modern business IT.advisor

"Insider Tips To Make Your Small Business Run Faster, Easier, And More Profitably"

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"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!"

in this issue:

"Lucky Charm" Keeps Hackers Out

Ralph's been a good employee for you. Shows up on time. Gets the job done. Doesn't hassle anybody.

He's also a porn addict. When nobody's looking, he's visiting sites – on your network – that you'd be appalled to see. IF…you knew about them. Without careful monitoring and filtering, this kind of Internet use on your network can remain hidden.

Shocking? Hard to believe it could happen at your company? A survey by International Data Corporation (IDC) revealed that 70% of all web traffic to Internet pornography sites occurs during the work hours of 9 a.m. to 5 p.m. Ralph's little visits may seem harmless, but they're adding a serious level of risk to the financial health and security of your company.

Here's how. A visit to an adult website can be tracked. And if a logged-in user's identity is leaked, it can be embarrassing, to say the least, to that user. The user may even become a victim of "sextortion" or blackmail. Just ask any of the people who used Ashley Madison, a dating site for illicit affairs. When the site was hacked, users were suddenly at risk of having their indiscretions revealed. This gives cybercriminals a powerful lever to pressure an employee into revealing sensitive company data. Considering that 60% of security breaches start from within the company, you have to wonder what someone at risk of being exposed might do to keep their little secret, well…secret.

Let's face it, if you're not carefully monitoring and managing how your network is being used, your company's data could be in serious jeopardy.

Content Filtering In Today's Web 2.0 World

Whether you're already monitoring user activity on your network or not, you need to stay vigilant about evolving risks. And *content filtering* is key. If your business is like many, you may already be doing *some* filtering. But is it enough? As technology evolves, hackers drum up ever stealthier ways to invade your network.

Get Inspired!

"An investment in knowledge pays the best interest."

-Benjamin Franklin

Cloud-based filtering, for example, becomes a must when mobile devices tap into your network. The old concept of a static, location-based "firewall" just doesn't cut it anymore when your staff goes mobile.

Then there's social media. It's like a big window into the personal lives of your personnel. It lets cybercriminals "case the joint" before breaking in. For instance, when users log in to a personal Facebook account at work and talk about vacations, favorite hangouts or weekend activities, hackers can use that information for social engineering and other ploys.

The number of ways your network is exposed to potentially damaging content grows daily. It's no wonder that 90% of companies and government agencies surveyed by IDC detected computer security breaches within the previous 12 months. Eighty percent of those organizations acknowledged financial losses due to these breaches. With odds like that against you, an *up-to-date content filtering system* could well be THE "Lucky Charm" that keeps your company, and your data, safe from all kinds of harm.

FREE Web And E-mail Usage Audit Instantly Reveals If You Have A Problem

If you'd like a snapshot of where your employees are going online and how much time they're spending surfing the net on non-work-related activities, I'd like to offer you a FREE Internet And E-mail Usage Audit worth $300. At no cost or obligation on your part, we'll come by and install a special diagnostic program that will expose lurking threats due to inappropriate employee use of websites, e-mail and instant messaging.

I'm making this offer because I'd like to give you a bite-sized sample of our extraordinary customer service and proactive approach to protecting you and your organization. And to be perfectly clear, no matter what we may find during your audit, you are under no obligation to buy anything or ever use our services again.

However, there is a catch: we'd like to help every company in the Bay Area eliminate this risk, but we're only able to perform 10 audits per month. Call 408-680-8389 or visit www.truAdvantage.com now, while you're thinking of it. The five minutes you invest could save your company thousands of dollars in lost productivity, potential lawsuits and company resources.

Let's not let your company become yet another statistic, hemorrhaging cash as a result of a destructive cyber-attack. Call me TODAY at 408-680-8389, or e-mail me at info@truAdvantage.com, and let's make sure your systems are safe. I'll provide you with a Cyber Security Risk Assessment to check for and safeguard against any points of entry for an attack. This service is FREE, but DO NOT RISK WAITING: contact me NOW before the next scam puts your network at risk.

That Fake App Just Stole Your ID

Ryan loved tweaking photos on his Android phone.

He'd heard rave reviews from his friends with iPhones about Prisma, a new iOS app for image editing. So when he heard Prisma would soon be released for Android, he logged in to the Google Play Store to see if it was there yet.

To his surprise, he found one that looked just like what his friends were describing. Delighted, he downloaded and started using it. Meanwhile, the app—a fake—was busy installing a Trojan horse on his phone.

