

# TECHNOLOGY TODAY

## Happy Holidays!

We at IT Support LA wish all of our clients, vendors and everyone who takes the time to read our monthly newsletter a joyous and safe Holiday Season.

Whether you travel or welcome your loved ones into your home for celebration, may the Thanksgiving spirit stay with us all as we take joy in those things most important to us: our family, friends and all of the people we encounter as we see to the business of our lives.

*Peace and Joy*

**December 2018**



This monthly publication provided courtesy of Yuri Aberfeld, CEO of IT Support LA

IT Support LA creates the possibility of focusing on business goals and priorities by providing a trusted technology partnership to small businesses



## 3 Fatal Errors You're Making By Hiring The Cheapest Computer Support Company

Somehow, 2019 is already almost upon us. In preparation for the New Year, business owners across the country are taking a close look at their finances, scratching their heads as they inspect their budgets, line by line, to cut everything that isn't absolutely necessary and searching for new investments that will boost their bottom line. In the midst of all this, it's vital that leaders take a long, hard look at their technology budgets. Chances are those budgets are a far cry from where they should be.

Many business owners – especially those running smaller organizations with tighter resources – assume that IT is the ideal spot to cut costs. But they forget that, today, technology is the foundation upon which their business is built. We can almost guarantee that if you partner with a cut-rate IT support company, you will sorely regret it down the line. You'll

end up spending thousands more on broken equipment and systems, you'll lose customers to server downtime and you may even fold completely under the weight of a cyber-attack.

The minuscule amount you'll save by hiring a cheap support company will be vastly outweighed by the long-term cost of your decision. It is just not worth it. While looking at your budget this December, check whether you're making one of these three potentially deadly mistakes with your IT investment. It might just save your company.

### 1. YOU'RE INVESTING IN A "BREAK-FIX" APPROACH.

This is the primary place where bargain-barrel IT support companies cut costs. Instead of proactively managing your network, your technicians hardly touch

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your network until something breaks and it's time to fix it. Sure, this way is cheaper in the short term, but when you consider the enormous crises that can arise when something shuts down and the fact that they could easily be avoided with the foresight of a managed services provider, the true expense quickly becomes obvious. Not only will your business suffer many more tech catastrophes than they would if you partnered with a more reputable company, but those catastrophes will take significantly longer to fix. A technician who shows up only when something's wrong simply doesn't know your network as well as somebody who works with it all the time.

## 2. YOU'RE INVESTING IN A COMPANY THAT DOESN'T BOTHER BEING PROACTIVE.

Technology shifts rapidly day by day. The arms race between hackers and security software designers is constantly happening behind the scenes, as is the hurtling pace at which hardware and software become supplanted by newer, better options. Without a managed services provider keeping you abreast of the latest tech trends, you're both incredibly vulnerable to cyber-attacks and at risk of falling behind your competitors. Technology shouldn't just be something you set up and hope it doesn't break; it should be something you and your team are actively leveraging to maximize your impact. A managed

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services provider is genuinely invested in your success and will do everything they can to help you do exactly that.

## 3. LET'S FACE IT: YOU'RE JUST UNDERINVESTING.

In order to keep your company at the top of its game, you need to invest in your technology in accordance with how vital it is to your day-to-day operations. We're guessing that it's pretty much essential for your success, so why are you so quick to cut corners in tech? Allocating your resources to support your technology is more than a baseline cost to stay alive in the business world – it's an investment that can substantially increase your bottom line and amplify the reach, scope and efficacy of your operation. So, this year, as you comb through document after financial document, ask yourself: are you really doing all you can with the technology at your disposal?

## Free Report Download:

### The Business Owner's Guide To IT Support Services And Fees

You'll learn:

- The three most common ways IT companies charge for their services and the pros and cons of each approach.
- A common billing model that puts ALL THE RISK on you, the customer, when buying IT services; you'll learn what it is and why you need to avoid agreeing to it.
- Exclusions, hidden fees and other "gotcha" clauses IT companies put in their contracts that you DON'T want to agree to.
- How to make sure you know exactly what you're getting to avoid disappointment, frustration and added costs later on that you didn't anticipate.

