

# 360IT PARTNERS

*“Partnering With Us Makes Your Business Run Faster, Easier And Increases Profitability”*

## Relying On A Good Luck Charm?

Carrying a four-leaf clover might work for leprechauns. But when it comes to Internet abuse by employees, you’re going to need more than sheer luck...

Did you know that...

- 70% of all web traffic to Internet pornography sites occurs during the work hours of 9 a.m. – 5 p.m.
- Non-work-related Internet surfing results in up to a 40% loss in productivity each year at American businesses.
- According to a survey by International Data Corp (IDC), 30% to 40% of Internet access is spent on non-work-related browsing, and 60% of all online purchases are made during working hours.



The list goes on, and the costs to your company can be staggering.

What types of web sites present the greatest risk? Categories include alcohol, dating, death/gore, drugs, gambling, lingerie/swimsuits, mature, nudity, pornography, profanity, proxy, tobacco and weapons.

Risks these types of web sites expose your business to include malware, viruses, fraud, violence, lawsuits, loss of confidential and/or proprietary data and more. Even social sites, while perhaps not quite as risky, can have a major impact on productivity.

Barriers that once stood at the edges of your office network have been annihilated by digital media.

Web content filtering is now crucial to network security – not to mention employee productivity – in this emerging environment. It can be deployed in a number of ways, but basically they boil down to two: inline and endpoint filtering.

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**March 2016**  
**Virginia Beach, VA**

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**Having bad luck with your phones?**

Our partner, Nextiva, delivers a phone and service that you will love!



**FUN TOURS**

**Client Spotlight: Fun Tours, Inc.**

Whether you need a bus for student field trips, military travel, corporate shuttles, sports teams, church groups, family reunions, weddings or anything in between, Fun Tours can help with all of your bus rental needs in Virginia. Each of our buses is driven by an experienced, safe and friendly driver who is sure to make your trip a success. Our high quality buses are some of the newest in Virginia and we benefit from regular, routine maintenance for extra safety and reliability. Each of our luxury coach buses features a private restroom, comfortable and roomy seating, and comes equipped with WiFi and DVD players, video monitors, stereo equipment and plenty of overhead storage. We are based in Virginia Beach, Virginia and we regularly pick up groups from Washington, D.C., Maryland, North Carolina and Delaware. We can take your group anywhere in the United States or Canada. Call 757-853-2990 to book your trip!

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## **Inline Web Filtering**

One way to filter web content is to control it at the entry point or gateway to your network. This technique intercepts all web traffic and applies filters that allow or block web access requests. Because the entire network is filtered, no access to the user's device is required.

With inline web filtering, there's no need to expend resources managing content at each endpoint – your employees and their computers, whether desktop or mobile. Inline filtering not only saves bandwidth, it goes a long way toward mitigating cyberthreats. For securing activities that take place within your network, it's a critical and potent strategy. Yet, with the shift away from traditional office-bound work routines to a work-from-anywhere culture, the effectiveness of inline filtering has diminished. When employees access the web outside your network's gateways – via home networks, hotels, coffee shops, etc. – their devices become vulnerable to attack.

And any employee can carry an infected machine into and out of your company's building and network on any given day, exposing your entire intranet to infections. And that's why so many companies are moving to endpoint-based web filtering to complement their inline filtering.

## **Endpoint-Based Web Filtering**

Endpoint-based filtering protects employee devices from infections, no matter where they connect to the web. Software at the endpoint – your employee's device – carries a predefined filtering policy from the central server that can be intranet-based or cloud-based.

The endpoint filter is then updated periodically from your company network. This method assures that web filtering is always active, no matter which gateway the machine connects through. The downside is that it must be rolled out and maintained at all endpoints.

That being said, one advantage of endpoint-based filtering is that it addresses stringent employee privacy regulations that are quickly becoming the norm in Europe and elsewhere around the world. Because it keeps browsing-pattern information within the user's device, endpoint-based filtering provides a fairly non-intrusive way to handle employee privacy concerns.

And finally, while endpoint-based filtering really is the only way to protect a network without boundaries, as most companies now have, ideally it works hand in glove with inline filtering.

## **Forget the Charms – You Can Bet On This**

We highly recommend rolling out not only inline and endpoint filtering, but also an effective training program for your staff to encourage best practices and assure compliance with your company's web security policies and procedures.

Want to make sure all gaps are sealed and you won't have to count on a four-leaf clover, a rabbit's foot or knocking on wood to keep your network secure? Contact us today at (757) 499-6761 or [luke@360itpartners.com](mailto:luke@360itpartners.com) for a customized Web Content Filtering Review and Analytical Report on your system.