When he got to work the next day, he logged his phone into the company network as usual. The malware jumped from his phone to the network. Yet no one knew. Not yet, but that was about to change…

Now, this isn't necessarily a true story (at least, not one we've heard of—yet…), but it absolutely could have been. And similar situations are unfolding as you read this. Yes, possibly even at your company…

Fake apps exploded onto iTunes and Google Play last November, just in time for holiday shopping. Apple "cleaned up" iTunes in an effort to quell users' concerns, but hackers still find workarounds. Unfortunately, these fake apps pose a real threat to the security of your network. Especially if your company has anything but the strictest BYOD (bring your own device) policies in place. And the more your network's users socialize and shop on their smartphones, the greater the risk of a damaging breach on your network.

Fake apps look just like real apps. They masquerade as apps from legitimate merchants of all stripes, from retail chains like Dollar Tree and Footlocker, to luxury purveyors such as Jimmy Choo and Christian Dior. Some of the more malicious apps give criminals access to confidential information on the victim's device. Worse yet, they may install a Trojan horse on that device that can infect your company's network next time the user logs in.

So what can you do?
First, keep yourself from being fooled. Anyone can easily be tricked unless you know what to look for. Take the following advice to heart and share it with your team:

Beware of Fake Apps!
In case you weren't aware, one of the latest and most dangerous Internet scams is fake apps. Scammers create apps that look and behave like a real app from a legitimate store. These fake apps can infect your phone or tablet and steal confidential information, including bank account and credit card details. They may also secretly install on your device malicious code that can spread, including to your company network.

Take a moment and reflect on these five tips before downloading any app:

1. When in doubt, check it out. Ask other users before downloading it. Visit the store's main website to see if it's mentioned there. Find out from customer support if it's the real McCoy.
2. If you do decide to download an app, first

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** with the correct answer to the question below & win a **$25 gift card.**

Who was the classic Hollywood film star and avant-garde composer who helped invent WiFi?

What's New:
Live Helpdesk Support (With Chat)!

We are excited to announce a new feature that we rolled out this quarter—our new **Live Helpdesk Support!** It's a *new*, *faster* way for us to serve our clients *more efficiently*. Going through our **Live Helpdesk Support** gives our clients *immediate* support—no waiting.

This new feature will not affect our current way of handling our clients' tickets, it is just a new, separate feature. This change will *only* apply to clients who sign up for this new feature. Our current ticketing system still stands, and all tickets will still be handled in a timely manner.

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** or call us at **408-680-8389**.

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check reviews. Apps with few reviews or bad reviews are throwing down a red flag.

3. Never, EVER click a link in an e-mail to download an app. Get it from the retailer's website, or from iTunes or Google Play.
4. Offer as little of your information as possible if you decide to use an app.
5. Think twice before linking your credit card to any app.

Most importantly, get professional help to keep your network safe. It really is a jungle out there. New cyberscams, malware and other types of network security threats are cropping up every day. You have more important things to do than to try and keep up with them all.

The Most "Bullet-Proof" Way To Keep Your Network Safe

Let's not let your company become yet another statistic, hemorrhaging cash as a result of a destructive cyber-attack. Call me TODAY at 408-680-8389, or e-mail me at info@truAdvantage.com, and let's make sure your systems are safe. I'll provide you with a Cyber Security Risk Assessment to check for and safeguard against any points of entry for an attack. This service is FREE, but DO NOT RISK WAITING: contact me NOW before the next scam puts your network at risk.

Imagine careening through a virtual forest on the back of a Pegasus in a race against other fitness buffs...

VirZOOM hopes their stationary, VR-equipped exercise bikes will soon be coming to an arcade or fitness center near you. They've already installed the bikes in over a dozen venues in the US, from Connecticut to California. Walk into any of these places and you can strap on a VR headset and compete in live, multiplayer matches. Plans are already being hatched for full-blown tournaments, complete with prizes and onlookers. You can ride your way to fitness with the aforementioned Pegasus, straight bike races or even a good old-fashioned tank battle… Who'd'a thunk doing something so good for your health could be so much fun?
-Engadget.com

Uber has added a new destination: people.

Let's say you just flew into Phoenix and you want to meet a friend there for drinks before heading to your hotel. It used to be that you'd ask them, "Where are you? … Where's that again?" then try to quickly type in the address before you forgot any of the details, hoping you didn't misspell anything. With Uber's new "People" feature, instead of typing in your destination, you simply enter the person's name, skipping all the back and forth. Uber then locks in their destination and directs the driver to take you there. It also sends your ETA to the person you're going to see. Just sync your contacts with Uber before your next trip, and enjoy the ride.
-Mashable

Smart Closing Technique, Step 2

Let's say you're closing a deal and you've already taken the first step: you've *summarized the client's underlying need…*

Now you're ready for Step 2: Say what you plan to do.

