



# Executive IT Insider

...The Exclusive Edge to Today's Technology

Published and Distributed By Southern New England Computer Services

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## October 2017



### Provided By:

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“When Equifax disclosed that their breach affected over 143 million people, they immediately went under fire. The breach could have been avoided by following basic **network security**. Keeping **devices updated, antivirus protection** on the network, and a **security firewall** would have helped prevent the entire mess. Don't be victimized, secure your technology today!”



## Skimp On Data Protection And Pay The Price

We've said it time and time again: today's cybercriminals are using more advanced technology than ever. And those malicious tools are becoming even *more* sophisticated at a breakneck pace. To top it all off, new software developments are enabling these criminals to cast wider and wider nets, targeting businesses that before would have flown under their radar. Companies small and large, of every type, are being infiltrated by vicious cyber-attacks across the world each and every day.

Even knowing this, business owners are tempted to cut costs and corners. When you've never had a breach, data security can seem like a distant concern, especially for a limited budget. But regardless of which digital barriers you put in place to protect your business, you can bet on one thing: one day, your security will be tested by an attack. Whether or not the hackers punch through could mean the difference between your company shutting down for good – as 60% of small businesses do in

the six months following a cyber-attack, according to the *Denver Post* – and remaining solvent and secure in your position.

When you're struggling to stay afloat or simply wanting to be a savvy spender, you may think the best way to lock down your data is to put one of your staff on the task or to do it yourself.

And sure, your team can conduct hours of research searching for inexpensive security. And you'll almost certainly find something cheap with good reviews and a decent track record. You'll figure out how to install the software across your system, complete with firewalls, server protection, antivirus and maybe a bell and a whistle or two. Perhaps you'll even hold a meeting to educate your staff on the do's and don'ts of cyber security. “Use intricately constructed passwords,” you'll tell them. “Don't click suspicious links in your e-mail.”

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Then, after a few days of fiddling with settings and ensuring the security software is properly in place, you'll forget about it altogether. After all, it's already installed, and you've checked to make sure there aren't any gaps in the system. It's not something you need to constantly monitor.

A year later, your business has – miraculously – doubled in size. You're finally reaping profits. Best of all, a recent news story has brought your company into the public eye, and brand-new leads are contacting you every day. For the first time since the company's inception, you can breathe easy.

Then, one Monday morning, you log in to your computer. For a second, everything seems to be normal, until an innocent-looking pop-up fills your screen. "Attention!" an eerie robotic voice barks from your speakers. "Your documents, photos, databases and other important files have been encrypted!"

**"Cyber security is clearly a concern that the entire business community shares, but it represents an especially pernicious threat to smaller businesses," wrote the Securities and Exchange Commission in a 2015 report. "The reason is simple: small and midsize businesses are not just targets of cybercrime; they are its principal target."**

Thinking it's a hoax, you click into your server drive. To your dismay, you really are locked out of everything. So, palms sweating, you read the rest of the pop-up. It provides instructions to install the deep web browser Tor as well as an address for you to visit. When you go there, you learn that in order to recover all your data, including the credit card information of your customers, you'll need to dish out \$50,000 in Bitcoin.

A year ago, you couldn't afford adequate cyber security. Can you afford \$50,000 in cash today?

Identical situations are unfolding every day, with people *exactly like you*. Back in April, CNBC reported that across the previous 12 months, *half* of all small businesses had been infiltrated by malicious hackers. "Cyber security is clearly a concern that the entire business community shares, but it represents an especially pernicious threat to smaller businesses," wrote the Securities and Exchange Commission in a 2015 report. "The reason is simple: small and midsize businesses are not just targets of cybercrime; they are its principal target."

Cheapo security solutions might be fine for a lone browser surfing the web at home, but they are shockingly inadequate resources on which to base the entire success of your company, your livelihood and the livelihood of your employees.

Frankly, it's irresponsible to lock your data behind a flimsy firewall. Invest in robust cyber security solutions and secure the future of your company. If you would like more information on how to secure your network, call us today!

