

### Your "Lucky" Month

March is the month of luck with St. Paddy's day and all. Sticking with that theme, If you haven't had to deal with Ransomware in your business – a virus that encrypts all your files so you can't access them – then you HAVE been VERY lucky.

We get panicked calls almost weekly from business owners hoping we can provide a miracle. Without having taken precautions BEFORE the infection there isn't much that can be done.

Now the newest trend, the cyber-criminals download your data BEFORE they encrypt it. Decide NOT to pay them, they threaten to release chunks of data publicly every week until you pay. Talk about loss of reputation.

**Good news!!** There is now an affordable solution to protect against the latest versions of Ransomware, data loss and stolen data. This solution is used by big business -like Walmart and Nasdaq – and is now available for small business as well. Call me to discuss: 506-383-2895



## Network Abuse: Don't Push Your 'Luck'

**L**ook around your office. Isn't it great to see your team hard at work on their computers? Yet if we take a closer look, let's see what's really happening...

*Joe, your new sales rep, is poring over last weekend's game stats...*

*Amy in marketing is looking for a new job, surfing your competitors' websites, chatting with their HR people...*

*Wes, over in customer support, just bogged down your entire network by downloading a video file of Metallica in concert...*

*Guy, your new hire in shipping, is on hotdate.com, viewing questionable photos...*

*Bob in accounting is browsing stock-investing sites, in search of a hot tip...*

Okay, so maybe it's not that bad at your company. But this type of behavior will happen to some degree

if you don't proactively prevent it. The real problem is, unfiltered content often links to malware and other threats. Ignore it and you risk productivity losses, legal liabilities, extortion, blackmail and fraud. And not only that, the resulting data loss and corruption can cost your company big-time. Cyberthreats stemming from unfiltered content aren't something you can count on your lucky leprechaun or four-leaf clover to protect you from.

In today's mobile environment, content filtering has become a greater challenge than ever before. Your company may already be doing some filtering at the network level. However, when was the last time you checked the number of mobile devices linked to your network? As your workforce goes mobile, your network is exposed to a rapidly expanding "attack surface." With BYOD (bring your own device) now the norm, the old rules of content filtering just doesn't cut it anymore. *continued on pg2*

### March 2017



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"As a business owner, I know 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 IT problems once and for all!"

## Are You Making Any Of These Mistakes?

Old content-filtering models relied on antiquated methods on individual computers. However with the explosion of mobile computing it's not just computers your staff is using to connect to the internet. Now you need a different way to protect your data. And that's where a Universal Threat Management (UTM) system in conjunction with endpoint security comes into play. UTM's oversee the flow of data into and out of the your network, blocking undesired content while Advanced Endpoint Protection keeps devices on your network safe from infection, no matter where they hook into the Internet.

But make ANY of the following mistakes with endpoint security and your network could be a sitting duck:

**1. Missing even ONE endpoint.** This applies to tablets and smartphones as well as home-

based machines that VPN into your network.

**2. Skimping on security policies, protocols and training.** Believing that tech tools alone will keep your network secure is a recipe for breaches. In fact, no technology can keep a network safe if users cut corners.

**3. Leaving content filtering out of your overall security plan.** You could be giving you're staff a \$5600 annual bonus, through wasted productivity caused by goofing off on the Internet. Ad hoc security invites disaster.

### So, What Exactly *Should* You Filter?

Forrester Research states that companies whose users access the Internet should:

- Detect and intercept unusual or fraudulent activities related to data in the cloud.
- Detect, neutralize and eliminate malware.

- Detect and monitor unsanctioned web traffic and platforms usage.
- Protect against leaks of confidential information.
- Investigate suspicious users and incidents.

Between staff using personal devices at work, and the ever more complex cyberthreats, you simply can't afford to run around putting out fires. You absolutely **MUST** proactively defend your network in depth with content filtering and advanced endpoint security protection.

During the month of March, we're offering a **FREE** Network Assessment for any company with 10 or more computers and a network. We'll come to your office and conduct a complete review of your computer network, data, software, hardware and how you work. We'll then give you helpful answers and insights regarding the technology usage at your business – all at no cost or obligation to you.

**Claim your free Network Assessment today by emailing [wendy@becktek.ca](mailto:wendy@becktek.ca) or give us a call at 506-383-2895.**

## FREE Web And E-mail Usage Audit Instantly Reveals Potential Threats



If you'd like a snapshot of the content your employees are viewing, I'd like to offer you a **FREE** Content Filtering Audit worth \$300. At no cost or obligation on your part, we'll come by and run a special diagnostic program that will expose lurking threats due to leaks in your endpoint security system.

No matter what we may find during your audit, there's no obligation to buy anything, or ever use our services again. However, there is a catch: we'd love to help every company in Southeastern New Brunswick area eliminate this risk, but we can only perform 10 of these audits per month. Call 506-383-2895 or visit <http://www.becktek.ca/protect/> now, while you're thinking of it. The five minutes you invest could save your company thousands of dollars in lost productivity and expensive repairs, not to mention legal liabilities.

## Shiny New Gadget Of The Month



## Handheld? Console? No, It's...Switch!

Nintendo's long-awaited new gaming platform Switch should be available any day now, if it isn't already. It combines the best elements of handheld games with a home console. Handheld, the gamepad is the screen. Slip it into its dock and it plays on your TV.

