



The Nastiest of all Ransomware Mamba Encrypts Entire Hard Drive

The bad guys have innovated yet again with 2 VERY scary developments in the world of Ransomware. You have likely heard of this kind of virus, locks all your files and demands you pay the hacker money to get back your access to your files.

Microsoft recently discovered and warned about a version that could self-replicate. Meaning one of your staff accidentally getting infected could bring ALL your computers down and lose access to all your data. The second “improvement” is a new version called Mamba doesn’t just encrypt your files it encrypts the whole hard drive meaning you can’t even get loaded into your computer. These new versions have cost companies big \$\$ - call to learn more

October 2016



This monthly publication provided courtesy of Scott Beck, President of BeckTek.

“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!”



Could One Tiny Leak Wipe Out Your Entire Company?

Things were going great at Michael Daugherty’s up-and-coming \$4 million medical-testing company.

He was a happy man. He ran a good business in a nice place. His Atlanta-based LabMD had about 30 employees and tested blood, urine and tissue samples for urologists. Life was good for this middle-aged businessman from Detroit.

Then, one Tuesday afternoon in May 2008, the phone call came that changed his life. His general manager came in to tell Daugherty about a call he’d just fielded from a man claiming to have nabbed a file full of LabMD patient documents. For a medical business that had to comply with strict federal rules on privacy, this was bad. Very bad.

It turned out that LabMD’s billing manager had been using LimeWire file-sharing software to download music. In the process, she’d unwittingly left her documents folder containing the medical records exposed to a public network. A

hacker easily found and downloaded LabMD’s patient records. And now the fate of Michael’s life – and his business – were drastically altered.

What followed was a nightmarish downward spiral for LabMD. Not one to go down without a fight, Michael found himself mired in an escalating number of multiple lawsuits and legal battles with the Federal Trade Commission and other regulators investigating the leak.

Finally, in January 2014, exhausted and out of funds, his business cratering under constant pressure, he gave up the fight and shuttered his company.

One tiny leak that could have easily been prevented took his entire company down. Could this happen to you and your business? Let’s take a look at four fatal errors you MUST avoid, to make sure it never does:

Have you developed a false sense of security?

Continued pg.2

Please, please, please do NOT think you are immune to a cyber-attack simply because you are not a big company. The fact is, whether you have 12 clients, or 12,000 clients, your data has value to hackers. A simple client profile with name, address and phone number sells for as little as \$1 on the black market. Yet add a few details, like credit card and Social Insurance Numbers, and the price can skyrocket – \$300 per record is not uncommon. Being small doesn't mean you are immune.

Are you skimping on security to save money?

Sure, of course you have a tight budget... So you cut a deal with your marketing manager, who wants to work from home at times. He links into the company network with a VPN. If configured properly, your VPN creates a secure and encrypted tunnel into your net

work. So his device now links his home network into the company network. The problem is, his home cable modem may be vulnerable to attack, an all-too-common issue with consumer devices. Now you have an open tun

“You MUST remove those accounts without delay.”

nel for malware and viruses to attack your network.

Could lack of an offboarding process put your company at risk?

It's crucial to keep a record of user ac-

counts for each employee with security privileges. When an employee leaves, you MUST remove those accounts without delay. An internal attack by a disgruntled worker could do serious harm to your business. Be sure to close this loop.

Have you been lax about implementing security policies for desktop computers, mobile devices and the Internet?

The greatest threat to your company's data originates not in technology, but in human behavior. It starts before you boot up a single device. In an era of BYOD (bring your own device), for instance, lax behavior by anyone connecting to your network weakens its security. Your team love their smartphones, and with good reason. So it's tough sticking with strict rules about BYOD. But without absolute adherence to a clear policy, you might as well sell your company's secrets on eBay.

Don't let a tiny leak sink your ship – here's what to do next...

Let us run our complete Network Security Audit for you. We'll give you a complete top-to-bottom security analysis with action plan. This is normally a \$997 service. It's yours FREE when you call now through the end of October.

Don't wait until disaster strikes. Call 506-799-2110 or e-mail me at wendy@becktek.ca to schedule your FREE Network Security Audit TODAY

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



If you are considering cloud computing or Office 365 to save money or simplify IT, it is extremely important read this special report, **“5 Critical Facts Every Business Owner 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: <http://www.becktek.ca/introcloud/>

Shiny New Gadget Of The Month



Hololens: Your New Reality?

A game designer sees a moving 3-D image of a living, breathing, mace-wielding ogre – on her desk. She flicks a finger and he turns from side to side, giving her a full view of his outfit and weapons belt.

An architect looks up at the ceiling in a building he's just designed. He waves his hand and reshapes it, allowing more light through. All virtually.

A space scientist designing a Mars rover strolls through the landscape, noting from all sides the position, shape and size of rocks his vehicle must navigate.

Now it's your turn. Put on the new HoloLens by Microsoft, and what do you see? How could you use this cool new augmented reality (AR) tool in your business?

At \$3,000 for the developer's version, it may not be an impulse buy. But new AR tools like this will soon be part of your computing world.

