



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.

"We've noticed quite a few **email 'spoofing' outbreaks** recently. If you are using a non-business type of email service (like **Gmail** or **Yahoo**), for your company, you may be putting your business at serious risk. These types of accounts don't offer the same security as corporate emails. Reach out to us if you are interested in an **email overhaul!**"



The ONE Thing You Must Do to Keep Your Data Safe in the Cloud

How secure is your data? Cloud data storage is becoming a massive industry in this country, and many businesses and other institutions are putting their data into the cloud. Some of this data is pretty harmless. Other stuff — like hospital records, banking information, or company payrolls — are prime targets for bad actors. Is the cloud storage tradeoff worth it?

The short answer is yes, but only if your IT guy is encrypting your sensitive data.

Every cloud storage company you talk to will claim to take top-of-the-line security measures on behalf of your data. But that, in a nutshell, highlights the problem with cloud storage. Your data is entrusted to a third party for safekeeping. It's possible that

they'd do everything in their power to safeguard your information. But bad things, like ransomware, phishing, or just plain going out of business, do happen. And when they happen, it's not the cloud storage company whose data is on the line; it's yours.

Even if that doesn't occur, let's be honest. Most of the major cloud storage companies are based in the United States, the U.K., or France, where they could be subject to NSA snooping (or questionably legal surveillance from any other government entity). Despite the best efforts of many storage companies to prevent government intrusion, your data could still be at risk, even when it's locked up tight.

This brings us back to encryption,

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which is the hands-down best way to protect your data, period. It's just like locking sensitive data in a box, with a password needed to reopen it. Even if someone gets ahold of the box, if they don't have the password, there's nothing they can do with it.

There are a lot of encryption tools out there and you'll want to make sure that you have the right one for your specific needs. If you ever need a recommendation, don't hesitate to reach out and ask! We'll be happy to provide you with the specific recommendation that fits your needs.

In addition, most cloud storage companies protect your data with their own encryption, but this isn't as secure as encrypting your own information. That's because the cloud storage company has the encrypted data in its possession, but it also has the keys to that data. If someone can get in, they can probably get the information they want. And a disgruntled employee — or just a hapless one — can also provide hackers access to the system through good old-fashioned human engineering.

If the cloud storage company is compromised (and it happens quite often), will your data be secured or unsecured? Well, if you're encrypting your own data before uploading it,

then the bad actors will open up the safe to find ... a bunch of locked boxes. Pretty frustrating, right?

On the other hand, if you've trusted the cloud storage company to take care of everything, you're going to have a bad day.



As you can tell, it makes sense to have your IT guy encrypt everything that gets put on the cloud before it gets there. But remember, just as your cloud storage provider is vulnerable, you can be vulnerable as well. It's less likely that bad actors will target your company specifically, but if they want your data bad enough, they'll go to great lengths to get it.

Many people have a misconception that these criminals will just use a magic program to crack your encrypted files. Decryption does exist, but it requires a lot of time and processing power. It's far more likely that hackers will target your email or other aspects of your system and try to find out the encryption codes that way. And never forget that people are the weakest part of your IT security. Educate employees so they aren't vulnerable to phishing scams, downloading questionable software, and visiting the wrong websites.

Be a "hard target" when it comes to your cloud storage. We encrypt all data we backup for clients before putting it in the cloud. If your IT guy isn't doing that already, you need a new one.

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.

Simply call us (401-684-3036), e-mail us (support@itsupportri.com) or visit www.ITsupportRI.com/referral and send us their contact information today!

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Technology Spotlight: CUJO Smart Firewall

With all the smart devices out now, the Internet of Things (IoT) is firmly rooted in modern homes. From thermostats, baby monitors, garage doors, and locks, many common items of your home can be connected to the internet. However, what they offer in convenience, they lack in security.

That's where CUJO comes in.



CUJO is a smart firewall that keeps your devices safe from outside hackers. Everything from your smart phone to your smart toaster (yes, they exist) can now be protected from cyber criminals looking for access into your home network. CUJO brings business-level IT security to home networks.

Setup is simple, just connect CUJO to your router with the included cable, download the app, and connect. Once it's set-up, you can access additional features, like parental controls on child devices. Whenever a threat is blocked, you can get a mobile alert letting you know CUJO is on guard.

With a few flexible payment options, the best plan is the \$249 package, which includes the CUJO device along with a lifetime subscription of protection updates. Get yours on Amazon or from other local retailers.

Geoff Smart: 3 Ways to Get Your Life Back

I was once meeting with an executive, and I noticed a small framed sign on her desk that read, *Eat Lunch*. When I asked about it, she said, "My job is all-consuming. If I am ever able to eat lunch, I'll know that I got my life back." Sound familiar? So many of us are capable business leaders and yet powerless to reclaim our lives from our jobs. But work is not supposed to be like that. And, if yours is, you need to do all three of the things I've listed below.