## Refer-a-Friend and Get Free Gifts!



We love having customers like you and honestly, we wish we had more just like you! So, we are doing an ongoing "Refer-a-Friend" event.



Refer any company with 5 or more computers to our office to receive a FREE Computer Network Assessment (a \$300 value). Once we've completed our initial appointment with your referral, we'll send you a **\$50 Amazon gift card**. For every referral that you send, you get a \$50 gift card as your referrals complete the Network Assessment. Just a small "Thank You" for thinking of us. As an added bonus, if they join and become a client of ours, we will send you a **\$500 Amazon Gift Card** for introducing your friend to us.

Simply call us (401-684-3036), e-mail us ([support@itsupportri.com](mailto:support@itsupportri.com)) or visit [www.ITsupportRI.com/referral](http://www.ITsupportRI.com/referral) and send us their contact information today!

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## Technology Spotlight: TrackR

Are you a forgetful person? Maybe your keys, wallet, or phone gets lost from time to time and you're tired of wasting that precious time? Well, meet the TrackR.



TrackR is a device very similar to Tile. It is a thin tracking device you can connect to anything that gets lost easily. You can connect multiple TrackRs to your account and also enable family sharing for things everyone loses, like the remote. You can also use it for pets that tend to escape the house or yard.

Once the TrackR is connected to your phone, you can use it to locate missing items. It will ring and your app has a distance indicator to show when you are "getting warmer" to the item. Another neat feature is what if you lost your phone but have your keys (and the TrackR) in hand? You can press the TrackR and make your phone ring, making it easier to find!

What makes TrackR stand out compared to Tile is that the batteries are replaceable! This gives it a huge advantage over Tile. Also, TrackR can connect with Amazon Alexa so you can have Alexa help you find those missing things.

TrackR can be purchased on Amazon starting at \$29.99 each.

# Are Your Clients Sucking The Life Out Of You?

Bad clients aren't just a nuisance, they're bad for business. They can take an inordinate amount of time to service. They may complain about irrelevant details, avoid paying their bills or drag payments out forever. They can be a huge emotional drain. Or, more often than we care to know, they can do all of the above.

Firing these bad apples can be an attractive option. But what if that client is buying a profitable product from you? What if they're 60% of your revenue? Firing them will eliminate a big headache, but it may also put you out of business.

Not all clients are created equal. When you're considering a "keep 'em or kill 'em" approach, take these steps first.

**1 CONDUCT A CLIENT ASSESSMENT**  
Assess your problem clients, considering factors like their historical revenue, projected future revenue, their core values and other indicators. Keep in mind, if a client was the ideal client before, you may be able to nudge them gently back to their former selves.

**2 REMIND THEM WHY THEY DO BUSINESS WITH YOU**  
To you, a problem client is nothing more than a pain in the neck. But to them, your business obviously has redeeming qualities that keep them working with you. Schedule a meeting with the client and explain the challenges you are facing with them. Ask them if they'll make the commitment to improve. It may be an awkward situation, and they may say no, but either way, the conversation can't make things worse.

**3 MATCH PERSONALITIES**  
Sometimes, business difficulties are nothing more than a personality mismatch. If you're consistently having trouble with the same employee, ask the client if they can assign a new liaison from the company. Even if you're dealing with the boss, they may be willing to let you work with one of their employees or colleagues instead.

**4 LAY DOWN THE LAW**  
This is one of the toughest parts of being a vendor, but it's critically important. You need to clearly outline the rules of what is or isn't acceptable. Meet with the client and tell them exactly what is wrong, exactly what they need to do to fix it and exactly what the consequences will be if they don't.

**5 SET A STOP-LOSS**  
Once you've tried addressing the issues you're having with the client, put in place a deadline by which your suggested changes must be implemented. Plan and commit to the action you will take at that time, depending on what the client does.

**6 GET OUT OF THE TRAP**  
If nothing fixes the problem, yet you decide to continue the relationship, you need to realize the problem is not the client's, but yours. There is something in your actions that indicates you are willing to be treated the way they are treating you. It's unlikely that they'll stop. At this point, your best bet is probably to bite the bullet and fire the client once and for all.

