

# 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!”

## in this issue:

Winter 2017: Disaster For Your Data?.....	1
Innovation Inspiration.....	2
Free Report: Intro To Cloud Computing.....	2
The One Attack No Tech Can Stop.....	3
<b>FREE Gift Card!.....</b>	<b>3</b>
The Elephant Rope.....	4
Earn A \$1,000.....	4
Why Goal-Setting Doesn’t Work.....	5
Client of the Month.....	5

# Winter 2017: Disaster For Your Data?



**W**ith winter just around the corner, everyone around you may be getting “all wrapped up” in the upcoming holiday season...

But you’ve got a business to run, customers to keep happy and mission-critical data to keep safe, even if a major blizzard, lightning strike, windstorm or epic flood is taking place right outside your door.

Here are 5 easy steps you can take this holiday season to get your office prepared for this winter’s worst, without seeming like Mr. Grinch.

**Be ready for power outages.** A power outage can hurt your business in more ways than you think. Besides employee downtime, it takes time to safely get everything back up and running. Then you need to make sure no critical files have been damaged or lost.

Autosave features can help minimize lost files in a sudden power outage.

An uninterruptible power supply (UPS) can give your team anywhere from ten minutes to an hour to back up files and properly shut down equipment. If you need longer power durability during an outage, you might want to look into a backup generator.

**Keep lines of communication open.** Customer frustration due to production delays and not being able to reach key people at your company can be very costly in terms of both revenues and your company’s reputation. Here are three ways to make sure calls to your office don’t get bobbed when a storm rolls in:

1. Create a new automated greeting to let callers know about changes in hours or closings.
2. Set up an emergency override that automatically reroutes key phone lines to one or more numbers that can be reached during an outage.

*Continued pg.2*

## Innovation Inspiration



**The first step to changing the trajectory of your life... is to take complete responsibility for your circumstances today.**

**-Darren Hardy**

3. Make sure you and your staff can access voice mail remotely – from a smartphone, by e-mail as an attached sound file or transcribed message, or as a text notification.

**Manage employees working from home.** Many of your employees can work from home if need be. But you'll need to prepare in advance if it's not the norm at your company. Have your IT specialist check with employees who could work from home during rough weather. They'll need a virtual private network

(VPN) to safely access the company network. Be sure it's set up well in advance to avoid any glitches when that winter storm hits and you need it most.

**Have a disaster recovery plan (DRP) ready to go.** Unless you can afford to shut down for days at a time, or even just a few hours, it's absolutely critical to keep a written DRP on hand. Write out step-by-step details of who does what in every type of winter disruption – from simple power outages to blizzards, flooding or building damage caused by heavy winds or lightning. A downed network can cost your company big-time every minute it's offline. Make sure your plan includes one or more ways to get it back up and running ASAP. Consider virtualizing key parts or all of your network so your team can access it remotely. Once you've written out your plan, keep one copy at your office, one at home and one with your IT specialist.

**Get help from a professional you can trust.** Trying to recover your data after a sudden or serious outage

without professional help is business suicide. One misstep can result in losing critical files forever, or weeks of downtime. Make sure you're working with a pro who will not only help set up a recovery plan, but has experience in data recovery. The old adage about an ounce of prevention applies doubly when it comes to working with the right people who can help you prepare for – and recover from – whatever winter throws your way.

**Want help getting ready for winter? Call for a FREE Winterization Checkup.**

Let us help you make sure your phone lines, Internet connections and internal network can take the tough weather. One of our experienced professionals will come in to examine your systems and review your disaster recovery plan with you to make sure nothing critical has been left out in the cold.

**Call me at 408-680-8389 or email me at [info@truAdvantage.com](mailto:info@truAdvantage.com) TODAY – you never know when a sudden storm will blow in.**

## Free Report Download: If You Are Considering Cloud Computing For Your Bay Area Company, DON'T, Until You Read This...

### INTRO TO CLOUD COMPUTING

"5 Critical Facts Every Business Owner Must Know Before Moving Their Network To The Cloud"



Discover What Most IT Consultants Don't Know Or Won't Tell You About Moving Your Company's Network To The Cloud

If you are considering cloud computing or Office 365 to save money and simplify IT, it is extremely important that you get and read this special report, "5 Critical Facts Every Healthcare Professional Must Know Before Moving Their Network To The Cloud."

