

# modern business **IT.advisor**

*“Insider Tips To Make Your Small Business Run Faster, Easier, And More Profitably”*



**Kayvan Yazdi**  
President  
TruAdvantage

“As a small business owner, you don’t have time to waste on technical and operational issues. That’s where we shine! Call us and put an end to your technology problems finally and forever!”

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## Employees Keeping Your Data Safe? Don’t Count On It



**T**he biggest block to protecting your company’s data is employee ignorance about cybersecurity. In fact, your employees are probably compromising your data right now and aren’t even aware of it.

In case you haven’t read the reports, a statement from one of the many companies recently forced to close its doors following a cyber-attack involving one of their own employees brings the point home:

*“Code Spaces will not be able to operate beyond this point. The cost of resolving this issue and the expected cost of refunding customers who have been left without the service they paid for will put Code Spaces in an irreversible position both financially and in terms of ongoing credibility.”*

Root cause of the disaster? Very likely a phishing attack that one of their own team members unwittingly

played a key role in. If you want even a ghost of a chance that your data remains safe and secure, you **MUST** be aware of the five ways your employees are probably putting your company at risk right now:

### Risky Passcode Practices

A good rule of thumb is, if you can recall a password, it’s probably not safe. Require the use of a random password generator to keep weak passcodes from being the weak link in your data’s defenses. Invest in a company-wide password protection system. And wherever possible, use two-factor authentication for logins to critical sites.

### Working Outside A Secured Network

It’s great that your team loves to collaborate. Just make sure it’s done in a secure network. E-mail-sharing and file-sharing over a non-secured network can lead to leaks. Train your team to share sensitive messages and

*Continued pg.2*

## Innovation Inspiration



**Many of life's failures are people who did not realize how close they were to success when they gave up.**

*-Thomas Edison*

files only within a secure company network. Even better, invest in encryption and collaboration tools that keep your data extra-safe while in transit. After all, great teams need to collaborate. Just make sure it's getting done without putting your data at risk.

### E-mail Naïveté

Most people are aware by now that clicking on unknown links in an e-mail can lead to trouble. Yet clever hackers are sending ever more appealing e-mails that trick the

unwary into clicking. Insist that no attachments from unknown sources are to be opened. And require that users on your network look up unknown links before blindly clicking on them.

### Unattended Devices

Walking away from an open laptop in a coffee shop is a recipe for disaster. Yet even at the office, stepping away from a workstation can expose sensitive data to snoops. Insist that wherever your team works, they maintain complete visual control over any screen showing confidential company data.

### Malicious Acts

You may find it hard to believe, but employees leaking critical data on purpose happens all the time. It may be for a personal venture – or a personal vendetta against your company. Regardless of the cause, it's always a risk. And you may not see it coming. Safeguard all data coming into or going out from your company. And always change access codes whenever someone leaves

your employ – willingly or unwillingly.

### Don't Fight This Battle Alone

Protecting company data in today's fluid and fast-changing business environment is tough work. If you don't have a robust protection plan in place, your critical data IS at risk. Our [Data Security Review](#) helps you and your team fend off attacks on company data. It also shows you the weak spots so you can seal them off from attack.

Call us today at **408-680-8389** or e-mail us at [info@truAdvantage.com](mailto:info@truAdvantage.com) to book your [Data Security Review](#) right away. It's valued at \$497, but we'd like to provide this vital, risk-reducing service to you at **no cost** when you schedule it before September 30.

We understand that safe data practices by your employees are absolutely critical to your company's success and survival. So contact us today for your free [Data Security Review!](#)

## Free Report Download: The Business Owner's Guide To IT Support Services And Fees

### IT BUYERS GUIDE

What Every Business Owner MUST Know About IT Support Services And Fees



What You Should Expect To Pay For IT Support For Your Business And How To Get Exactly What You Need

### You will learn:

- ◆ The 3 most common ways IT services companies charge for their services, and the pros and cons of each approach.
- ◆ A common billing model that puts ALL THE RISK on you, the customer, when buying IT services; you'll learn what it is and why you need to avoid agreeing to it.
- ◆ Exclusions, hidden fees and other "gotcha" clauses IT companies put in their contracts that you DON'T want to agree to.
- ◆ How to make sure you know exactly what you're getting to avoid disappointment, frustration and added costs later on that you didn't anticipate.

Get Your **FREE** Copy Today at [www.TruAdvantage.com/ITbuyersguide](http://www.TruAdvantage.com/ITbuyersguide)

# Lost Employee Smartphone? Do This NOW!



## “Hey boss, I lost my smartphone.”

How well have you prepared for this moment? It will happen sooner or later. If your company has a plan in place, no big deal. If not, you may suddenly get that sinking feeling in your gut...

