

# TECHSAGE TECH TALK

“Insider Tips To Make Your Business Run Faster, Easier, And More Profitably”



*May this new year bring many opportunities your way, to explore every joy of life and may your resolutions for the days ahead stay firm, turning all your dreams into reality and all your efforts into great achievements.*

**Happy New Year!**

Unknown



## 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.

- 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.

### January 2017



This Monthly Publication provided courtesy of John Hill, President of TechSage Solutions.

We are Business Consultants with a Technology Focus and have Leveraged Technology to Propel Our Clients Toward Competitive Success in the San Antonio area for sixteen years. Our goal is to Simplify the use of Information Technology for our Clients so that they can focus on managing and growing their businesses.

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.

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

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# Leveraging Technology to Propel Our Clients Toward Competitive Success

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 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.

*“Not all cloud vendors are the same.”*

- *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 [210-582-5814](tel:210-582-5814) 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.techsagesolutions.com/12facts](http://www.techsagesolutions.com/12facts)

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## Is This An Infected Email? How Can I Tell?

Cybercrime is a big business! Lots of money can be made by stealing other people's financial information. The majority of the time a computer or network gets infected because someone clicks on something within an email they received.

Be on alert for any email that requires immediate action or has a negative consequence if you don't respond, offers that are too good to be true or asks you to resolve an urgent problem. It is wise not to open email or attachments unless you know the person, but you still have to be careful since emails can be spoofed. Email spoofing is when the sender's address of an email forged for the purposes of social engineering.



Below are some best practices for email security.

- Use a strong email filtering
- Do not make a purchase from an unsolicited email
- If you do not know the sender of an unsolicited email, delete it. Don't unsubscribe since the link might be infected.
- Verify the from address. You can be fooled by a slight alteration of a known email address.
- Do not open email attachments that end with: .exe, scr, bat,.com or other executable files you do not recognize.
- Hover over all links embedded within the email to ensure they are inline with the email sender.
- Don't unsubscribe to any emails. It is safer just to delete since the "unsubscribed" link might be infected.

If you have any doubt if the email is questionable, don't open it.

## They are now calling the home and cell phone

In one week I had two calls from a 855-XXX-XXXX number, once to my cell and the other to our home phone. Each call was from a different 855 -XXX- XXXX number.

The automated calls are trying to scare you to call this 855 number using the reasoning that there is something wrong with your computer device. One of the calls I received stated my Windows need to be activated on my PC, please call. This is not how Microsoft handles things.

**This is called social engineering.** The call most likely wants access to your PC, places a back door (so they have access at any time) and request a credit card number.

DO NOT RESPOND TO THESE CALLS.

If you have any questions or concerns, please call our office [210-582-5814](tel:210-582-5814).



# Start With Why



John and I have been through the book Start With Why once and decided to read it again. If you have not seen Simon Sinek's Start With Why video on TED.com, I suggest that you do. The theme of the book is the importance of knowing why we do what we do.

WHY is at the center of the circle of HOW and WHAT. Determining WHY is determining the purpose, cause or belief? That is why it is important to start with WHY.

Once the WHY is determine, the HOW must be determined. HOW are the your values or principles that guide the HOW. This could be the company culture, systems, processes, belief in treating your clients. These are guiding principles that should be driven by WHY we do what we do.

Next comes the WHAT. This is the results of the HOW actions discuss above. This is product offerings, services, marketing, etc.

I would start with watching the video [www.ted.com/speakers/simon\\_sinek](http://www.ted.com/speakers/simon_sinek).

## Referral Contest!!

Refer a friend to TechSage Solutions between January 1, 2017 - June 30, 2017 for a chance to win a Amazon Tap – Alexa Enabled Portable Bluetooth Speaker. A qualified lead places your name in the drawing.



### How the Contest Works:

- 1) Call or email us with your referral information.
- 2) We will call to schedule an appointment.
- 3) We will pay you or donate \$25 to your favorite charity for anyone that you refer to us, who we get an appointment with.
- 4) When your referral becomes a client (and spends \$1,000 or more), we will pay you \$75 more or donate \$75 more to your favorite charity. Plus, we will give your referral \$100 off the purchase.
- 5) What makes a good referral for TechSage Solutions? A business owner who has 10 or more PC's and needs help with their network, data backups, email server or is just interested in having a second opinion on how they are doing things now. We provide service to the San Antonio area and surrounding cities.

Send an email to [ehill@techSagesolutions.com](mailto:ehill@techSagesolutions.com) or call (210) 582-5814.

## Shiny New Gadget of The Month:



## New Nintendo Classic Rules Them All!

For anyone in their late 20s to early 40s, chances are nothing shaped your life more than Nintendo. If it was your first “gadget,” it may even have been love at first sight.

And now, for Nintendo lovers, the Nintendo Entertainment System is back and better than ever with the NES Classic Edition. It’s tiny, but designed to look just like the original NES. Setup is a snap. Just plug it into your TV’s USB port. Hit the power button and you’re greeted with a screen where you can browse games and options. You can even select a CRT filter that replicates the lines and look of an old TV.

The color is sharp, the timing dead on and each pixel is a perfect square so you see the games exactly as designed. At 60 bucks, it’s a great gift for your favorite millennial (maybe even YOU!).

# 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, your 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™ provides 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.

### **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 inbox.**

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*

### **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*

*There is no elevator to success;  
You have to take the stairs.  
Zig Ziglar*