

# IT<sup>2</sup> TECHNOLOGY TIMES

*“Insider Tips To Make Your Business Run Faster, Easier And More Profitably”*

## Why Choose IT<sup>2</sup>?

Technology can work in one of two ways: It can give rise to a more profitable, efficient and successful organization, or it can exhaust and frustrate your team, result in downtime and be a big hassle. For this reason, countless companies rely on IT<sup>2</sup> for the security and support of the technology that powers their business. Our Team brings the C-level leadership, experience, skills and toolset to allow you to focus on your business. IT & Telecom is our business.

To learn more about how IT<sup>2</sup> can support your business, give us a call today at **937.428.5880** or e-mail [AskIT2@it2resource.com](mailto:AskIT2@it2resource.com), subject line: [learn more](#).

**Fall 2021**



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**IT Squared Resource, Inc.**  
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**Your Technology Managed  
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**Our Philosophy:** TO ADD VALUE TO ALL THOSE WE SERVE. To our clients as a trusted advisor and resource delivering exceptional results. To our employees, through continuous growth, opportunity and flexibility. To our partners and community as active contributors and involved supporters.



## A Proven Method To Secure Your Business's Network

People don't usually think about small businesses when discussing cyber security. The media covers breaches in governmental and big-business security in excess. These entities usually have lucrative targets that attract the attention of hackers but are often backed up with an extremely protective network security system that's difficult to crack. When hackers can't break the big system, they turn their attention to easier targets.

While most hackers want the opportunity to crack a high-risk target, these situations are few and far between. Instead, they turn their attention toward much lower-hanging fruit. This is where small businesses come in; they still have access to money and data but have much lower defense than a governmental entity. Luckily, many average cyber security strategies can keep the would-be hackers away. Their methods are always changing, though, and it helps to be one step ahead of the game.

These are the best current cyber security strategies you can put into place.

### Cloud Security

Cloud security is the protection of data stored online via cloud computing platforms from theft, leakage and deletion. As more and more businesses switch from hard-drive data storage to remote databases, this practice is becoming more and more commonplace.

Methods of providing cloud security include firewalls, penetration testing and virtual private networks (VPN), to name a few. While many people feel that their data and information are better stored on a hard drive on their own network, data stored in the cloud may actually be more secure, depending on the system's defense strategy. Be wary, though: not all cloud securities are made the same. Do your research and pick one that will best protect your data.

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### Network Security

Network security is the protection of the underlying networking infrastructure from unauthorized access, misuse or theft. This is what your network administrator will need to put into place in order to keep your devices and data secure. The best approach to protecting your network is to create a strong Wi-Fi password. Random numbers and letters work best for a small business since nobody but those who need it will be able to guess the password. In addition to a strong password, you'll also have to anticipate any type of internal attack.

### VPNs And Firewalls

A VPN can help protect your security by masking your IP address. This essentially means that you'll be connected through a different server, making it much harder for the government or websites to pinpoint your location. It also encrypts all network data by creating a secure tunnel. A firewall is simply a shield that protects your computer from the Internet. Firewalls can help restrict access to sites that could be damaging to your network. Both of these tools can be highly effective when used properly, but they do not protect against all threats.

“While it might seem simple, consistently updating and upgrading your technology tools can keep you much more secure.”

### Updates And Upgrades

While it might seem simple, consistently updating and upgrading your technology tools can keep you much more secure. The developers of many of these tools are constantly looking for new threats that pose a risk to their program. They'll issue patches to make sure any holes are filled. You just need to make sure that all of your tools are updated in a timely manner and verify that the updates are installing.

### Data Backups

You should always have multiple backups of your business's data. You never know when a power surge or some type of natural disaster might cause your current files to be deleted. You can prevent this issue by regularly backing up your data.

### Employee Training

It's important to limit employee access to systems and data owned by your company. Not everyone needs to have access, so only give it to those who can't work without it. There should also be some type of security training for all employees. Phishing schemes and weak passwords create just as many issues as hackers do. Finally, you should make sure everyone in your workplace is security-conscious. A single breach could critically hurt your business. Your employees need to understand this so they can be proactive as well.

No matter which route you take, the most important thing you can do for your small business is protect its network. Governmental entities and big businesses do not suffer from security lapses nearly as bad as small businesses. A security lapse could even stop your business dead in its tracks.

### “I DIDN'T KNOW”

Unfortunately, That Excuse Doesn't Replenish Your Bank Account, Resolve A Data Breach Or Erase Any Fines And Lawsuits.

*Start Fighting Cybercrime with KNOWLEDGE & ACTION!*

Sign up to receive our **FREE “Cyber Security Tip of the Week.”** We'll send these byte-sized quick-read tips to your e-mail inbox. No Catch. No Obligation. Just week after week of timely tips to keep you one step ahead of the bad guys.

