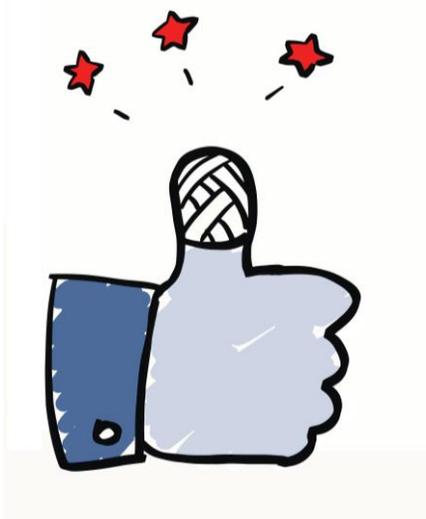


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5 Ways To Spot A Social Engineering Attack



"I'm not going to make payroll - we're going to close our doors as a result of the fraud."

Unfortunately, that statement is becoming more common among smaller businesses, according to Mitchell Thompson, head of an FBI financial cybercrimes task force in New York.

The FBI reports that since October 2013 more than 12,000 businesses worldwide have been targeted by social engineering-type cybercams, netting criminals well over \$2 billion. And those are just the reported cases. Often, due to customer relationships, PR or other concerns, incidents go unreported.

These unfortunate events were triggered by a particularly nasty form of cyberattack known as "social engineering."

Social engineering is a method cyber con artists use to lure well-meaning individuals into breaking normal security procedures. They appeal to vanity, authority or greed to exploit their victims. Even a simple willingness to help can be used to extract sensitive data. An attacker might pose as a coworker with an urgent problem that requires otherwise off-limits network resources, for example.

They can be devastatingly effective, and outrageously difficult to defend against.

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Client Spotlight

COLEMAN & COLEMAN, PLC *Attorneys & Counselors at Law*

Coleman & Coleman, PLC is a locally owned general practice law firm. Donnie and Scott Coleman started the firm in April of 2008. Donnie and Scott (identical twins) grew up in Virginia Beach and joined the Marine Corps after both graduating from James Madison University. After completing one tour of duty, they decided to enter private practice. Donnie graduated from Villanova University School of Law in 2005 and Scott graduated from Regent University Law School in 2009. Coleman & Coleman, PLC takes pride in providing comprehensive legal services one would expect from a large firm with the personal contact and customer service of a small office. They handle a variety of legal matters to include residential and commercial real estate transactions. They also represent clients in various other legal matters such as drafting wills and trusts, forming business entities, drafting leases, resolving landlord/tenant issues, uncontested divorces, misdemeanor criminal/traffic offenses, personal injury and other general litigation matters.

Continued...

The key to shielding your network from this threat is a keen, ongoing awareness throughout your organization. To nip one of these scams in the bud, every member of your team must remain alert to these five telltale tactics:

1. **Baiting** – In baiting, the attacker dangles something enticing to move his victim to action. It could be a movie or music download. Or something like a USB flash drive with company logo, labeled “Executive Salary Summary 2016 Q1,” left where a victim can easily find it. Once these files are downloaded, or the USB drive is plugged in, the person’s or company’s computer is infected, providing a point of access for the criminal.
2. **Phishing** – Phishing employs a fake e-mail, chat or website that appears legit. It may convey a message from a bank or other well-known entity asking to “verify” login information. Another ploy is a hacker conveying a well-disguised message claiming you are the “winner” of some prize, along with a request for banking information. Others even appear to be a plea from some charity following a natural disaster. And, unfortunately for the naive, these schemes can be insidiously effective.
3. **Pretexting** – Pretexting is the human version of phishing, where someone impersonates a trusted individual or authority figure to gain access to login details. It could be a fake IT support person supposedly needing to do maintenance...or an investigator performing a company audit. Other trusted roles might include police officer, tax authority or even custodial personnel, faking an identity to break into your network.
4. **Quid Pro Quo** – A con artist may offer to swap some nifty little goody for information... It could be a t-shirt, or access to an online game or service in exchange for login credentials. Or it could be a researcher asking for your password as part of an experiment with a \$100 reward for completion. If it seems fishy, or just a little too good to be true, proceed with extreme caution, or just exit out.
5. **Tailgating** – When somebody follows you into a restricted area, physical or online, you may be dealing with a tailgater. For instance, a legit-looking person may ask you to hold open the door behind you because they forgot their company RFID card. Or someone asks to borrow your laptop or computer to perform a simple task, when in reality they are installing malware.

The problem with social engineering attacks is you can’t easily protect your network against them with a simple software or hardware fix. Your whole organization needs to be trained, alert and vigilant against this kind of incursion.

Don’t let your organization be caught like a sitting duck! You’ve worked way too hard to get where you are today to risk it all due to some little cyberhack you didn’t know about. Call us at **757-499-6761**, or e-mail **Luke@360itpartners.com**, to learn ways to protect yourself- before your company becomes yet another social engineering statistic.



