

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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3 “Must-Do” IT Resolutions For 2017



Never before in the history of humankind have people across the world been subjected to extortion on a massive scale as they are today.” That’s what *The Evolution of Ransomware*, a study by Mountain View, California-based cybersecurity firm Symantec, reported recently.

If you have any illusions that your company is safe from cyber-attack in 2017, consider just a few findings stated in a recent report by the Herjavec Group, a global information security firm:

- Every second, 12 people online become a victim of cybercrime, totalling more than 1 million victims around the world every day.
- Nearly half of all cyber-attacks globally last year were committed against small businesses.
- Ransomware attacks rose more than an astonishing 300% in 2016.
- The world’s cyber-attack surface will grow an order of magnitude larger between now and 2021.
- The US has declared a national emergency to deal with the cyberthreat.

- There is no effective law enforcement for financial cybercrime today.

Clearly, your company’s information and financial well-being are at greater risk than ever in 2017. And you cannot count on the federal or state government or local police to protect your interests. That’s why I **STRONGLY SUGGEST** that you implement the following resolutions starting TODAY.

Resolution #1: Tune up your backup and recovery system. The #1 antidote to a ransomware attack is an up-to-date backup copy of all your data and software. Yet managing backups takes more than just storing a daily copy of your data. For one thing, if your business is at all typical, the amount of data you store grows by 35% or more PER YEAR. If your data management budget doesn’t expand likewise, expect trouble.

Resolution #2: Harness the power of the cloud – but watch your back. Huge productivity gains and reduced costs can be achieved by making full use of the cloud. Yet it’s a double-edged sword. Any oversight in security practices can

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Get Inspired!



“The way to get started is to quit talking and begin doing.”

-Walt Disney

lead to a breach. Here are two things you can do to harness the cloud safely:

- *Determine which data matters.* Some data sets are more crucial to your business than others. Prioritize what must be protected. Trying to protect everything can take focus and resources away from protecting data such as bank account information, customer data and information that must be handled with compliance and

regulatory requirements in mind.

- *Select cloud providers carefully.* Cloud vendors know that data security is vital to your business and promote that fact. Yet not all cloud vendors are the same. You can't control what happens to your data once it's in the cloud, but you can control who's managing it for you.

Resolution #3: Set and enforce a strict Mobile Device Policy.

As BYOD becomes the norm, mobile devices open gaping holes in your network's defenses. Don't miss any of these three crucial steps:

- *Require that users agree with acceptable-use terms before connecting to your network.* Be sure to include terms like required use of hard-to-crack passwords, conditions under which company data may be "wiped" and auto-locking after periods of inactivity.
- *Install a Mobile Device Management System on all connected devices.* A good system creates a virtual wall between personal and company

data. It lets you impose security measures, and it protects user privacy by limiting company access to work data only.

- *Establish a strong protocol for when a connected device is lost or stolen.* Make sure features that allow device owners to locate, lock or wipe (destroy) all data on the phone are preset in advance. That way, the user can be instructed to follow your protocol when their phone is lost or stolen.

Free Network And Security Audit Resolves Your Biggest Data Security Problems and Makes Your Systems Run Like A Fancy Swiss Watch

Ever asked yourself why some business owners and CEOs seem so blithely unconcerned about data protection? Don't let their ignorance lull you into a false sense of security. If you've read this far, you are smart enough to be concerned.

Call us right now at 408-680-8389 and we'll send one of our top network security experts over for a FREE Network and Security Audit. It's your best first step to a safe and prosperous 2017.

Free Report Download: What Every Small Business Owner Must Know About Protecting And Preserving Their Company's Critical Data And Computer Systems

PROTECT YOUR DATA

"12 Little-Known Facts Every Business Owner Must Know About Data Backup, Security And Disaster Recovery"



Discover What Most IT Consultants Don't Know Or Won't Tell You About Backing Up Your Data And Recovering It After A Disaster

You Will Learn:

- 1) The only way to know for SURE your data can be recovered if lost, corrupted or deleted—yet fewer than 10% of businesses have this in place.
- 2) 7 critical characteristics you should absolutely demand from any off-site backup service.
- 3) Where many backups fail and give you a false sense of security.
- 4) The #1 cause of data loss that businesses don't even think about until their data is erased.

