

360IT PARTNERS

"We build lasting partnerships with our clients based on trust, communication, and consistency"

7 Ways To Dodge A Data Disaster



You stride into the office early one Monday morning. You grab a cup of coffee, flip on your computer and start checking e-mail... A note pops up that rivets your attention: "Your files have been encrypted. Send \$5,000 within five days or they will all be destroyed."

You start sweating as your throat constricts and your chest tightens. Sure enough, every time you try to open a document, the same message appears. Your phone rings. It's Bob in accounting, and he's having the same problem. All files across your entire network have been encrypted. You contact the local police.

They suggest you call the FBI. The FBI says they can't help you. What do you do next? a) You pay the five grand, desperately hoping you'll get your data back, or... b) You calmly call your IT pro, who says, "No problem, your backups are all current. No files were lost. Everything will be restored by noon, if not sooner." If your answer is "b," you breathe a sigh of relief and get back to work as your backup plan kicks in...

Ransomware attacks are more common than ever, especially at smaller companies. That's because small companies make easy marks for hackers. The average small business is much easier to hack than high-value, heavily fortified targets like banks and big corporations.

April 2017 Virginia Beach, VA *Inside This Issue ...*

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Worried about replacing your aging phone system?



Our partnership with Nextiva provides concierge level of service and we will walk you through the process step by step! Call us today to schedule a consultation with our in-house expert.

Client Spotlight: Ear, Nose & Throat, LTD.



Established in 1970, this group has had the distinction of being the Premier Otolaryngology and Head and Neck surgery practice in the Hampton Roads area.

With a physician staff of highly educated and trained caring professionals, who are all board certified by the American Academy of Otolaryngology and Head and Neck Surgery, Ear Nose and Throat, Ltd (ENT, Ltd) leads the area in diagnosis and treatment of medical problems related to the nose, sinuses, ears and throat, to include swallowing disorders and head and neck cancer surgery. In addition, all surgeons are appointed Assistant Professors of Clinical Otolaryngology-Head and Neck Surgery at Eastern Virginia Medical School – Norfolk, Virginia.

ENT, Ltd also provides a full-service Audiology Department that provides screening, diagnostic testing and personalized hearing aid dispensing and fitting by licensed and certified Audiologists. We also provide a comprehensive Allergy Department, where you can be tested, diagnosed and followed by one of our expertly trained Allergy nurses under the guidance of your Ear, Nose and Throat, Ltd. doctor for the management of your allergies.

Continued...

According to Time magazine, cybersecurity experts estimate that several million attacks occur in the US alone every year. And that figure is climbing. So how can you make sure you never have to sweat a ransomware attack or other data disaster? One sure solution is having a solid backup plan in place. When all your data and applications can be duplicated, you have plenty of options in the event of an attack. Here then are seven ways to make sure you're in good shape, no matter what happens to your current data:

Insist on regular, remote and redundant processes. A good rule of thumb is 3-2-1. That means three copies of your data is stored in two off-site locations and backed up at least once per day.

Don't cheap out on disk drives. Less expensive arrays that save money can leave your data at risk. Get features like a redundant power supply and hot spare disks.

Guard against human error. Make sure people doing backups know exactly what to do. Take people out of the loop and automate wherever possible. And watch for situations where backups aren't a part of someone's regular duties.

Check backup software settings routinely. When new software or updates are put into service, a change in the way the settings are configured can cause incomplete backups, or backups that fail. Do the people who maintain your backups include this on their regular to-do list?

Make sure critical files aren't getting left out. As resources are added and priorities shift, documents and folders can get misplaced or accidentally left off the backup list. Insist on a quarterly or annual meeting with your backup management team to make sure all mission-critical files are included in your organization's data recovery systems.

Address network issues immediately. Any component in your network that isn't working properly can introduce another point of failure in your backup process. Every juncture in your network, from a misconfigured switch to a flaky host bus adapter, can hurt your backups.

Ask for help with your data backup and recovery system.

You cannot be expected to be an expert in all things. Yet data is the backbone of your business – its protection and recovery should not be left to chance. Leverage the knowledge, skill and experience of an expert who stays current with all the latest IT issues.

Data Recovery Review Reveals Backup System Vulnerabilities

Don't let *your* company become yet another statistic. Just one ransomware attack can result in a serious financial blow if you're not prepared. Call **757-499-6761** by May 15 for a FREE Data Recovery Review, ordinarily a \$500 service. We'll provide you with a complete on-site assessment of your current backup system to check for and safeguard against any gaps that could prove financially lethal to your business.



EMPLOYEE SPOTLIGHT

Kevin Beaton, Help Desk Analyst

A U.S. Air Force veteran who has lived in 7 different time zones. He received his first computer at 10 years old and has devoted himself to expanding his knowledge of technology ever since. He is also a musician, photographer, hiker, and a huge soccer fan. He also runs an IT blog where he connects with other IT professionals and shares information, stories, and humor. He will soon be a Master's student at ECPI University pursuing his degree in Cyber Security with a concentration in Security Policy.