And well you might. You now have three big worries:

**Compliance Issues** – If your employee had access to information covered by any number of regulations, your company could be subject to stiff penalties. One employer we know of wound up with a \$900,000 fine.

**Data Security** – Sensitive company data in the wrong hands could spell disaster. Access to your network, secure sites, proprietary files, work-related e-mails and corporate secrets may now be out of your control. You must move quickly to prevent serious financial harm.

**Employee Privacy and Property Concerns** – If a valued employee had family photos and movies on the device, and you remotely delete all data on the phone, you may now have a disgruntled, or even uncooperative, employee. Especially if company policy regarding **BYOD** (bring your own device) and data loss were not clearly stated and agreed to up-front.

So how do you prevent a relatively minor incident from blowing up into a big problem? Here are seven smart measures you can take right now to prepare for the day an employee smartphone is lost or stolen:

1. **Install** a mobile device management (MDM) system on any employee device to be used at work. This software can create a virtual wall separating work data from personal. It facilitates any security measures you wish to impose. And to protect employee privacy, it can limit company access to work data only.
2. **Determine** which devices will be allowed and which types of company data people may access from them.
3. **Require** that employees agree with an Acceptable Use Policy before they connect to your network. Make sure these include notice as to conditions in which company data may be “wiped” – i.e., destroyed. Also include specific policies regarding device inspection and removal of company records.
4. **Put** strong data protection practices in place. Require use of hard-to-crack passwords and auto-locking after periods of inactivity. Establish protocols for reporting lost or stolen devices. Mandate antivirus and other protective software as well as regular backups.
5. **Designate** someone at your company to authorize access to software and critical data. This person can also be your main point of contact for questions about **BYOD** policy and practices. It might also work well to distribute a resource page or FAQ document to your employees.
6. **Establish** a standard protocol for what to do when a device is lost or stolen. Both Android and iOS phones have features that allow device owners to locate, lock and/or “wipe” all data on their phones. Make sure your policy requires that these features are set up in advance. Then, when a device is lost or stolen, your employee can be instructed to take appropriate action according to your protocol in order to protect company data.

*Continued pg 4*

## Want To Win A \$25 Starbucks Gift Card?



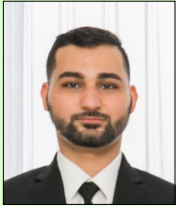
It couldn't be easier! Be the first to send us an email at [trivia@truAdvantage.com](mailto:trivia@truAdvantage.com) with the correct answer to the question below & win a **\$25 gift card**.

**How many times was the word “BYOD” mentioned in this article?**

# Have You Met?

## Matin Mehdipour

Support Engineer at  
TruAdvantage



Matin, or as he's commonly known as around the office, the IT God, started at TruAdvantage

back in December 2015 during his last year at San Jose State University. With a background in Software Engineering, Matin had no problem flourishing into the great IT engineer he is today, with his mentors Iman and Kayvan by his side since the beginning. And with his colorful socks and punny humor, we're proud to have a guy like Matin on our team!

- **Favorite Food:** Sushi
- **Favorite Movie:** Elizabethtown
- **Favorite Song:** "Hello" -Adele

### Earn A \$1,000 Referral Program



If you know someone who is having IT problems, send them our way for a **FREE** Network Assessment!

**YOU** get \$100 after the initial meeting, plus \$50 per computer user!

This means if your referral has 20 computer users, **YOU** get \$1,000! Not your company, not your boss, but **YOU**.

Email us at [info@truAdvantage.com](mailto:info@truAdvantage.com) or call us at 408-680-8389.

7. **And** finally, your best protection is to implement a well-crafted **BYOD** policy in advance. Develop it in partnership with risk management and operations personnel, as well as legal counsel and IT professionals, to come up with an effective and comprehensive plan.

**Don't risk waiting until an incident occurs!** - Know where you stand right now with our **FREE BYOD Policy Assessment**.

We'll review your **BYOD** policy with you to make sure it covers all bases. No **BYOD** policy yet? No problem. We'll help you get started and work with you and your team to develop a "bulletproof" **BYOD** policy to keep your data safe.

Contact us today at [info@truAdvantage.com](mailto:info@truAdvantage.com), or better yet call 408-680-8389 right away, to schedule your initial consultation at absolutely **no cost** or obligation to you. We offer this complimentary service to give you a taste of our high degree of professionalism, and as a way of caring for our community.

Do not delay on this - it is a serious vulnerability that can and must be addressed in order to assure the safety of your company's data and systems.