Claim Your FREE Copy Today at www.truAdvantage.com/TwelveFacts

Welcome: Brendan Hart, Our New Systems Admin!



We wanted to take a moment to welcome aboard our newest employee, Brendan Hart!

Many of you have already seen Brendan around your office and wondered who he was – well wonder no more, he is our newest Systems Administrator. He's currently a computer engineer student at SJSU, and has plans to graduate in the next year. We're very excited to have him on our team and can't wait to work alongside him and watch him grow here at TruAdvantage!

- **Favorite Food:** Sushi
- **Favorite Movie:** Inception
- **Favorite Song:** "Stronger"
-Kanye West

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.

2. Make sure everyone with a device in your network NEVER opens an attachment in an unexpected e-mail.
3. Require two people to sign off on every transaction.

Let Us Help

When it comes to defending your data, whether it's bank account information, customer and employee records or proprietary intellectual property or processes, Do NOT take chances. Our experience and track record in keeping our clients' data safe speaks for itself:

We are offering our **Cyber Security Assessment** at no cost through the end of January to 10 companies in the Bay Area. **Call me at 408-680-8389 or e-mail me at info@truAdvantage.com TODAY** because we can only offer this valuable service to the first 10 companies that apply.

If you work at a standing desk, you'll love this.

Ergonomic experts agree that "your best position is your next position." In other words, your body is meant to move. And constant motion reduces fatigue as well as back and joint pain. Enter the Wurf Board, an inflatable platform for working at a standing desk. As you stand on it, your body constantly adjusts, keeping you in a subtle state of constant motion. Benefits include greater energy, focus and calorie burn. While anti-fatigue mats make standing comfortable for an hour or so, the Wurf Board lets you stand easily for hours at a time. Priced at \$199-\$269 and available in three sizes, it lets you work out while you work.

-TheBalance.com

Here's an easy way to start 2017 with a clean e-mail in-box.

Ever wonder how in the world you ended up on so many e-mail lists? They just pile up until you can't even keep up with unsubscribing from the new ones. Unroll.me lets you manage your subscriptions by unsubscribing and bundling the ones you want to keep into a single daily "rollup." It makes unsubscribing easy and painless. It simply lists all your subscriptions for you. You just click an X next to the ones you want to unsubscribe from and Unroll.me takes care of the rest. It's a great way to organize your in-box while keeping all the subscriptions you love.

-Lifewire.com

Smart Closing Technique, Step 1

It's one thing to help a client identify a problem. It's another thing to help them solve it. Yet a key part of client service is winning the privilege to help a client solve his or her biggest problems that are standing in the way of achieving their vision.

I counsel my teammates on three simple closing techniques for smart people. I want to share them with you because I've seen what a dramatic positive difference they can make for your customers as well as your colleagues. In this issue we'll explore the first one.

Summarize the underlying need.

I was in the office of a greatly admired billionaire CEO. He had asked my colleague and me to come strategize for 90 minutes with him on how to identify and solve his top leadership challenges. His story was very animated, very passionate, and the details swirled around like a hurricane. I appreciated the candor and the urgency of the issues on the mind of the CEO. He talked about scary changes in the industry, deficiencies in his senior leadership team, tactics for changing the culture and a range of other topics, from broad strategic thoughts to tactical concerns.

Then he just stopped talking. He took a sip of water. I thought this was a perfect time for my colleague to summarize the underlying need the client has (that he is fearful that his company's spectacular stock performance won't continue and he will feel like a failure, unless he makes some big changes to his strategic priorities, shakes up his leadership team and resets the cadence of communication

and accountability).