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

**Ready to Play?**

**Here's this month's question:**

**What does the "V" in DVD stand for?**

**a) Video b) Volume c) Vertical d) Versatile**

E-mail Kirsten Conti ([kirsten@360itpartners.com](mailto:kirsten@360itpartners.com)) Right Now With Your Answer!  
She will put all the correct answers in a hat and draw the winner at the end of each month.

## Shiny New Gadget Of The Month:



## New App Tames Expense Tracking

Business Travel and Entertainment is one of those expenses that can bleed cash from company coffers – IF you or your CFO don't keep an eagle eye on it.

And no wonder: it often entails hand-entered data, widely disparate vendors, no real time reporting and, until now, an out-of-office transaction with no mobile reporting back to a central corporate database.

Enter Concur. This automated, mobile expense management system lets business travelers focus on their jobs while giving finance leaders complete and real-time visibility into spend.

It automatically captures and categorizes company credit-card transactions, making it simple for traveling employees to review, reconcile and submit statements for approval.

At the same time the immediate insight it provides helps you and your finance team stop bad spending decisions before they happen, manage budgets more effectively and drive better business performance. Learn more at [Concur.com](http://Concur.com).

## What You Need to Know to Protect Yourself from Spear Phishing Attacks

You've heard the warnings. "Don't open attachments from people you don't know" and "question emails from unknown senders" – these are basic rules of internet safety. But what about emails from people within your organization? Would you think twice about a request to download an attachment from a coworker? Would a request for a wire transfer from your CFO raise any red flags?

Unfortunately, scammers are now showing up as familiar names in your inbox. Hackers are only getting more advanced with their attacks and they know more about you than you think. Phishing, in general, is the act of tricking someone into clicking on something. More specifically, spear phishing is targeting a specific individual based on public information. You would be scared to learn how simple it is for a hacker to "spoof" an email address, meaning have it appear to be from any email address they choose. It's even scarier to think how easily a hacker could pull your name and title from your company website and send an email to your coworker acting as you.

We are seeing more and more of these emails get through even the most advanced spam filters simply because they have the appearance of a legitimate internal email. For this reason, it's extremely important that you question every email, especially ones that involve a request for money or ones that ask you to click on a link.

One way to avoid being a victim of a phishing attack is to never open or download an attachment that you aren't expecting, regardless of the sender. Microsoft Word files are often used by hackers because they can run macros. Macros are used to create shortcuts within Word, and can also be used to write viruses. If you open an infected Word document, the virus will automatically activate. If someone in your company sends you an attachment, call or send a separate email to verify that it really came from them.

Another way to protect yourself is to not allow mobile apps installed on your cell phone access to your contact data. A good rule to remember is "if an app is free, you are the product." This is not to say that all free apps are intentionally malicious, but they have a better chance of having an insecure network. If you allow this app to have access to all your personal information and contacts, then you are potentially handing over your information to any hacker that can get into their network.

Another safety precaution to take is to always use BCC (Blind Carbon Copy) when copying multiple contacts on an email. When you use the CC field, the recipient can see all the contacts copied on the email. If you email someone who has a virus or malware, you are sharing your name and your contacts with the hacker. Protect yourself and your identity by keeping your contacts private and using the BCC field.

## Employee Spotlight

### Reuben Mendez, VP of HR and Community Development



Congratulations to Reuben! Reuben was awarded as the 2015 Ambassador of the Year from the Hampton Roads Chamber of Commerce.

Reuben is also a member of the Society for Human Resource Management. While away from the office Reuben enjoys the water and every kind of seafood the Coastal Virginia area has to offer. He is an avid musician and plays drums in his spare time, when not playing video games online.

**Wake up your web site with these 3 simple steps.**

Does your company web site reflect its current success and position it for future growth? To be sure it does, do this: 1) Focus your main message on customer needs. The only thing visitors care about is what your company can do for them. Make that clear upfront and they'll stay and engage. 2) Delete the self-praise and let your best customers speak *for* you with testimonials. 3) Create a single call to action. Don't just let visitors wander around. Entice them to take action by offering a low-risk, high-value item, such as a free e-book, webinar, resource list, etc., in exchange for their contact information.

-Inc.com

**The future is here, with 3-D video holographics.**

Imagine summoning up a rotating image of the Death Star... Or, more practically, an attention-grabbing 3-D demo of your latest product... Or a striking 3-D video logo advertising your brand... London-based Kino-mo develops hi-tech smart visual displays. Their floating-in-the-air video holographics engage and fascinate prospects, increasing sales. These ultra-bright, eye-catching 3-D videos can also generate a high level of brand awareness. Until now, holograms have been extremely expensive and required time-consuming installations in a dedicated space. Kino-mo Holo Displays are the first to offer an affordable, "plug-and-play" holographic solution. And perhaps the perfect way to grab attention and boost your bottom line.

-Kino-mo.com

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5269 Cleveland St. Suite 201  
Virginia Beach, VA 23462