

360^{IT} PARTNERS

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



How To Keep Your Employees From Leaking Confidential Information

Back in 2014, Code Spaces was murdered. The company offered tools for source code management, but they didn’t have solid control over sensitive information — including their backups. One cyberattack later, and Code Spaces was out of business. Their killer had used some standard techniques, but the most effective was getting an unwitting Code Space employee to help — likely via a phishing attack.

When it comes to cybercrime that targets businesses, employees are the largest risks. Sure, your IT guys and gals are trained to recognize phishing attempts, funky websites, and other things that just don’t seem right. But can you say the same thing about the people in reception, or the folks over in sales?

June 2017
Virginia Beach, VA

Inside This Issue ...

How To Keep Your Employees From Leaking Confidential Information.....
.....*Page 1/2*

Client Spotlight.....*Page 2*

Gadget of the Month.....*Page 3*

Do You Have A Business Or A Job?.....*Page 3*

Trivia Question.....*Page 3*

New Technology Updates.....*Page 4*

Worried about replacing your aging phone system?



Our partnership with Nextiva provides a 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



One Team. Protecting What Matters Most.

WBR Insurance Agency is an insurance and financial services firm providing you an award winning team to help you find the right coverage for your personal and business needs. With more than 60 years of combined insurance experience, local agents John Wilson, Jr., Alex Bell II, Clay Robertson and their staff establish lasting relationships with clients. Delivering unparalleled customer service, WBR is committed to helping you make informed decisions about the products we offer. The WBR partnership offers a full portfolio of insurance and financial product lines that include Auto, Home, Umbrella, Valuable Items, Boats, Motorcycles, Recreational Vehicles, Business Owners, Workers Compensation, Commercial Auto, Long Term Care, and more! Call us to learn how we can help you. 757.340.0028.

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Sure, those employees might know that clicking on links or opening attachments in strange emails can cause issues. But things have become pretty sophisticated; cybercriminals can make it look like someone in your office is sending the email, even if the content looks funny. It only takes a click to compromise the system. It also only takes a click to Google a funny-looking link or ask IT about a weird download you don't recognize.

Just as you can't trust people to be email-savvy, you also can't trust them to come up with good passwords. It may sound so 2002, but plenty of people still use birthdays, pet names, or even "password" as their passcodes — or they meet the bare-minimum standards for required passcode complexity. Randomly generated passcodes are always better, and requiring multiple levels of authentication for secure data access is a must-do.

Remember, that's just for the office. Once employees start working outside of your network, even more issues crop up. It's not always possible to keep them from working from home, or from a coffee shop on the road. But it is possible to invest in security tools, like email encryption, that keep data more secure if they have to work outside your network. And if people are working remotely, remind them that walking away from the computer is a no-no. Anybody could lean over and see what they're working on, download malware or spyware, or even swipe the entire device and walk out — all of which are cybersecurity disasters.

Last but not least, you need to consider the possibility of a deliberate security compromise. Whether they're setting themselves up for a future job or setting you up for a vengeful fall, this common occurrence is hard to prevent. It's possible that Code Space's demise was the result of malice, so let it be a warning to you as well! Whenever an employee leaves the company for any reason, remove their accounts and access to your data. And make it clear to employees that this behavior is considered stealing, or worse, and will be treated as such in criminal and civil court.

You really have your work cut out for you, huh? Fortunately, it's still possible to run a secure-enough company in today's world. Keep an eye on your data and on your employees. And foster an open communication that allows you to spot potential — or developing — compromises as soon as possible.



EMPLOYEE SPOTLIGHT

Josh DeVries, Help Desk Analyst

Originally from Iowa, Josh, or "Dev" as he is known around the office, has been working in the IT industry for the last ten years.

He enjoys spending time with his friends and family, traveling to new places, working with computers and other technology, and loves playing video games.

Shiny New Gadget Of The Month:



Alexa, Who's Winning the Virtual Assistant War?