The Myth Of Multitasking... And What To Do Instead

“My kids are natural multi-taskers!” a friend exclaimed. She bragged that they could listen to music, watch TV and do their homework all at the same time. She might have been proud of their efforts, but she wasn't accurate about their abilities. Research has concluded that it will take her kids longer to do their homework and likely they won't do it as well.

We think of multitasking as the ability to successfully perform more than one activity at the same time. It has become a seemingly ubiquitous phenomenon like walking in the park while talking to a friend. But there is a difference: walking doesn't require our cognitive attention, so we are free to concentrate on our conversation. Other situations are more complex. For instance, it's a different matter to read a book and listen to a lecture.

In reality, what we commonly refer to as multitasking is the rapid shifting of attention from one task to another that creates the illusion we are performing them concurrently.

Nancy K. Napier Ph.D., in her article, *The Myth of Multitasking* said, “...much recent neuroscience research tells us that the brain doesn't do tasks simultaneously, as we thought (hoped) it might. In fact, we just switch tasks quickly. This rapid switching of tasks makes us prone to error and ends up consuming more time than if we undertook one task at a time.

Workplace demands often create the perceived need to continually switch tasks. That makes people less effective. The ability to do a thing well and quickly requires full attention, and the myth of multitasking prevents that from occurring.

Success in any area is a function of the capacity to pay attention. Isaac Newton, for example, credited his success and discoveries as “owing more to patient attention than to any other talent.”

So what can you do? Here are some suggestions:

Stop fooling yourself. You're not truly multi-tasking, you're task switching. And that's fine if that's what you want to do. But there is a better way.

Block uninterrupted time to work on important projects. Aim for at least 30-60 minutes without phone calls, walk-ins or other distractions.

Choose to focus your attention on one thing at a time. For example, at your next meeting, try listening to others rather than glancing at your smartphone or jotting unrelated notes.

Give people your undivided attention. While it sounds cliché, it is difficult to do, but the payoffs are big. Not only will you improve the interaction, but you'll demonstrate the regard you have for the other person.

Consciously avoid demanding others to multi-task. Don't interrupt a colleague involved in another activity to make a request. Pick (or schedule) times to interact when the other person isn't distracted by competing demands.

Read Cal Newport's book, *Deep Work*. It is one of the best books I've read in recent years and will provide many insights and tactics you can use to beat the myth of multitasking.



Mark Sanborn, CSP, CPAE, is president of Sanborn & Associates, Inc., an idea studio dedicated to developing leaders in business and in life. Mark is an international best-selling author and noted authority on leadership, team-building, customer service and change. Mark is the author of 8 books, including the best seller *The Fred Factor: How Passion in Your Work and Life Can Turn the Ordinary into the Extraordinary*, which has sold more than 1.6 million copies inter-

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

Are you seen as an esteemed leader - or a madman talking to yourself on LinkedIn?

With an average household income of \$85,000, LinkedIn users are an audience worth wooing. Yet if your posts aren't being read, why bother? Here are three ways to get read - and be seen as a leader. 1) Clip popular article titles from LinkedIn's Pulse. Store them in a text file and model yours after them. 2) Promote your posts to influencers in your niche. Quote influencers and tag them when you publish. Odds are, they'll promote your article to their audience. 3) Recycle and reuse evergreen content from your articles for months or even years. Do these three things to be seen in a better light on LinkedIn. -*Entrepreneur.com*

Want to attract top talent?

Here are three tech tools to lead the brightest and best to your door. *TopTal* (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.co) 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.

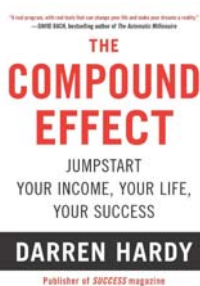
-*SmallBizTechnology.com*

Be so good they can't ignore you
Steve Martin

© MARK ANDERSON, WWW.ANDERSTOONS.COM



"Before I write my name on the board, I'll need to know how you're planning to use that data."



What We Are Reading

I had the pleasure of hearing the author, Darren Hardy, speak last May and while I found his message insightful I only recently got around to reading his book ...WOW.

He teaches that it's our life choices that shape our destiny. No gimmicks or no magic bullet, it's our small life choices that add up over time to create the life we have—from our wealth, happiness and health—it's all about the little choices we make.

It's like Darren hit me upside the head with a simple shovel. I've been struggling for years to lower my weight. I've had Drs talk to me, nutritionists and other professionals but Darren's example about weight loss finally brought it home. It doesn't have to be hard or major life changes. Just cut 125 calories a day out of your diet and it will compound over time—30 pounds in a very short amount of time. Decide to increase physical activity by 30 minutes and REALLY start the Compound Effect.

He walks you through the fundamental principles that have guided most of the people you might consider "successful" - from business, to relationships, health and money., Darren's step-by-step operating system allows you to multiply your success, chart your progress and achieve any desire. If you are serious about living an extraordinary life, this book is for you

Be the first to email the title of the book to me scott@becktek.ca and I will send you a free copy.