Shiny New Gadget Of The Month:



Surface Studio: All Beauty, A Little Brains

“We want to move from people needing Windows...to loving Windows.”

So said CEO Satya Nadella after taking over Microsoft. And their new Surface Studio takes a bold step in that direction.

In a bid to win over creative types, they designed the Studio with a gorgeous desktop screen that easily glides from vertical to almost horizontal, like an artist's sketchpad. With its Apple Computer-like brushed aluminum finish and ultra-thin screen, it's feels right at home in an open-plan office with microbrews on tap.

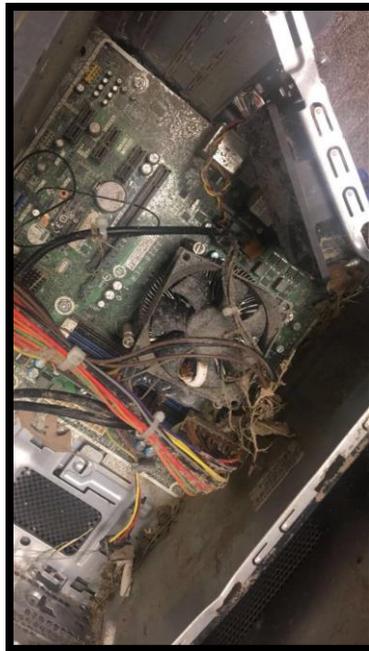
The guts of the machine are stuffed into a nine-inch-long base that's joined to the screen with an überslick hinge design, allowing it to fold nearly flat for stylus- or touch-driven design work.

Downsides? Well, you'll pay at least \$3,000. And it's a bit underpowered to be in that price range. But all in all, even the graphically challenged will find this machine tantalizing.

TORNADOS IN VIRGINIA BEACH

It was a dark Friday afternoon in March and storms were rolling into Virginia Beach. The sky was an eerie grey and dark and ominous clouds were moving quickly. There were severe thunderstorm and tornado warnings blaring on every local radio station and red tickers scrolling across the bottom of every TV station.

But how many residents took the warnings seriously? Sure, everyone gets nervous when Mother Nature takes a threatening turn. However, for many Virginia Beach residents, it wasn't until they saw roof shingles flying off their neighbor's roofs and the sky turn an alarming shade of green that the real fear set in.



Tornados- they're unpredictable, dangerous, and can wreak havoc in a short amount of time. Here in Southeastern Virginia, we aren't always expecting or fully equipped to handle these natural disasters. Nevertheless, on March 31st, an EF2 tornado touched down in Hampton Roads. The National Weather service confirmed that it reached winds up to 120 mph in Virginia Beach and Chesapeake.

These photos show why it's crucial for any size business to have current and reliable backups. These PC's belong to a 360IT PARTNER's client located off Kempsville Road in Chesapeake. They were found scattered across the field next to the client's building after the tornado. Thankfully, this client had been using our off-site replication backup services and we were able to fully restore data that otherwise may have been lost. Always be prepared for the unexpected and don't let a natural disaster sweep your business off its feet.

Want To Win A \$25 Gift Card?

Ready to Play?

Here's this month's question:

Which technology, developed in the 1940s, was inspired by Morse code?

- a) ZIP code b) Bar codes c) Braille d) Tickertape

E-mail Kirsten (kirsten@360itpartners.com) right now with your name, company, and answer!

She will put all the correct answers in a hat and draw the winner at the end of each month.

The Cloudflare Screw-up: Have your passwords been compromised?

Little bugs can cause huge problems. Like when web performance and security company Cloudflare's code upgrade leaked sensitive data to 3,438 unique domains this past February. Everything from API keys to personal data was exposed. And scariest of all is that any bot could have accessed every bit of it. The good news is that Cloudflare was alerted to the tiny leak before hackers discovered it. The bad news is, a more moderate-sized leak could bring down the web. It just brings home the point that you need to be more vigilant than ever. Change passwords routinely. Use strong passwords that hackers can't easily break. Upgrade to two-factor authentication.

Gizmodo, 02.17.17

Get totally weird with new Virtual Reality (VR) tools.

You may not have a clue about how to draw at all, much less in 3-D. Doesn't matter... Whereas VR used to be a tool for techies, now amateurs can get in on the act. A-Frame by Mozilla, for instance, lets you easily type in commands that place 3-D objects like blocks, balls and more into a VR scene you create. Tilt Brush lets you paint in the air wearing a Google Vive headset. And Second Life inventor Philip Rosedale is building software that lets you invite friends into a VR world you design. Most of what any amateur creates will likely be grotesque, ugly or flat-out lame, but somewhere in all that mess, amazing new products will be born.

Engadget.com, 01.05.17

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