#### IT BUYERS GUIDE

What Every Business Owner MUST Know About IT Support Services And Fees



What You Should Expect To Pay For IT Support For Your Business And How To Get Exactly What You Need

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## Cybercrime recap: 2018

2018 has shown those of us on the front lines of the Cybercrime war that while the number and types of Ransomware attacks is slightly down, the sophistication of such attacks has grown geometrically, and has allowed for many 'Entry Level' crooks to learn their trade with relatively inexpensive Ransomware Kits available on the Dark Web.

These newbies cut their teeth on smart phone lockups at a few hundred bucks a throw, then step up to small businesses like yours, while last year's apprentices graduate to the higher echelons of cybercrime: Outright data breaches and thefts are on the rise, and this is where the crooks can get paid twice in 2019.

Next year, when the General Data Protection Regulation (GDPR) goes into effect, crooks can earn not just on the front end by selling the stolen data, but also on the back end by blackmailing companies with the threat of exposing the breach, bringing about GDPR fines of up to 4% of the company's turnover or revenues.

This is where the size of your company comes into play. You may say, "Data thieves won't bother me because I have a fairly small client base." Possibly on the front end, but not on the back end - statistics show that small to mid-size businesses continue to be hit the most. You have less to spend on defenses and more to lose. Every dollar you pay in GDPR fines hurts you much more than the same dollar hurts FedEx or Amazon.

Speaking of blackmail, the growing popularity of Doxware, an offshoot of Ransomware causes a lot of damage to many businesses holding sensitive client data, by locking you out of your system, but it retains the data in order to threaten you with its publication, causing potential lawsuits and public humiliation. Most Doxware victims pay quickly.

Start 2019 with a well-mounted cyber defense. The first step is to identify the problem with an impartial 3<sup>rd</sup> party analysis of your system and cyber protection practices. For a FREE, no-strings full network & security assessment, please call us at 818-797-5300 or visit us at: [www.itsupportla.com/free-stuff/free-network-security-assessment/](http://www.itsupportla.com/free-stuff/free-network-security-assessment/)

# 90 Ways To Be Better

Would you believe that there is an organization in America today that lists 90 traits, characteristics and soft skills they want their employees to have? Well, there is. My first thought when I saw the list was, "These folks are nuts!" But, after actually reviewing the list, I changed my tune. All of them are doable and warrant our attention. Success is always all about constantly becoming a better version of ourselves. The question is: What do we have to go by? How do we grade ourselves?

If I gave you a list of things that would help make you more successful, would you do them all? Well, here is an excellent list to start with. Now all you have to do is be really honest with yourself and decide if you live by each of the listed traits.

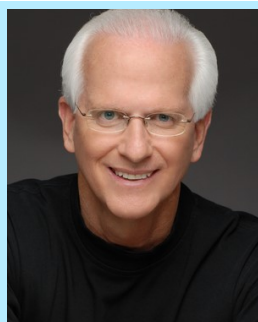
After reviewing the list several times, you may decide you want to add to it. There's nothing wrong with that! Personally, I would add "Be nice" to the list. In fact, I would start with that



one. But maybe they think "compassionate," "respectful" and "empathic" cover that. I like it stated in simpler terms: be nice!

Good luck with grading yourself. The list sure does make you think. I am working on several of them right now!