### The average cost of a data breach keeps rising.

According to a recent study by IBM, excluding mega-thefts like the Sony hack, the overall average total cost per incident is around \$4 million. Yet costs vary by industry. A health-care firm that deals with highly regulated and intimately detailed patient records may see a cost per stolen record at \$355. At the other end of the spectrum, cost per stolen record in the public sector is closer to \$80. Having an incident response team on hand cuts cost per stolen record by \$16 a pop. Use of encryption saved an average of \$13, employee training \$9 and appointing a chief information officer \$7. The report shows that how and when you respond to a cyber-attack can reduce the cost of recovery.

-Fortune.com

### The 8-hour workday is as outdated as the manual typewriter.

If you want to get a whole lot more done in your day, it's time to rethink how you structure it. Working eight hours per day started in the industrial revolution as a way to limit the number of hours workers had to endure on the factory floor. Yet a recent study by the Draugiem Group found that the ideal

work-to-break ratio was 52 minutes of work with a 17-minute break. Folks who do that turn out to have a unique level of focus in their work. They're able to crush their competition because that's how the brain naturally functions. Structuring your day in this way can help you beat frustrating distractions and boost your productivity.

-Forbes.com

### The Body Cardio scale by Withings introduces a whole new health metric.

It measures "Pulse Wave Velocity" (PWV), giving you insight into your heart health. Besides PWV, it also displays weight and body mass index (BMI). It even displays a weather report so you can check your weight before getting dressed. Other metrics include body fat, water percentage, muscle mass and bone mass. The Health Mate app it pairs with offers health and weight tips, trends and encouragement. At 0.7 inches "thin," it features a tempered glass top and an aluminum back. While Withings's claims about PWV aren't regulated by the FDA, Paris cardiologist Dr. Pierre Boutouyrie says, "If we could have just one measurement for cardiovascular health, it would be Pulse Wave Velocity."

-DigitalTrends.com

## 3 Ways to Manage Someone You Hate

Hate your co-worker or employee? Congratulations! You have completed the first step in making things work. Acknowledging you have a problem, after all, is the first step.

Ironically, teams where everyone likes each other are typically weak teams. People (that includes you) have a tendency to like people who are like them. We revel in similarities. Yet a team of copycats will have tunnel vision and won't have complementary skills. Great teams don't *like* each other nearly as much as they *respect* each other. There is greatness in differences.

Abraham Lincoln was famous for building a political cabinet of personal enemies. In a country that was polarized by a horrific civil war, Lincoln's genius was to assemble a cabinet of people who were his sworn enemies. Members of his cabinet may not have liked him (or vice versa), but it served what the country (client) needed.

Your company has a mix of clients with different needs and demands of their own. Your company has a mix of things to do, which requires special talents. Your company needs diversity, but along with that may come personal conflict (just ask Abe). Here is how you manage the people you hate:

**1. Stop Trying To Like Them** – A big fallacy of managers is to believe they need to like the person they are managing. That is not the case at all. The manager just needs to respect what the employee does. And when I say "respect," I mean to see

genuine value in a talent or ability of that employee. Stop trying to find things to like about the employee you hate – find something to respect.

**2. Find The Bigger Enemy** – My consulting group was engaged to help grow a business run by two sisters. The problem was finger-pointing. Each sister blamed her struggles on the other, and they hated each other. That was until they found out their father was diagnosed with cancer. Immediately they had an enemy (the cancer) much greater than their hatred for each other. Instantly they started to work together amazingly well. Seek to find a common enemy (perhaps a competitor) that you and the employee you hate can target together. A common enemy makes the best of friends.

**3. Distance Makes The Heart Grow Fonder** – Short, temporary bursts of disgust trump a continual stream. If you just can't get over the fact that you can't stand the employee you manage, put distance between you and the employee. Put them in a different part of the office, or in a different office altogether. Of course, you can fire them too...but we are working under the understanding that you have an employee who is great at their work – you just can't stand them.

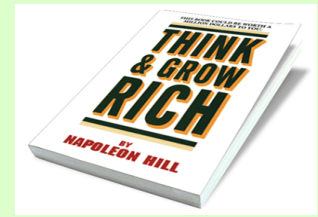
If Abraham Lincoln was able to manage a cabinet full of enemies and put a struggling country back onto the track to greatness, I think you just might be able to manage those employees you don't like (but respect) and put your company back onto the path to success.



**MIKE MICHALOWICZ** (pronounced mi-KAL-o-wits) started his first business at the age of 24, moving his young family to the only safe place he could afford—a retirement building. With no experience, no contacts and no savings, he systematically bootstrapped a multimillion-dollar business. Then he did it again. And again. Now he is doing it for other entrepreneurs. Mike is the CEO of Provendus Group, a consulting firm that ignites explosive growth in companies that have plateaued; a former small-business columnist for *The Wall Street Journal*; MSNBC's business makeover expert; a keynote speaker on entrepreneurship; and the author of the cult classic book *The Toilet Paper Entrepreneur*. His newest book, *The Pumpkin Plan*, has already been called "the next *E-Myth!*" For more information, visit [www.mikemichalowicz.com/](http://www.mikemichalowicz.com/).