This report discusses in simple, non-technical terms the pros and cons of cloud computing, data security, how to choose a cloud provider, as well as three little-known facts that most IT consultants don't know or won't tell you about cloud computing that could end up causing you MORE problems and costing you more money than you anticipated. **Even if you aren't ready to move to the cloud yet,** this report will give you the right information and questions to ask when the time comes.

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

# The One Attack No Tech Can Stop



**Y**ou can defend your data with all the latest and best technology. But if just one team member gets tricked into giving away the keys to the castle, it's game over. Hackers know this. And that's why so many use **social engineering** to break in.

And it's not just the big companies you hear about on the news. On February 3, 2016 a suspect posing as the CEO of Magnolia Health Corp. obtained a spreadsheet with sensitive data about their employees. On February 23, someone posing as an employee of Central Concrete Supply Company obtained confidential W2 records and disappeared with them.

In a 2011 survey, Check Point Software Technologies found that nearly half of the companies surveyed reported one or more social engineering attacks resulting in losses ranging anywhere from \$25,000 to \$100,000 per occurrence.

Unfortunately, there just aren't any whiz-bang tricks or tools that will automatically prevent a clever "social engineer" (SE) from breaking in. The keys to protection are awareness and vigilance. To help you know what to watch for, here are five common ploys - and how to deflect them:

**Familiarity** - In this type of scheme, the hacker becomes familiar to an employee. Social networking sites can reveal an employee's schedule and favorite hangouts. The hacker might then frequent the same bar or restaurant. After a drink or two, some key fact may slip out... The best way to bust this ploy is

to be careful to not get lulled into a false sense of security around people you haven't thoroughly vetted.

**The Consultant** - A social engineer poses as a consultant for hire. Once they get the gig they can scoop up all the info they need from you and your team because of their seeming authority. Watch for this especially with IT consultants. Do NOT trust blindly. Vet every consultant, and never give all the keys to the kingdom. Just because someone has the skills to fix your server or network doesn't mean they won't steal your data. Vet thoroughly, and, as Ronald Reagan said, 'trust but verify'.

**Piggybacking** - The SE waits by a secured door for someone to use their passcode and enters right behind them. Or the SE struggles with a heavy box and asks a legit employee to hold the door open for them. Being kind and helpful, the employee helps the SE right into the building... free to do as they please. To foil this one, never forget the dangers of allowing a stranger in without proper clearance.

**The Interview** - Key information often escapes during interviews. A smart social engineer will gain an interview and deftly pick up all the information they need to hack into your network. Make sure any data provided during an interview offers nothing in the way of secrets. Keep the conversation light, or even superficial to avoid leaking critical data.

**Angry Man** - You may have seen this on TV... Somebody has an angry tone on the phone, or is grumbling to themselves as if they've just had an argument. We all tend to avoid people like that. Enough people avoid them and the way is cleared into the heart of the company - and your data. Don't go along with it. When you see this exploit unfolding, call security.

*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**.

**What are the keys to protection against an SE hacking into your systems?**

## The Elephant Rope:



### The power of Belief

As a man was passing the elephants, he suddenly stopped, confused by the fact that these huge creatures were being held by only a small rope tied to their front leg. No chains, no cages. It was obvious that the elephants could, at anytime, break away from their bonds but for some reason, they did not.

He saw a trainer nearby and asked why these animals just stood there and made no attempt to get away. "Well," trainer said, "when they are very young and much smaller we use the same size rope to tie them and, at that age, it's enough to hold them. As they grow up, they are conditioned to believe they cannot break away. They believe the rope can still hold them, so they never try to break free."

Like the elephants, how many of us go through life **hanging onto a belief** that we cannot do something, simply because we failed at it once before?