Describe exactly what you'll do to help the client successfully satisfy their underlying need. Even smart people worry about putting themselves out there by offering a plan. They worry that someone may disagree with them. They worry about proposing a plan that doesn't work. That's why many advisors stay "safely vague" rather than offering a specific plan.

But being vague doesn't help leaders solve some of their biggest problems. You have to have the courage to propose a plan. For example: "I have some ideas about how you can achieve your goals. Want to hear them?"

"Yes!" (the client says, while taking out a notebook and a pen).

"There are five parts to what I think you need to do, in this order. They are designed to increase your power score, starting with priorities, who is on your team and relationships. First, there is no way you are going to be able to take the company in a whole new strategic direction without the board's support."

"That's true."

"So first we have to articulate your vision and your priorities on paper, with goals and strategy and budget implications, and then get the board's support."

"Right, it's going to change our budget, so rather than let the board nix it this fall, I should get out in front of this and get their support from the beginning."

"Second, you seem to have questions about the capabilities of many of the key leaders in the US, Europe and in your Asia region. It would be helpful to assess your team, to have a clear view of who is going to fit in the new organization, and who is not a fit."

"Yes, that would be helpful—to have an X-ray of the org chart and figure out who needs to go where to align with the new strategy."

"Third, fourth and fifth will be all about culture change. Change the incentives. Change the meeting cadences of what metrics are tracked and discussed—who meets when to discuss what. And what some of our most successful clients have done in situations like this is design workshops—like a roadshow—for you and key leaders to educate and train the next two levels on what you expect from them, and why, in the new world order. This gets the troops aligned behind your new vision."

"Wow! Yes, yes and yes."

"And even if you do all of that, I only give it a 70% chance you will fully actualize your goal within three years—in the market and culturally. Still, that's a lot better than the 5% chance you give yourself today."

"I'd take 70% over 5%."

Now that you've stated your plan, you are in a much better position to close the deal.

Chairman & Founder of ghSMART. Geoff is co-author, with his colleague Randy Street, of the New York Times bestselling book Who: The A Method for Hiring and the author of the #1 Wall Street Journal bestseller Leadocracy: Hiring More Great Leaders (Like You) into Government. Geoff co-created the Topgrading brand of talent management. Geoff is the Founder of two 501c3 not-for-profit organizations. SMARTKids Leadership Program™ pro-vides 10 years of leadership tutoring and The Leaders Initiative™ seeks to deploy society's greatest leaders into government. Geoff earned a B.A. in Economics with Honors from North-western University, an M.A., and a Ph.D. in Psychology from Claremont Graduate University.

Welcome New Client:

Bay Area Academy

Location: Oakland, CA
Industry: Nonprofit

This month we'd like to recognize and thank one of our new clients, Bay Area Academy. They are a nonprofit that offers training and other services to achieve its goal of improving the quality of life for children, youth, adults, and families in the Bay Area. It's been our privilege to serve them for the past few months, and we know they'll be clients for life. We look forward to the years to come serving you.

Getting Their TruAdvantage With IT Through:
- Desktop & Server Management
- Onsite Network Consulting
- Helpdesk Support
- Strategic IT Consulting
- Web Design Improvements

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"What about Instagram?"

The Furbo Dog Camera lets you play with your pet from miles away.

Missing your pup while you're at work or on the road? Pull out your Android or iPhone and check in. Furbo delivers 720p video in a 120-degree field so you see what's going on at home. Call your dog through the microphone and even flip her (or him) a treat for responding to your command. Just swipe your phone's screen in "Dispense" mode and Furbo launches a treat out onto the floor – or right into your dog's mouth, if she's clever enough to catch it. Furbo can be placed anywhere with an electrical outlet nearby. And with its sleek white hourglass design and bamboo wood top, it blends in with any decor.
-NerdTechy.com

Introducing the mercenary software that powered Trump and Brexit.

NationBuilder was built for any person or organization with a supporter or donor base who cares about what they're doing. It helps activists cast their influence into the wider world via e-mail, social media and campaign website updates. Its goal is to convert interest into tangible support such as voting intent, monetary donations or volunteered time. Yet NationBuilder isn't the only platform used by politicos to carry out their vision. Nor is it just for political or advocacy groups; in one case a woman used it to help raise money for her fiancé's fight against cancer. What NationBuilder and other similar programs do is help people make a difference – no matter what their beliefs.
-DigitalTrends.com

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