



# 360IT PARTNERS

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

## Could One Tiny Leak Wipe Out Your Entire Company?



Things were going great at Michael Daugherty's up-and-coming \$4 million medical-testing company.

He was a happy man. He ran a good business in a nice place.

His Atlanta-based LabMD had about 30 employees and tested blood, urine and tissue samples for urologists.

Life was good for this middle-aged businessman from Detroit.

Then, one Tuesday afternoon in May 2008, the phone call came that changed his life. His general manager came in to tell Daugherty about a call he'd just fielded from a man claiming to have nabbed a file full of LabMD patient documents. For a medical business that had to comply with strict federal rules on privacy, this was bad. Very bad.

It turned out that LabMD's billing manager had been using LimeWire file-sharing software to download music. In the process, she'd unwittingly left her documents folder containing the medical records exposed to a public network. A hacker easily found and downloaded LabMD's patient records. And now the fate of Michael's life – and his business – were drastically altered.

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### **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**



Electrical Distribution. | A Woman-Owned Small Business.  
Engineered Solutions.

For nearly 40 years, Jo-Kell, a woman-owned small business, has established a reputation as a leader in the industry, providing electrical products and comprehensive solutions to the military, marine, and industrial markets. Jo-Kell recognizes the need for specialization, innovation, and creativity, and continually demonstrates the ability to react quickly to the dynamic needs of our industry. As an authorized distributor for over 60 product lines, with over 10,000 electrical products in stock in three locations, Jo-Kell is positioned to provide our customers with products and solutions quickly and efficiently. Jo-Kell was established in 1977 by Joseph A. Kelly. Today the company is owned and operated by Suzy Kelly, CEO, and Marty Kelly, President. The main office is located in Chesapeake, VA, with regional offices in Richmond, VA, Atlanta, GA, San Diego, CA and Jacksonville, FL. To know more about what sets Jo-Kell apart, please visit [www.jokell.com](http://www.jokell.com), or call today to find out how Jo-Kell is up to the challenge.

*Discover More Information About Our Dynamic Services and Team: [www.360itpartners.com](http://www.360itpartners.com)*

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What followed was a nightmarish downward spiral for LabMD. Not one to go down without a fight, Michael found himself mired in an escalating number of multiple lawsuits and legal battles with the Federal Trade Commission and other regulators investigating the leak.

Finally, in January 2014, exhausted and out of funds, his business cratering under constant pressure, he gave up the fight and shuttered his company.

One tiny leak that could have easily been prevented took his entire company down. Could this happen to you and your business? Let's take a look at four fatal errors you **MUST** avoid, to make sure it never does:

**Have you developed a false sense of security?** Please, please, please do NOT think you are immune to a cyber-attack simply because you are not a big company. The fact is, whether you have 12 clients, or 12,000 clients, your data has value to hackers. A simple client profile with name, address and phone number sells for as little as \$1 on the black market. Yet add a few details, like credit card and Social Security numbers, and the price can skyrocket – \$300 per record is not uncommon. Being small doesn't mean you are immune.

**Are you skimping on security to save money?** Sure, of course you have a tight budget... So you cut a deal with your marketing manager, who wants to work from home at times. He links into the company network with a VPN. If configured properly, your VPN creates a secure and encrypted tunnel into your network. So his device now links his home network into the company network. The problem is, his home cable modem may be vulnerable to attack, an all-too-common issue with consumer devices. Now you have an open tunnel for malware and viruses to attack your network.

**Could lack of an off-boarding process put your company at risk?** It's crucial to keep a record of user accounts for each employee with security privileges. When an employee leaves, you **MUST** remove those accounts without delay. An internal attack by a disgruntled worker could do serious harm to your business. Be sure to close this loop.

**Have you been lax about implementing security policies for desktop computers, mobile devices and the Internet?** The greatest threat to your company's data originates not in technology, but in human behavior. It starts before you boot up a single device. In an era of BYOD (bring your own device), for instance, lax behavior by anyone connecting to your network weakens its security. Your team love their smartphones, and with good reason. So it's tough sticking with strict rules about BYOD. But without absolute adherence to a clear policy, you might as well sell your company's secrets on eBay.