There are multiple companies trying to break into the “smart home hub” market, but Amazon’s Echo (and its sultry Alexa) are holding on to 70 percent of the market share, and it doesn’t look like that’s changing any time soon. That’s a clear sign of victory for Amazon - and a wake-up call for its competitors.

The voice-activated home assistant market is growing, with almost a third of millennials likely to use a home assistant this year. While it might take a decade or more for the devices to find their way into the homes of older demographics (a situation Saturday Night Live has already mined for comedy), it seems that smart hubs will only increase in popularity from here on out, and that Alexa is poised to rule them all.

Do You Have a Business or a Job?

To put it simply, if you can’t take a month off to travel to Italy (or to write the great American novel or do some other time-intensive activity), you’ve got a job.

Do you want to make the shift from job to business and realize your dreams of independence? Here are five steps to help get you there:

- 1 MAKE A PLAN.** It’s best if you can define your priorities by breaking them down into daily, weekly, monthly, and quarterly activities. Figure out where you are as a company right now, where you want to go, and how you want to get there.
 - 2 SURROUND YOURSELF WITH THE BEST.** If you think you can do it alone and not end up having a job, you’re mistaken. You’ve got to be intentional about surrounding yourself with great people.
 - 3 ONCE YOU HAVE THE BEST, LEAVE THEM ALONE.** Relax. Resist the temptation to micromanage your team. Warren Buffet said it best: “Hire well. Manage little.” If you’ve succeeded with steps one and two, you’ve already set your team up for success. So, let them do what they do best without hovering.
 - 4 MAKE YOUR BUSINESS INDEPENDENT OF YOU.** As I said earlier, if you can’t take a month long vacation, you’ve still got a job. Develop processes that allow your business to run without you. Instead of holding onto knowledge, share what you’ve got and teach your employees to be problem solvers, rather than come to you for answers.
 - 5 WALK YOUR TALK.** Be fair and reasonable with your employees and your clients. Make sure to show up on time and do what you say you’re going to do. You’ll reap the rewards through inspired loyalty and customer referrals.
- Odds are, you’re going to have to start with a job to turn your company into a business. It won’t happen overnight. But, little by little — if you do it right — things will come together. In musical terms, think of yourself as a conductor. You’re not sitting first chair in the orchestra, and you’re not playing an instrument. Your job is to get the best players, decide who’s going to play what and how, and then let them perform the symphony. Pretty soon, you can put down the baton, listen to the music, and take that much-needed long vacation.

Want To Win A \$25 Gift Card?

Ready to Play?

Here’s this month’s question:

What was the first web site to feature a banner ad?

a) Amazon b) Yahoo c) CNet d) Hotwired

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.

Get a Refund If Your Child Made Accidental In-App Purchases From Amazon.

Some game apps allow you to buy stars, donuts, coins, or other tokens you can use to play the game. The tokens are imaginary, but the purchase is real. It's easy for kids to buy stuff within these apps without realizing they're spending money – your money. Last year, the FTC found Amazon liable for billing parents for these types of purchases, and the online retailer has now settled with the FTC, agreeing to refund these purchases. If your kid has purchased stuff without your permission via an app purchased on Kindle or the Amazon Android app store, you might be eligible for a refund. As Consumerist reports, you should get an email directly from Amazon, but you can also visit the Message Center in your Amazon account and find information under "Important Messages." *Lifehacker.com – June 1, 2017*

Leave Your Life Jacket On The Shore And Swim Safely With This Inflatable Collar.

Despite their utility, orange life jackets are the opposite of cool. And when you factor in the human invincibility complex, you get a bad situation: people out on the water without adequate flotation devices. According to DigitalTrends, water safety company Ploota wants to change that with their inflatable necklace. Sleek and slim, the device is worn around the neck and doesn't get in the way of active water sports. But, if needed, it automatically inflates, potentially saving the life of the swimmer or boater. *DigitalTrends.com - May 8, 2017*

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