The gamepad comes with two detachable "Joy-Cons." One player can hold a Joy-Con in each hand, two players can each take one, or bring in more Joy-Cons and multiple people can play.

If you're on the go, pull out the "kickstand" on the back of the gamepad and prop it up on an even surface for easy viewing. There's a slot on the side for game cards and a USB-C port for quick charging.

Because it has greater processing power than the Wii U, you'll have no trouble playing Legend of Zelda: Breath of the Wild, Super Mario and a host of your other favorite Nintendo games.

## Solve It By Sundown

The Internet has revolutionized the computer and communications world like nothing before. This worldwide broadcasting system can disseminate information without regard to geographic locations at the speed of a "click," and therein lies a BIG PROBLEM.

The speed of a "click" has now conditioned us to how fast we expect things. If you want a book, you just download it (CLICK). If you want a movie, you just download it (CLICK). If you want a song, you just download it (CLICK). If you want information about something, you just go to Google, type in the info you need and CLICK. We are all being conditioned to getting INSTANT service and information. That being said, it should be no surprise to you that your customers are becoming more and more demanding at getting whatever they want...NOW!

Right now, there are some of you who have already received a few text messages while you are reading my article, and people are expecting an instant response. There is no turning back or slowing down when it comes to technology; there is only speeding up and moving forward. Therefore, the companies that will succeed are doing everything they can to please their customers in a manner their customers expect...which happens to be...NOW!

I would, therefore, recommend a simple slogan, mantra or motto for all employees of your company to live by...Solve "IT" by Sundown... because if you don't, you have just opened the door for your competitor to do so. I used to work with an IT

company that sent out my weekly articles; if I ever had a problem with their service, their standard response was "We will get back to you with a resolution in 72 hours." The third time that happened I changed companies. My new IT company had me up and running in one hour and I have been working with them for years.

Anytime you push off a customer to fix something tomorrow (or in 72 hours), you are giving them the opportunity and incentive to go find someone who would be willing to fix the problem today. Your customer is thinking, "If they can fix it tomorrow, then why can't they fix it today?" Now, sometimes you don't have the part(s) or person available to fix it today and you tell the customer that. Well, my question to you is this: Does your competitor? Remember the Internet: a few typing strokes and clicks on a computer, and I will have a list of your competitors available to ask that question, and if they can fix it, YOU ARE GONE, FINISHED, TOAST.

The brilliant man Benjamin Franklin once said, "Don't put off until tomorrow what you can do today." I don't believe Mr. Franklin ever envisioned the Internet, but he sure understood how to be successful. If you want to set your company apart from your competition, then I would do everything I could to establish a culture that understands...

**WHEN AT ALL POSSIBLE –  
SOLVE IT BY SUNDOWN.**



Robert Stevenson is a highly sought after, internationally known speaker. He is the author of the best-selling books *How to Soar Like An Eagle in a World Full of Turkeys* and *52 Essential Habits For Success*. Robert is a graduate of the Georgia Institute of Technology (Georgia Tech) and is a former All-American Athlete. He started his first business at 24 and has owned several companies. Robert has international sales experience dealing in over 20 countries, and his client list reads like a Who's Who in Business. He has shared the podium with such renowned names as Generals Colin Powell and Norman Schwarzkopf, Former President George H.W. Bush, Anthony Robbins and Steven Covey. [www.robertstevenson.org](http://www.robertstevenson.org)

## The Lighter Side...



### PHILOSOPHY OF SPRING CLEANING

- I don't do windows because...I love birds and don't want one to run into a clean window and get hurt.
- I don't wax floors because...I am terrified a guest will slip and get hurt then I'll feel terrible (plus they may sue me.)
- I don't mind the dust bunnies because...They are very good company, I have named most of them, and they agree with everything I say.
- I don't disturb cobwebs because I want every creature to have a home of their own.
- I don't Spring Clean because...I love all the seasons and don't want the others to get jealous
- I don't pull weeds in the garden because...I don't want to get in God's way, HE is an excellent designer!
- I don't put things away because...My husband will never be able to find them again.
- I don't iron because...I choose to believe them when they say "Permanent Press".

## Quote of the Month:

"And will you succeed? Yes indeed, yes indeed! Ninety-eight and three-quarters percent guaranteed!"

~ Dr Seuss

**Do What You Do So Well  
That People Can't Help Telling Others About You**

### HYPER SALES GROWTH



## What We Are Reading

Looking ahead to May when I'll be emceeding my IT Mastermind's large annual gathering in Nashville, I decided I should read up on the guest speakers for the event. Jack Daly's book, as the title indicates, certainly talks about best practices for increasing sales in your business - after all Jack launched several companies over the years that each had phenomenal growth. One even had him managing 2600 sales staff!!

The book dives deep on three main topics; building a winning culture, sales management and sales. However saying this is a "sales" book would be de-meaning. There is so much more between the covers, including great tips on HR and leadership.

I enjoyed his view regarding going away parties and stressing we'd be better served on investing in our new staff by throwing a welcome parties on the person's first day at the office.

Jack teaches that if you look after your team members and insist that they care for the clients, the result is unprecedented growth - and a lot of happy and inspired employees and clients.

**Be the first to email me the title of the book at [scott@becktek.ca](mailto:scott@becktek.ca) and I will send you a free copy of the book**

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"I put them all in one basket on purpose.  
I like to live dangerously."