## *Employee Spotlight*

### **Chris Mosier, Senior Systems Engineer**

Chris is an avid cyclist competing in both road and mountain bike races. He loves the outdoors, hiking and being in nature. He taught kayaking in Atlanta for a number of years and has paddled rivers all over the Southeast. He loves motorcycles, cars, and computers.

## Shiny New Gadget Of The Month:



## HoloLens: Your New Reality?

A game designer sees a moving 3-D image of a living, breathing, mace-wielding ogre – on her desk. She flicks a finger and he turns from side to side, giving her a full view of his outfit and weapons belt.

An architect looks up at the ceiling in a building he's just designed. He waves his hand and reshapes it, allowing more light through. All virtually.

A space scientist designing a Mars rover strolls through the landscape, noting from all sides the position, shape and size of rocks his vehicle must navigate.

Now it's your turn. Put on the new HoloLens by Microsoft, and what do you see? How could you use this cool new augmented reality (AR) tool in your business?

At \$3,000 for the developer's version, it may not be an impulse buy. But new AR tools like this will soon be part of your computing world.

# Accomplish More By Doing Less

## Learn to Stop Doing

Reevaluate how you spend your time and stop doing the time-wasters. The only way you can gain more time is to stop doing something. If you don't like what your life has become, you need to figure out what to stop doing so you can concentrate on activities that bring better results in your life. Consider: if you spent just 40% of your time on your high-value activities, you could double your income. Spend 60% or even 80%, and you could multiply your income by four times.

## Create and Protect Your Boundaries

For a workaholic, these are dangerous times. The natural boundaries of time allocated to work, personal and family have been obliterated. Technology has penetrated the walled garden separating these important segments of our lives. This breach provides for constant intrusions into our attention, keeping us constantly connected and at the mercy of a stream of information and demands.

## Put a junk filter on your life.

To filter incoming requests, you must first become clear on what you want. Who are you? Who do you want to become? What is most important to you in life? What direction do you want your life to take? What are your three most important goals for the year? This month? This week? Today? After identifying your values, goals and priorities, put a junk filter on everything else and keep it out of your in-box and off your to-do list.

## Don't Just Learn...

Knowledge isn't power; it's the potential of power. What you do with knowledge is where the power lies.

## Don't just read a book and put it down.

Read it, summarize the key ideas, then write out how you're going to implement those ideas in your life. Now act, review and improve. Stick with the ideas in that book until you realize a desired transformation.

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

### Ready to Play?

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

### Who was the 38th President of The United States?

- |                   |                  |
|-------------------|------------------|
| a) Herbert Hoover | b) Gerald Ford   |
| c) Ronald Reagan  | d) Richard Nixon |

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.

### **Savvy users are capitalizing on the LinkedIn–Microsoft merger.**

Here are three ways you too can profit: 1) Your profile photo now appears on both platforms. Run it by photofeeler.com to make sure it's up to snuff. 2) When it comes to updates, forget text – video rules. Check your newsfeed and you'll see how LinkedIn puts video on top and is burying articles. No wonder members have seen a 60% to 90% drop in readership. To get attention, go video. 3) Keep an eye on LinkedIn's social advertising. With access to user data from both platforms, your ads could now enjoy a wider audience of both LinkedIn and Microsoft users. This merger opens new doors for users. Now's the time to capitalize on it.

-Entrepreneur

### **Considering Facebook Live Video for your business?**

Using Facebook Live is brain-dead simple. If you haven't already, install the Facebook app on your smartphone. Open it up, tap the red "Go Live" icon and you're on. It tells you how many are watching, plus their names and comments. When you're done, it saves to your Timeline. And, unlike Snapchat or Periscope, it doesn't disappear after just 24 hours. You can share, embed, Tweet – or delete – to your heart's content. And you can filter who sees it. As for content? Interview key employees, big shots in your niche or your customers. Share how you're making a new product. Or how your team relaxes. Why do it? Your customers love getting that little peek "behind the scenes."

-PostPlanner.com

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