

# 360<sup>IT</sup> PARTNERS

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## Amazon CEO Jeff Bezos' Secret To Avoiding Email Overwhelm

Do you look at your inbox and want to cry? If so, you're not alone. According to widely cited Radicati Group research, the average person gets 120 business emails every day. If you don't manage your emails, you could end up in another statistical majority.

People spend at least 14 percent of their workday on email alone. Is it any wonder that a recent Harris Poll found that only 45 percent of our workdays are spent on actual work? If you're looking for the solution to your email woes, start with some of Silicon Valley greats.

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## What You Need To Know About Ransomware and Patches

In March of 2017, a standard Microsoft Windows security patch was released. Microsoft normally releases a patch every month as part of normal and necessary upkeep for its software products. However, no one predicted just how necessary this particular patch would turn out to be. In May, the WannaCry ransomware strain was released. WannaCry infected more than 230,000 computers- not just in the U.S., but in 150 different countries. In June, the same vulnerability that let in the WannaCry ransomware, let in a new strain of a notorious family of ransomware called Petya. Petya takes over your machine and demands that you pay in Bitcoin to retrieve access to your computer. Once it gets into one machine, it easily spreads throughout your network and onto other computers as well. While Microsoft Windows security patches won't protect you from all ransomware, it is crucial to network's health to keep any vulnerabilities patched up as Microsoft finds them.

*Continued...*

## **BEZOS DELEGATES**

If you want to watch a corporate team start to sweat, see what happens when they get a “?” email from Jeff Bezos. Business Insider reports that the notoriously easy-to-contact Amazon CEO will forward customer complaints to his people and add only a question mark to the original query. Getting that dreaded mark is a little like getting the black spot from Blind Pew the pirate. You know that a day of reckoning is at hand. Follow Bezos’ lead. Instead of answering all emails yourself, ask, “Can this be better handled by someone else?” Forward it to your team and save yourself the time.

## **USE AUTO REPLIES**

You can also use auto-reply tools to manage the flood. Tommy John CEO Tom Patterson did just that after his emails skyrocketed from 150 to 400 a day. He tells Inc.com that “there weren’t enough minutes in a day to answer all of them.” So he didn’t; he set up an auto-reply to tell people that he only checked email before 9 and after 5 — and to please call or text if it was urgent. The result? “It forced me to delegate and empower others to respond,” he says. Suddenly the flow slowed to a trickle.

## **DO YOU GET MORE EMAILS THAN BILL GATES?**

And it really should only be a trickle; Bill Gates reports that he only gets 40–50 emails a day. Ask yourself, “Should I really be getting more emails than Bill Gates?” One possible cause for email inundation, according to LinkedIn CEO Jeff Weiner, is other employees sending too much email of their own. He writes, “Two of the people I worked most closely with ended up leaving the organization within the span of several weeks after they left I realized my inbox traffic had been reduced by roughly 20–30 percent.” If you have over-communicators in your ranks, ask them to tone back the digital flood.

## **SET BOUNDARIES**

Creating a hard buffer between your email and your life is another CEO tactic. Arianna Huffington doesn’t check her email for a half hour after waking or before going to bed, and she never touches it around her kids. That space to breathe is essential to maintaining a work-life balance. And if it gets bad enough? Etsy’s Chad Dickerson has a solution: email bankruptcy! He tells Fast Company that every few years, he just deletes everything and starts fresh!

Not all Silicon Valley gurus have it figured out, however. Apple CEO Tim Cook doesn’t get 120 business emails a day. No, according to an ABC interview, he gets closer to 700. He just gets up at the crack of dawn every morning and starts reading. Hint Water CEO Kara Goldin does the same thing, preparing for a 12-hour workday with a marathon email session. But as you can tell from the other people we’ve discussed, this is an exception, not the rule. Emulate Jeff Bezos or Arianna Huffington instead and watch your email stress melt away.



## **EMPLOYEE SPOTLIGHT**

### **Zach Anderson, Systems Engineer**

In his spare time Zach likes to work on his car, play golf and spend time at the beach. One of his newer hobbies is playing Frisbee golf at Bayville Park. He also loves to travel the United States, camping, hiking and fishing. Video games, television and barbeques occupy his evenings. He enjoys working with computers and is working on learning as much as he can about this ever-changing field.