Employee Spotlight

Reid Corbett, Senior Systems Engineer

Reid is a Hampton Roads native and US Navy veteran with more than 15 years of IT experience as a Microsoft Certified Systems Engineer. He has provided support and consulting services to more than 400 healthcare providers in the greater Hampton Roads area, is a former IT trainer, and more recently spent time traveling overseas in support of several government contracts with Military Sealift Command. He is an avid reader whose hobbies include video gaming and web design in addition to hiking and fishing.

Shiny New Gadget Of The Month:



Finally: An Easy Way To Control The Family Net

Got kids aged six to 16?

Circle with Disney is a new device that helps make Internet struggles at home a thing of the past. Imagine: no more negotiating with kids to get off the web and come to dinner (or get their homework done).

This 3½-inch white cube with rounded corners (it's not exactly a circle...) lets you control Internet usage around your house with a tap on your iPhone. (Android compatibility coming soon.)

With presets by age group, or custom controls, Circle helps you restrict who in your family surfs what, and when. It also tallies how much time each person spends on any site. You might even want to monitor your own Facebook or Pinterest time (or maybe not...).

Circle also lets you put your whole home network on pause, sets up in about five minutes and works with your router.

Just \$99 at MeetCircle.com may be all you need to win your family back from the web – at least for a few minutes a day.

5 Popular Virtualization Platforms for SMBs

Virtualization allows you to eliminate dependency on physical hardware limitations and software requirements. Exactly how you achieve that comes in a number of different solutions with even more confusing lingo and acronyms, but before you can tackle any of that it's a good idea to go over the different companies providing the services. Below is a list of 5 popular vendors offering reliable virtualization platforms.

VMware

Any conversation about virtualization for small and medium-sized businesses usually starts around VMware. Although it wasn't necessarily the first, VMware was the company that really put office virtualization on everyone's action item list. The company offers a number of different solutions for different sized businesses with a wide variety of needs. Its ease of use and robust security features have secured its reputation as one of the best options for virtualization at SMBs.

Citrix

An average user may not recognize the company name, but has a good shot at previous knowledge of their popular remote access tools, GoToMyPC and GoToMeeting. Citrix has specifically geared their virtualization software, XenApp, XenDesktop, and VDI-in-a-box toward SMBs and even claims that non-IT staff can easily manage and administer the services. They even provide a free trial to prove it.

Microsoft

Although it may be a little more difficult to manage without an in-house or outsourced IT staff, Microsoft's Hyper-V option is hard to ignore considering its integration with the popular cloud platform Azure. Whether you're a Microsoft loyalist or you just want to minimize the number of vendors in your network, Hyper-V offers everything you need from a virtualization service.

Oracle

This company just keeps getting bigger and bigger. Specializing in marketing software, they also offer database management, cloud storage and customer relationship management software. If you're using any of their services already, there could be benefits to enlisting their virtualization services as well. Oracle does everything, server, desktop and app virtualization, and they believe that consolidation of all of these into one solution is what sets them apart.

Amazon

And since we're on the topic of household names, let's talk about Amazon's EC2 platform, which hosts scalable virtual private servers. The ability to scale and configure capacity is definitely EC2's biggest draw for SMBs, who are preparing for the possibility of rapid growth. Although almost any virtualization service is rooted in scalability, Amazon is leading the pack in how quickly and finely you can adjust your solution to your individual needs.

Virtualization is a really hard topic for most SMBs to tackle. This list only covers the most popular vendors, and there are plenty more out there. Choosing one based on its application possibilities and management requirements is not a subject for the lighthearted. Get in touch with us today so we can break down all of the technobabble into easy-to-understand advice and expertise.

Want To Win A \$25 Gift Card? Ready to Play?

Here's this month's question:

One of the first computer science PhDs was earned by:

- a) Henry Kissinger b) Sister Mary Kenneth Kelly
c) James McDivitt d) Leonard Nimoy

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.

Want to know your Lyft or Uber passenger rating?

Ratings are a two-way street with both Uber and Lyft. Of course, as a passenger you can rate your driver. Yet passengers are rated too, by their drivers. To find your average Uber passenger rating, first make sure you have the latest updated version of the app. Then, open your Uber app and tap the menu bar in the top left corner. Then follow this path: Help > Account and Payment > Account Settings and Ratings > "I'd like to know my rating." Tap "Submit" on the explanation page and your rating should then appear. Lyft has no such system, however their support team may send your average passenger score to you if you request it. Want to improve your score? Be nice to your driver and show up at your pickup location on time. -

Glitterless.com

Forget apps...here comes the voice-controlled future.

Soon, we won't be fumbling around with a gazillion different apps, trying to figure out which one turns off the sprinklers in the front yard... Apple Siri, Amazon Echo and now Google Home all point to the future of digital living. When it comes to voice plus smart machines vs. finger taps on a phone, voice wins, hands down. You don't want to use a weather app, you just want the forecast. Your customers won't go to your website and download an app; they'll interact with your business in some way by voice. That future will arrive in the next five to 10 years. Will your business be ready? -

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