Remember, you have to remove the weeds from your garden so you can focus your energy on the healthy plants & nurture them.



**MIKE MICHALOWICZ** (pronounced mi-KAL- o-wits) started his first business at the age of 24, moving his young family to the only safe place he could afford—a retirement building. With no experience, no contacts and no savings, he systematically bootstrapped a multimillion-dollar business. Then he did it again. And again. Now he is doing it for other entrepreneurs. Mike is the CEO of Provendus Group, a consulting firm that ignites explosive growth in companies that have plateaued; a former small business columnist for The Wall Street Journal; MSNBC's business makeover expert; a keynote speaker on entrepreneurship; and the author of the cult classic book *The Toilet Paper Entrepreneur*. His newest book, *The Pumpkin Plan*, has already been called "the next E-Myth!" For more information, visit [www.mikemichalowicz.com/](http://www.mikemichalowicz.com/)

## Expert of the Month: Dr. Jim Boccuzzi of “Killingly Eye Care”



Of all the senses, humans rely on sight the most. Our eyes are one of the most sensitive areas of our bodies. We can experience tremendous pain from just a grain of sand or express ourselves with tears of laughter. Taking care of your eyes is extremely important and whenever there is an issue, your local optometrist is ready to care for you. Dr. Jim Boccuzzi of Killingly Eye Care was inspired by his own optometrist at a young age to pursue a career in optometry. Now, years later, he owns his own practice and cares for his community, both in and out of the office. Because of this, Dr. Boccuzzi is our “Expert of the Month”!

Dr. Boccuzzi graduated from the University of Connecticut with a Bachelors in Biology. Later, he earned his Doctor of Optometry Degree from New England College. With such a passion in his field, he founded Killingly Eye Care in 1993 and has been active in multiple optometric associations and foundations. This includes educating fellow optometrists and promoting the value of proper eye exams to the community. With a keen focus on every aspect of his field, he has become one of the most prominent optometrists of New England.

“We offer full optometric services from routine eye exams to glaucoma and dry eye care, removal of foreign bodies, Macular Degeneration, contact lenses and glasses, we offer the whole spectrum,” Dr. Boccuzzi explains. “What makes us different is we invest in the practice a lot. We always have cutting edge equipment. We also invest in our staff and I think that shows. They are well trained and are very good at what they do.” With over 30 years of experience from Dr. Boccuzzi alone, he and his fellow doctors have given the community of Danielson some of the best eye care around for the past three decades.

Dr. Boccuzzi mentioned what he liked about our team; “There are a number of things. You’re knowledgeable. Any member of your staff that comes out knows how to fix the problem. Then there’s the accessibility. If I call you guys, you’re either on the phone within minutes or someone is out here the same day. It makes me very comfortable knowing my instruments and medical records will be available at all times.”

You can get more information by visiting [killinglyeyecare.com](http://killinglyeyecare.com) or reach out to them by calling 860-779-1588. If you are looking to become a patient, they are located at 25 Green Hollow Rd. in Danielson, CT.

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**No Cash? No Problem, With These Handy Payment Services** These days, if a friend covers you at the restaurant, you have no excuse not to pay them back immediately – assuming you’re good for it. Between Venmo, Square Cash, Apple Pay, Facebook, and more recently Gmail and even Skype, there are numerous digital payment services that enable you to send money at the touch of a button. Skype’s entry into the field, particularly, is useful for international payments, covering 22 different countries. — *Lifehacker*

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“Tom, as your legal counsel I feel I’d be remiss if I didn’t recommend against this one last time.”

### Use Technology To Boost Your Bottom Line

As technology progresses at a breakneck pace, it’s improving the modern workplace in turn. Regardless of the size of your business, technological developments can bolster your team, your customer’s experience and the success of your company overall. The possibilities are endless. Use time-tracking software to see the bottlenecks in your company’s day-to-day and streamline your processes. Utilize social media technologies to drastically improve your marketing. Deploy machine learning to provide better automated customer service. If you’re not staying abreast of the latest advancements, you’re putting yourself at a steep disadvantage to your competitors. — *SmallBizTechnology.com*