## Shiny New Gadget Of The Month:



### The Feeder of the Future

Petnet is looking to upgrade pet care with their new automated SmartFeeder, targeted toward pet owners who frequently travel or those with packed, variable schedules.

After you install the SmartFeeder app on your phone, it'll ask a few questions to get to know your animal, including their age, weight, activity level, and food type. This last feature is particularly interesting, as the feeder will recommend feeding amounts for dozens and dozens of common cat and dog foods, though users report it can be a little finicky.

After it gathers the information, you can set up regular, automatic feeding schedules for your furry friend. After that, it's an almost entirely hands-free process, until you need to reload the feeder with your animal's preferred food.

Its \$150 price tag may be a little steep for most pet owners, but for the busiest and laziest of us, it could be the perfect addition to your already-automated home.

## The Dirty Loophole That Lets Insurance Companies Refuse to Cover a Cybercrime Theft in Your Business

As hacking hit the headlines in the last few years — most recently the global hack in May that targeted companies both large and small — insurance policies to protect businesses against damage and lawsuits have become a very lucrative business indeed. Your company may already have cyber insurance, and that's a good thing. But that doesn't mean that you don't have a job to do — or that the insurance will cover you no matter what.

When you buy a car, you get the warranty. But in order to keep that warranty valid, you have to perform regular maintenance at regularly scheduled times. If you neglect the car, and something fails, the warranty won't cover it. You didn't do your job, and the warranty only covers cars that have been taken care of.

Cyber insurance works the same way. If your company's IT team isn't keeping systems patched and up to date, taking active measures to prevent ransomware and other cybercrime attacks, and backing everything up in duplicate, it's a lot like neglecting to maintain that car. And when something bad happens, like a cyber-attack, the cyber insurance policy won't be able to help you, just as a warranty policy won't cover a neglected car.

Check out this real-life policy exclusion we recently uncovered, which doesn't cover damages "arising out of or resulting from the failure to, within a reasonable period of time, install customary software product updates and releases, or apply customary security-related software patches, to computers and other components of computer systems." If your cyber insurance policy has a clause like that — and we guarantee that it does — then you're only going to be able to collect if you take reasonable steps to prevent the crime in the first place.

That doesn't just mean you will have to pay a ransom out of pocket, by the way. If your security breach leaves client and partner data vulnerable, you could be sued for failing to protect that data. When your cyber insurance policy is voided because of IT security negligence, you won't be covered against legal damages, either. This is not the kind of position you want to be in.

All of this is not to say that you shouldn't have cyber insurance, or that it's not going to pay out in the case of an unfortunate cyber event. It's just a reminder that your job doesn't end when you sign that insurance policy. You still have to make a reasonable effort to keep your systems secure — an effort you should be making anyway.

## Want To Win A \$25 Gift Card?

### Ready to Play?

### Here's this month's question:

The world's largest manufacturer of business machines created this innovative electric typewriter. A rotating type element rather than individual typebars would strike the page to print the letters. What is this once ubiquitous but now obsolete machine?

- a) Hollerith Tabulator    b) Xerox Alto    c) IBM Selectric    d) Edison Voicewriter

E-mail Kirsten ([kirsten@360itpartners.com](mailto: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.

**How a University Campus Is Using This New Technology to Keep Its Students Safe.**

Remember when you got locked out of your dorm building back in college and had to wait for someone to go in or out? Those days may be gone, if new technology out of China has anything to say about it. Dorms at Beijing Normal University are being fitted with face recognition software, which will let residents in – and keep intruders and other unwanted people out.

*Mashable.com – May 23, 2017*

**You Won't BELIEVE Where Hackers Are Hiding Malware Now.**

If you use Popcorn Time or VLC, listen up: Hackers are targeting your subtitles. Yes, that's right – from bad Kung-Fu movie dubs to the latest and greatest European cinema, this technique hides malware in the downloaded subtitle information for a movie. Once it's in your computer it takes root and communicates with the attacker. By the intermission, your machine belongs to them! If you're a Popcorn Time user, you can download the patch online. VLC and other media players should have the problem patched by the time of printing. Or, you know, you could just not download movies from the internet ... but we all know how likely that is.

*Techcrunch.com 5/24/2017*

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