Failure is part of learning; we should never give up the struggle in life.

The key to preventing social engineering attacks is a well-trained workforce. You and your people may be your company's greatest asset. Yet without regular, proper training, human beings can be the weakest link in your company's data defenses.

### Here's how to protect your network from a costly cyber attack

As a fellow business owner in the Bay Area, I'd like you to take advantage of my extensive research and experience in protecting data networks for small and medium companies. My business owner's guide, *The Top 10 Ways Hackers Get Around Your Firewall And Anti-Virus To Rob You Blind* steps you through 10 ways to protect your company from the coming deluge of cyber attacks we can expect over the next several years and beyond.

Call me today at [408-680-8389](tel:408-680-8389) or email me at [info@truAdvantage.com](mailto:info@truAdvantage.com) to get yours, FREE. We've still got a few of the hard copy versions I'd like to send you, so call or email me now while they're still available. I look forward to sending you this valuable guide right away.

### You don't have to be a behemoth like Google to make a bundle from IoT.

Smaller companies too can cash in on the "Internet of Things." For instance, with data-rich sensors, cloud and mobility, the whole face of field service has changed. Smart companies are ditching the high cost of reacting to unplanned crises caused by broken equipment. Now, instead of fixing broken things, they're offering service plans that assure nothing breaks in the first place. And people are more than happy to pony up for that kind of assurance. Field service, in fact, is now getting the type of high-tech makeover that IT, CRM, HR and marketing have already had. As smaller companies are now proving, it's not just size that counts.

-Readwrite.com

### Bectha didn't know your iPhone could do these 4 things.

The iPhone might not be a superhero's first weapon of choice, but did you know your iPhone could track any villain who nabs it? It even records every place it's been over the past few months. Click through Settings > Privacy > Location Services > System Services. Need to send a self-destructing message? Go ahead, send

that secret picture or video and tell it to self-destruct in two minutes. Head to Settings > Messages. Need to hang shelves in your Batcave? Just go to iPhone's Compass and swipe left to access its level feature. You can even discover hidden power hogs. Navigate to Settings, then Battery, for a peek at your phone's worst offenders.

-Mashable

### Trouble meeting deadlines?

This app can help. If you've ever wished for a project management tool that's just simple, intuitive and flexible, then Aeon Timeline is worth a look. It's a little like a Gantt chart, but a lot easier to use. Aeon's smart interface lets you map out all the parts of your project on a timeline. Just add people, places and resources to an event. You can link dependencies, so things get done in the right order. Then filter events to narrow your focus, and nest them to easily zoom in for more detail. You can even add bookmarks to easily jump to key milestones. Details and deadlines may not be your strong suit, but with this handy app, no one will ever know.

-AeonTimeline.com

## 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](tel:408-680-8389).

## Why Goal-Setting Doesn't Work

When we were kids, we thought we could write down everything we wanted and mail it to the North Pole, and then, magically, all our desires would appear, on schedule, under the tree in our living room, complete with pretty paper and a bow.

I think many people must still believe in Santa Claus. You cannot simply write down a list of wants on New Year's Day, stick it in a drawer for the rest of the year and wait around for your life to change. Sorry, but it's time to grow up and get serious.

### The heart of the problem

The first step to changing the trajectory of your life, as well as what you achieve and sustain, is to take complete responsibility for your circumstances today. Wherever you are in life right now is your own doing – good or bad, it's your fault. Your parents aren't responsible, the economy isn't, McDonald's isn't; you are. You are 100% responsible for everything – by what you did, what you didn't do or how you responded to what was done to you. Once we get that straight, then we can get to the heart of how to fix or improve any outcome as you desire.

### You don't get in life what you want; you get in life what you are

Let's say you want to earn an extra \$100,000 in income this year. Who do you have to become to achieve this? Once you've decided who you need to be in order to accomplish your goals, you

have to figure out how this elevated person operates. How do they show up in the world? If you're unsure, if you lack a vision of your potential, find a model. Emulating the habits of someone you respect is one of the greatest keys to moving from where you are to where you could be.