Instead, my colleague asked the client, "What do you think next steps should be?" The client was like, "Well, I don't know, I was hoping you might tell me." The closing conversation should have looked like this:

"So that's what's on my mind." (The CEO says, panting to catch his breath after giving us a lot of content for 60 minutes.)

"Thank you so much for sharing your story with us. Okay, it sounds like your biggest need is this—you have a big, bold vision that you seem to us to be very excited about."

"Yes."

"But you fear you don't have the organization to make it happen."

"Definitely."

"And if you don't make some big changes to your strategic priorities, your team and your overall culture, you worry your stock price will take a round trip, and you'll look like a failure."

"Exactly."

See how good that is for the client?

Clients want to know that you understand what their underlying need is. In this case, his underlying need was to not look like a failure. It's so real, so visceral. Once you "touch" the emotion behind all of the formality, your client will trust you to propose a plan. You are ready to move to Step 2. Watch for Step 2 in the next issue of this newsletter.



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: CDocs Associates

Location: San Jose, CA

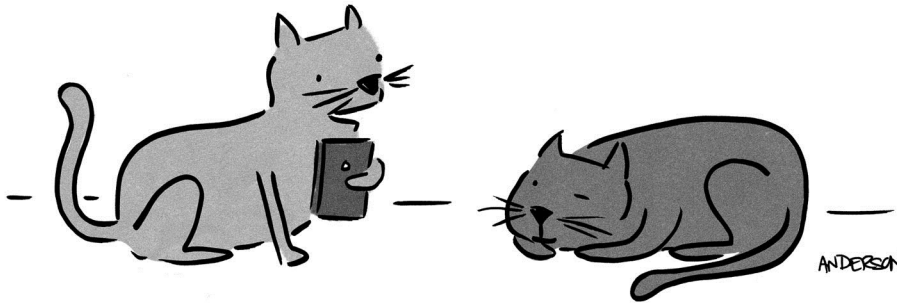
Specialty: Cardiovascular Diseases



We're excited to announce that TruAdvantage was selected by CDocs Associates, a reputable San Jose based medical practice, to support their computers and servers. They came to us after coming to the realization that they've outgrown their last IT guy. After our initial meeting and quick network assessment, they made the decision to work with us—and we couldn't be happier. We look forward to serving them and building this new relationship. Welcome aboard, CDocs!

Getting Their TruAdvantage With IT Through:

- Desktop & Server Management
- Onsite Network Consulting
- Helpdesk Support
- Strategic IT Consulting
- Backup and Disaster Recovery
- EMR & HIPAA Compliance



"I just got an app that shows me all the invisible fences in the neighborhood. Wanna go have some fun?"

Imagine your team, smarter and faster in 2017.

Unlike project collaboration platforms, Asana is an app that specializes in workflow management. While it doesn't give you Gantt charts and billing information, it's one of the best tools you'll find to keep track of the daily to-do's of your business, while giving employees a more productive workspace than e-mails to track job progress. It's web-based and sports a free mobile app for iPhone and Android. And it also lets you work offline. Asana works best when one person envisions how it will work and then sets it up that way. This takes trial and error, but once up to speed, your customized version can be a powerful work tool.

-PCmag.com

Progress doesn't have to grind to a halt during an Internet outage.

First, realize how a loss of Internet access messes with people's heads. When you can't connect with people online, your primal brain feels isolated because it sees inclusion as key to survival. Then there's that little endorphin rush you start missing when you can't check a task as complete. Add to all that a fear of missing out (FOMO) when you lose touch with friends on Twitter, Facebook or e-mail, and you have a formula for widespread panic among the troops. Instead, keep your cool and carry on with these four activities: 1) Call a meeting, or do training. 2) Complete your "later" list. 3) Compose drafts. 4) Hit the streets and do some face-to-face marketing.

-Inc.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

TruAdvantage, LLC

Address: 4950 Hamilton Ave. Ste 212 San Jose, CA 95130

Web: www.TruAdvantage.com

Phone: 408.680.8389

Email: info@truAdvantage.com

