal to their intelligence." He continued, saying, "They have to feel your story, the whole story — failures, shortcomings, fears, and pitfalls — both the triumphant and the terrible." That, he told me, was what would make me a real leader.

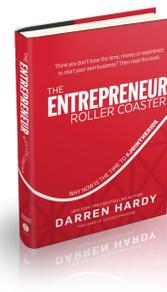
As you can imagine, this was an awakening, and it changed my life. You'll notice it if you read my first book and my new one; "The Entrepreneur Roller Coaster" is a lot more honest about my personal journey, warts and all. While people may be inspired by your success, they are empowered by knowing that they can fail at times and still succeed wildly.

If you want to be a leader, open yourself up to others. If people can feel and connect with you, they will charge through walls for you. That is real leadership, real influence, and real achievement. So, right now, think of one failure with which you can open up to your team.

Are you in? I promise you will see immediate results.



Darren Hardy is the creator and visionary behind SUCCESS magazine as well as the NYT-bestselling book "The Compound Effect." His newest book is "The Entrepreneur Roller Coaster." For more, visit [www.darrenhardy.com](http://www.darrenhardy.com).



## Expert of the Month: Dean deTonnancourt from “HomeSmart Professionals Real Estate”



Our Expert this month has taken the Real Estate market by storm in recent years. Backed by a team made up of over 120 associates, Dean deTonnancourt has lead an army of dedicated agents to victory as they are one of the top real estate offices in RI! Dean and his team are focused on their client's needs and go above and beyond the traditional service model for real estate services. Because Dean has instilled these values in all the agents he takes under his wing, we recognize him as our “Expert of the Month”!

Since its inception in 2014, HomeSmart Professionals Real Estate has offered client-focused real estate services throughout Rhode Island and nearby Massachusetts and Connecticut. Owner and broker, Dean deTonnancourt brings over 28 years of real estate experience to the local franchise of the national HomeSmart brand. Recently, Dean and his director of operations, Nivea Linhares, hosted their annual Diamond Awards Gala in which they celebrated and recognized all their associates for their individual accomplishments. Together, they have earned the distinction of being the #3 Top Producing Individual Office in total transaction count in RI, a feat that they are all very proud of.

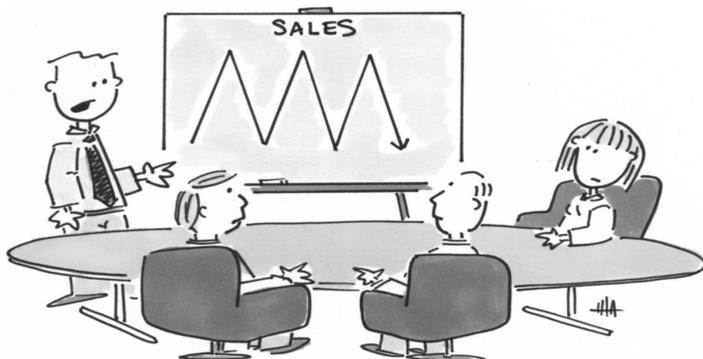
“Offering one of the most attractive business models in the industry, we provide our associates with specific proprietary systems and technology that creates efficiency in day-to-day operations,” says deTonnancourt. “HomeSmart Professionals also emphasize the importance of being aware of client needs and exceeding their expectations, which in turn builds strong relationships with both buyers and sellers alike.”

When we asked Dean about what he likes about our team here at SNECS, he stated, “The quick response and anytime we place a service call, we always have the pleasure of speaking to a very friendly & knowledgeable technician. They go above & beyond to answer our questions or solve any problem that we might be having at the moment. We can't say enough about how helpful everyone was during the buildout of our satellite office.”

Dean and his team stand ready to assist with any of your real estate needs. They can be reached online at [www.TheRhodeHome.com](http://www.TheRhodeHome.com) or send an email to [Broker@TheRhodeHome.com](mailto:Broker@TheRhodeHome.com).

**TWITTER might be building a paid subscription service for “power” users.** According to The Verge, the social media giant is surveying users to determine the size of a market for pay-to-play tweeting. This would mean a more robust platform of tools for marketers, journalists, and others who want the most from Twitter. This premium tool set will provide valuable viewing, posting, and signaling tools like alerts, trends and activity analysis, advanced analytics, and composing and posting tools all in one customizable dashboard. It will be designed to make it easier than ever to keep up with multiple interests, grow your audience, and see even more great content and information in real-time. This comes at a rough time for Twitter, and any potential influx of revenue has to be a welcome thought. — *TheVerge.com*

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“...and then another drop this month. But, I have a really good feeling about next month.”

**Microsoft slips by Apple to grab tablet satisfaction honors.** MICROSOFT won the J.D. Power tablet survey, as reported by Mashable. Although the “tablet wars” of the past aren't as hot as they used to be, it's still an upset (albeit a close one) for Apple, who dominated the tablet market for years. Microsoft tablet functionality won out over Apple's iPad; the non third-party keyboard probably helped with that. But Microsoft also won in the design category, which has to sting. Surprising nobody, LG, Asus, Samsung, and Acer came in far behind Apple and Microsoft.

— *Mashable.com*