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## Shiny New Gadget



### The LINK AKC Smart Collar

The world can be a dangerous place for a pooch who doesn't know any better; so, it's best to know how to keep tabs on your canine companion in case they bolt. That's where the LINK AKC smart collar comes in.

This smart collar is a comfortable and safe tracking alternative for your pooch. The LINK AKC smart collar comes equipped with several other useful features, including but not limited to:

- Activity monitoring and sound training specific to your dog's breed
- Temperature alerts if your dog is too hot or cold
- A place to digitally store vet records
- Waterproof features for up to 30 minutes in three feet of water

If you want your dog to be the highest-tech pooch out there, this collar is for you!



# Hiring The Best Staff

Not long ago, I had the opportunity to sit down with Carter Cast, the author behind *The Right - And Wrong - Stuff: How Brilliant Careers Are Made And Unmade*. Hiring success has a great influence on career success, and we discussed five negative archetypes that confront employers while filling a job opening. Together, we discovered some telltale signs that your interviewee may fall into one of these categories.

### Captain Fantastic

While it might seem like "Captain Fantastic" would be a vital part of your team, they often cause division. Someone who is a "Captain Fantastic" is usually overambitious and has no qualms about stepping on others to get ahead. If you're interviewing a candidate and they mention that their greatest accomplishments revolve around beating others rather than delivering value or developing teams, you probably have a "Captain Fantastic" on your hands.

### Solo Flier

Have you ever worked with someone who thinks their way is the best and only way to do something? It's very frustrating. While this type works well individually, they can be detrimental to a team environment. They usually claim to have no time or were too busy to accomplish their tasks; in reality, they may fail to hire and delegate properly. I've met with many people who fit this category and end up leaving their job due to burnout after taking on too much work.

### Version 1.0

Change is a necessity in the workplace, but sometimes, people prefer to stick to their routine. To spot these people in interviews, listen to their stories and pay attention if they mention changes in the workplace and how they responded. If they stayed on the same path, that's a red flag. I knew a manufacturing executive who failed to adapt to new technologies. This caused him



to lose some of his biggest clients, and the business fell into a tailspin.

### The One-Trick Pony

These people usually get stuck in a rut because they rely on their greatest strength to solve *all* problems. They will often aim for lateral moves rather than trying to broaden their horizons. I interviewed a one-trick pony recently who wrote amazing copy but struggled when meeting with clients face-to-face. His communication skills weren't strong enough to work with clients or lead large teams. His career became stagnant even though he was eager to grow and move up.

### Whirling Dervish

Energetic employees improve morale and production in a workplace, but sometimes lack the follow-through needed to complete projects. You can usually spot these people in interviews if you notice them avoiding your questions. They often come up with excuses for why they didn't achieve results. Great ideas and strong morale do not make up for a lack of completion.

With knowledge of these archetypes, you can avoid hiring the wrong candidate for your team and instead focus on finding the perfect fit.

*Dr. Geoff Smart is chairman & founder of ghSMART, a leadership consulting firm that exists to help leaders amplify their positive impact on the world. Dr. Smart and his firm have published multiple New York Times best-sellers.*

**4 Tips To Safeguard Your Mobile Devices**



**Ensure OS Is Up To Date**

Updates to Apple and Android operating systems (OS) improve user experience, but their most important function is to fix security vulnerabilities. Don't delay on updates to reduce your exposure to threats.

**Install business apps only**

Downloading apps seems harmless. However, it is imperative that employees download only business apps necessary for work on company issued mobile devices. Many non-business related apps are notorious for malicious

advertising codes and other threats.

**Be careful when connecting to Public Wi-Fi**

Connecting to an open password-free Wi-Fi network can expose your confidential information and sensitive company data to cybercriminals connected to the same network. If connecting to a public Wi-Fi network is necessary, using a virtual private network (VPN) can help protect your sensitive data.

**Screen SMS carefully**

SMS phishing can be used to trick you into clicking malicious links. Cybercriminals send messages purporting to be from someone you know, asking you to urgently disclose confidential information. Stay cautious.

**Storytelling Is More Important Than Building A Presence Online**

Social media has become an ever-important tool in the business world. It can help build customer loyalty while also being an essential marketing strategy. However, simply having an account is not enough.

In order to grow, you need to understand your customers and what motivates them. Provide them with an experience they won't be able to obtain anywhere else. Be sure to do this while also making your social media content relevant. If your account does not focus on your products or services, it will prove useless.



Build connections with and focus on your customers. Without trying to approach a specific type of customer, your message can get lost. It can be difficult to attract all of your customers at once.

More important than the rest is to make your presence authentic and accessible. Keep the big picture in mind.

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Not a client yet?

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