### The price

During the pursuit of what you want in one area of your life, be careful what you sacrifice in other areas. Also, be aware of the price you must pay to achieve the prize you seek. Some prizes might cost too much, and they might only be realized after payment has been made.

### It's up to you

Now is the time to write the script for the life you have always dreamed of having – the health, the relationships, the thriving business, the financial abundance and freedom, and the knowledge that you are making a significant difference in the world and with the people around you. You can have it all, but it will require you to get serious and relinquish the fantasies that debt fairies will leave a stack of cash under your pillow while you sleep. Or that the Easter Bunny will bring you miracle diet chocolate. Or that you can click your heels and your relationships will all be better. It will take rigorous planning, relentless commitment and steadfast dedication.

And *that* is why success is reserved for the willing few.



**Darren Hardy** is the visionary force behind SUCCESS magazine as the Founding Publisher and Editor, and is the New York Times and Wall Street Journal bestselling author of what has been called "the modern day Think and Grow Rich": The Compound Effect – Jumpstart Your Income, Your Life, Your Success ([www.TheCompoundEffect.com](http://www.TheCompoundEffect.com)) and the world-wide movement to onboard 10 million new entrepreneurs through his latest book. The Entrepreneur Roller Coaster--Why Now is the Time to #JoinTheRide ([www.RollerCoasterBook.com](http://www.RollerCoasterBook.com)). Access Darren: [www.DarrenHardy.com](http://www.DarrenHardy.com) and get free daily mentoring: [www.DarrenDaily.com](http://www.DarrenDaily.com).

## Client of the Month:



**Brian Ha**  
Practice Manager,  
Interventional  
Vascular Institute  
(client since 2004)

**What is IVI?** Located in San Jose with a staff of 25, Interventional Vascular Institute (IVI) is one of the primary medical offices for outpatient surgery where interventional radiologists and endovascular surgeons perform their procedures. IVI patients appreciate IVI's wide coverage area, easy scheduling, friendly and comfortable atmosphere and same day outpatient service.

### Question for Brian: tell us about one major challenge you had at IVI and how you solved it?

One major challenge we had was making the patient care faster and more seamless. Imagine getting numerous reports from different hospitals and then have your staff manually scan, and import into our EHR system. It was time consuming, prone to human error and tedious.

Iman and TruAdvantage team assessed the issue and came up with an automated solution. Now, the reports automatically get loaded into our EHR system and patient chart without our involvement. That alone has saved us so much time, money, resources and has improved our patient care.

### Getting Their TruAdvantage With IT Through:

- Desktop & Server Management
- Onsite Network Consulting
- 24/7 Helpdesk Support
- Strategic IT Consulting
- Backup and Disaster Recovery
- EMR & HIPAA Compliance

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**"You'll experience denial, anger, bargaining, depression, acceptance, and finally, stuffing."**

**These 3 apps help you pack like a pro – in 30 minutes or less.**

**TrackDot** tracks your luggage so you know where it is at all times. No more time wasted worrying if it's lost.

**DUFL** is a storage and delivery system that lets you keep all the clothes you travel with in its warehouse. That means virtually no more packing. Just use their app to pick the items you want for your next trip and they'll be waiting for you when you arrive. **PackPoint** helps you keep packing lists and select just the right items you'll need for each trip. Based on weather, location and planned activities, PackPoint suggests what to bring and lets you view your list across all of your devices.

-Inc.com

**Want to attract top talent?**

Here are three tech tools to lead the brightest and best to your door. **TopTal** ([toptal.com](http://toptal.com)) has a knack for collecting the cream of the crop in each niche. It screens them for you, saving you time and money. **AngelList** ([angel.com](http://angel.com)) lets you post a profile with your company's mission, culture and values. Make your profile amazing and promote it to attract the best candidates. **Facebook, Twitter and LinkedIn** are still top watering holes where you can build a following. The best people hang out where they can improve themselves. Add a blog, podcast or social networking group where people can better themselves and the best players will appear in your audience.

-SmallBizTechnology.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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