First, set personal goals, like how many nights per week you want to eat dinner with your family. Setting and tracking goals works. A CEO of a \$20 billion company set a goal to be home from 6–8 p.m. (to spend time with his teenager) at least four nights a week, and he often beat that goal. An extremely busy tech entrepreneur set a goal to have a proper cellphones-off, two-week vacation every summer. An executive assistant in our New York office always wanted to coach her daughter's soccer team, so she finally set the goal and did it.

Second, schedule personal time. I recently called a colleague at midday on a Thursday. He was at the zoo with his wife and two kids. We have a "freedom and flexibility" culture at ghSMART. If somebody is trying to schedule your time over one of your personal commitments, tell them you are not available. It's none of their business why you are not available. It's not either-or. You can be successful and have a life.



Dr. Geoff Smart is the No. 1 thought leader for the No. 1 topic in business: hiring and leading talented teams. Dr. Smart founded the leadership consulting firm ghSmart in 1995, a firm he still chairs today. He is also a nonprofit founder, government advisor, and Wall Street Journal best-selling author. His book "Who: The A Method for Hiring" is a must read for anyone looking to add professional, quality candidates to their team.



Third, delete, delegate, delay, and then (as a last resort) do. I saved the best tactic for last. Is your first instinct to do whatever the urgent, flashing, text-chiming, inbox pop-up task demands? That's a lousy way to work, and it's no way to live your life. Follow this sequence instead:

- Your first instinct should be to **delete** any task. Sorry, task! You don't own me.
- If it has to get done, **delegate** it to a capable person who can do it.
- If there is nobody to delegate it to, then **delay** the task until a time that works for you.
- If that is not practical, then your last resort is to **do** that task now.

If you set personal goals, schedule personal time, and practice the delete-delegate-delay-do framework, you will find you can achieve career success and get your life back. And if you think these tactics are useful, please download our other free leadership tools at geoffsmart.com/smarttools.

Experts of the Month: Judy Nunes and Jean Baldino of “ESM, Inc. Bookkeeping Services”



Many businesses budget their finances to cover the basics; rent, payroll, utilities, and the other normal expenses. Then, when it comes time to sit down and update all that info into the finance ledger, that's around the time many owners and managers start to cringe. However, when it comes to numbers, these gals have you covered! Judy Nunes (left), Jean Baldino (right), and their team at “ESM, Inc. Bookkeeping Services” are ready to take on the financial maintenance that your business needs. Because of their personal touch and ability to customize their services for just about any business of any size, they are our “Experts of the Month”!

ESM, Inc. has been in business since 1992. Since then, they have dedicated themselves to serving their customers with a wide array of bookkeeping services. Together, the team at ESM, Inc. has over fifty years of bookkeeping experience. Whether you need bookkeeping for one day a week or an hour a month, they can provide and maintain your company's financial records and reports. This means business owners can focus on running their business and hitting their goals. ESM, Inc. are able to tackle the books for just about anyone; personal, small, mid, and large sized businesses are all in their scope of work. “If you call, a person picks up the phone right away. A lot of people just don't know that there's good service right around the corner,” says Baldino. “We will customize to any business needs, that's what we're all about. We service businesses from Doggy Daycares to Supermarkets and everything in between.” With their new location right next to the Manville Post Office, they are conveniently located in Lincoln, RI just minutes from the highway.

The team of ESM, Inc. mentioned that they love working with us at SNECS. “SNECS is always available to help our office with any IT problems that may arise. Being in a business that is time sensitive, having help at our fingertips is truly a necessity for our business. The staff at SNECS is always courteous, professional, and willing to go that extra step to help us with our IT needs.”

ESM, Inc. can be contacted at 401-658-0272 or via email at SBS@SBS.necoxmail.com. You can also stop by and visit their new location at 30 Railroad St. Manville, RI 02838.

Can a Surgeon Really Use an App to Practice Surgery? “Touch Surgery” is an app that lets anybody “operate” in dozens of realistic surgery simulations. Around the world, there are plenty of places with just one or two doctors within driving distance, and those physicians have to undertake procedures they may not be trained for. A few hours with Touch Surgery on the smartphone - or, for added realism, the Hololens - can mean the difference between a bad outcome and a good recovery for the patient. – *digitaltrends.com*



The Secret About Bank Fraud That Many Small Business Owners Don't Know, But Should. Did you know your COMPANY'S bank account doesn't enjoy the same protections as a personal bank account? For example, if a hacker takes money from your business account, the bank is NOT responsible for getting your money back. Don't believe me? Go ask your bank what their policy is on refunding money stolen from your account! Many people think FDIC protects you from fraud, but it doesn't. It protects you from bank insolvency, NOT fraud. Here's a quick tip: Set up email alerts on your account so you are notified any time money is withdrawn. The faster you catch fraudulent activity, the better your chances are of keeping your money. If you contact the bank immediately, you have a very high probability of foiling a hacker's attack.