## This Book Transformed Me

By: **Kayvan Yazdi**  
Co-founder of TruAdvantage

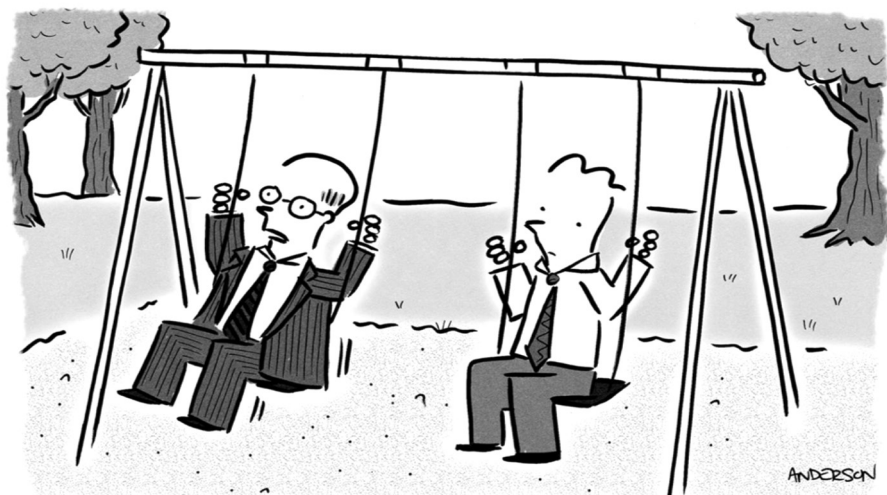


**Title:** Think & Grow Rich  
**Author:** Napoleon Hill

For only 99 cents, I purchased this book from Amazon to read on my Kindle, not knowing it would be the **life-changing** read of my life. Every day for 30 days, reading it was the first thing I did in the mornings. How do the most successful people think? What kind of mental attitude do they have?

The author, an average journalist, got a letter from Andrew Carnegie to interview the top 500 successful people of the world such as Henry Ford, Thomas Edison, Graham Bell, and Charles M. Schwab. He then reveals the invaluable wisdom of his research in the form of **13 steps to success** in this book.

The concepts in this book transformed my life. Reading this book every morning was the most exciting part of my day, it was my way of **grounding myself**, or in a way, was my daily meditation. I will go over some of the concepts and how I applied them to my daily life and **growth** of TruAdvantage in the future issues of the *IT.advisor* newsletter. I am greatly indebted to Napoleon Hill and take every opportunity to spread awareness on his work.



"I'm not much of a golfer."

**Here are 3 must-have apps for the type-A personality in your life. Could that be you?**

Hate2Wait is a godsend for folks who can't stand to queue up. It estimates restaurant wait times and lets you reserve a table instantly. Spam is the bane of goal-driven people. It distracts and takes time to clean up. Put Unroll.me on your iPhone and link it to your e-mail accounts. It then lists every newsletter and promotion you're getting, and lets you lump them all into one e-mail address, keeping your in-box clear and clutter-free. Type A's love tracking their finances. Mint tracks all your money in one place, making budgeting and expense tracking a breeze. Just the thing for the type A in your life.

-PCmag.com

**Become an influencer in your industry with these 3 blog hacks.**

Building a "tribe" on social media with your blog can help drive sales for your business. Here are three ways to build it fast, and make it last. 1) Content is king. Leave out the blurry iPhone pics. Mediocre content is no way to build an audience. Make it "good to great," or leave it out. 2) Originality wins. Forget what you learned in school... Break rules and get creative to stand out. Top bloggers all share personal, unique and original content. That's what your audience cares about most - your unique voice and perspective. 3) Collaboration is key. Connect with other bloggers to exchange audiences and/or content. This one tactic alone can help you reach millions of new readers.

-Entrepreneur.com



**Top Reasons Why More Than 40 Bay Area Businesses Trust Us for Their IT Support**

- 14 minute response rate
- Affordable support options
- Work with a team, not one person
- Business operation automation & optimization (reduce cost)
- 100% retention rate with all our clients so far
- Security & Compliance support

**We guarantee full satisfaction, or your money back!**

**Services We Offer**

- Fixed rate IT support
- 24/7/365 Network Monitoring
- 24/7 Help Desk
- On-Demand Projects
- Backup & Disaster Recovery
- Cost-saving VoIP & Internet Solutions
- Security Protection (virus, spyware, & spam)
- Cloud Servers & Hosting
- Office 365

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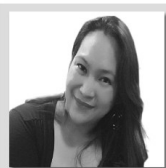
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Amit Gupta  
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