Ability to compromise for the greater good • **Accepts criticism constructively**  
 Accountable • **Adaptable** • Analytical • **Applies current best practices** • Approachable  
**Assertive** • Attentive to detail • **Belief in the dignity of others** • Calming • **Candid**  
 Community-oriented • **Compassionate** • Confident • **Consistent** • Constant learner  
**Courageous** • Customer-focused • **Decisive** • Dependable • **Detail oriented**  
 Disciplined • **Discreet** • Effective communication skills • **Embraces change**  
 Emotionally healthy • **Emotionally intelligent** • Emotionally resilient • **Empathetic**  
 Energetic and enthusiastic • **Ethical** • Flexible • **Focused** • Frustration-tolerant  
**Honest** • Humble • **Informed** • Shows initiative • **Innovative** • Inquisitive • **Displays integrity** • Intelligent • **Excellent interpersonal skills** • Judicious • **Knowledgeable**  
 Leadership • **Learns from mistakes** • Level-headed • **Logical** • Loyal • **Good memory**  
 Moral fortitude • **Motivational** • Good at multitasking • **Non-impulsive** • Open-minded  
**Organized** • Patient • **Perceptive** • Perseverant • **Has perspective** • Is physically fit  
**Is prepared** • Preserves confidentiality • **Proactive** • Problem solver • **Professional** •  
 Protective • **Reasoning ability** • Resilient • **Resourceful** • Respect for diversity • **Respect for the individual** • Respectful • **Responsible** • Self-motivated • **Self-restraint** • Good sense of humor • **Sense of service to others** • Skeptical • **Exhibits sound judgment** •  
 Strong work ethic • **Tact** • Teamwork • **Tolerance** • Trustworthiness  
 Verbal communication skills • Written communication skills



*Robert Stevenson is one of the most widely recognized professional speakers in the world. Author of the books How To Soar Like An Eagle In A World Full Of Turkeys and 52 Essential Habits For Success, he's shared the podium with esteemed figures from across the country, including former President George H. W. Bush, former Secretary of State Colin Powell, Anthony Robbins, Tom Peters and Steven Covey. Today, he travels the world, sharing powerful ideas for achieving excellence, both personally and professionally.*

## ■ These Recent Phishing Attacks Can Cause Your Business Serious Harm

According to Symantec's 2018 Internet Security Report, the number of reported blocked phishing attacks increased by 92% over the last year. Many of those were due to Ryuk, a variation on Hermes, the first known ransomware plague. The malware has been targeting law firms, convenience store chains, and even medical facilities, netting hackers as much as \$640,000.

Then there are state-sponsored attacks hitting small businesses across America, funded by hostile governments. In addition, there has been a Facebook e-mail scam going around, masquerading perfectly as an e-mail from the massive company, but leading victims into

downloading malware. The same goes for false e-mails from FedEx, as well as Bank of America. Hackers have even begun offering false SEO services to get victims to click a link! Teach your team how to spot phishing attacks and stay vigilant. You never know when they might show up in your inbox. *SmallBizTrends.com*, 9/19/2018

## ■ The Ugly Truth About Apps Sharing Your Kids' Data

It's always unsettling when apps secretly gather your data. But when it comes to apps for kids, that's doubly true. Recently, the attorney general of New Mexico filed a lawsuit against Tiny Lab, which develops games for kids like *Fun Kid Racing*, and other companies, including Google and Twitter. The suit alleges that numerous applications violated

child privacy laws by tracking and sharing data for users under 13. *The New York Times* looked into it and found that dozens of other kid-targeted apps may be doing the same thing. Keep an eye on the apps your child is using, as well as the data they're sharing. You don't want them becoming a victim of this gross data-sharing. *Wired.com*, 9/15/2018

## ■ All Great Leaders Obsess Over This One Thing

Tales abound in the news about leaders treating their employees like trash, discriminating against women or minorities, or just simply being ignorant of the policies that hurt or hinder their teams. At the core of all these problems, argues Donna Hicks, is the concept of human dignity. Her book *Leading With Dignity: How to Create A Culture That Brings Out The Best In People*, focuses on the core of all successful human interaction: recognizing that every human being has inherent value and worth. By creating a safe, comfortable space for their teams, being fair to the entire organization, and accepting the particularities that make their employees unique, excellent leaders create an atmosphere where everyone is allowed to be themselves. Success follows pretty easily after that. *Inc.com*, 8/6/2018

