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Holiday Hours

We will be closed a few days to celebrate the Holidays with our families and friends.

Christmas

December 23rd & 26th

New Years

January 2nd

At the close of another year, we gratefully pause to say THANK YOU! The gift of your business and friendship mean more now than ever before. We extend our sincere wishes for a fabulous 2012 to all our customers and friends!

5 Things Business Owners Don't Know About Cybersecurity



Scott
Hirschfeld

When discussing the need for tightened information security, I often hear people say, "We haven't had any problem yet." Compare this to the equivalent statement about the security of a home: "Although I live in the worst section of the city, I don't really see a need to lock my doors, get a security system, or keep my kids from walking the streets at night...because I haven't had a problem yet."

Our organizations really do live in the "worst section of the city" – just by being connect to the internet, we're instantly accessible to cyber criminals. There are 5 key factors every business person should understand about their information security risks:

1. Information theft is the number one activity of organized crime.

Internet threats are no longer coming from a teenager creating viruses or hacking someone's network for a power trip. Cyber crime is organized, structured and planned with a single goal: to gain valuable information to sell or exploit. Estimates for 2011 show that this is an over a trillion dollar business.

2. Your business is a target.

It does not matter how large or small you are – you're in the crosshairs. Most of the tools cybercriminals use are indiscriminate. Once the automated tools used by cybercriminals gain access to your systems, it will scour them for any information of value, from credit card numbers to social security numbers to medical information. Even if the tool finds no valuable information, it may exploit your systems to help steal information from other organizations.

3. This is an ongoing battle.

Most businesses have virus and spyware protection, firewalls and other measures. All of these things and more are necessary. Threats are continually evolving, and you need to actively monitor, detect and respond to them. Employees need to be repeatedly educated on new threats and how their conduct can put the company at risk.

4. Annoying spyware can be a good thing.

Often we treat spyware as an annoyance that messes up the usability of our machines. The fact that it often causes problems with daily use of our computers is actually a good thing. This is a red flag indicating a significant security breach – and

should be treated as such. It is far more dangerous for spyware to go undetected [and it often does.]

5. Your people should never be overlooked.

When implementing protection from cybercrime, start with your people. Without training employees on the risks, often they will unintentionally create a breach. This breach is often caused by falling prey to a phishing scam, installing something they should not, or even by unzipping what looks like a simple software update.

The information that we store on our computer networks is increasingly critical, and in response, the profitability of information theft is growing. Is your business changing its practices to reflect this growing risk?

For more in-depth discussion of new security measures and how to keep your network safe, please feel free to contact Scott Hirschfeld.

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EYE ON IT Industry Trends

Do You Roku?

The Roku Streaming Player allows you to instantly stream entertainment using the power of the internet. Roku is renowned for simplicity, variety of choices and exceptional value. The Roku motto is anything you want to watch, listen to, and enjoy should be there on your TV whenever you want it. All you need is a high speed internet connection, a TV and a Roku box.

Most users are unaware of just how much content is readily available. Not only can you stream tens of thousands of movies and TV shows from Netflix, Amazon Video on Demand and Hulu Plus, but you can stream sporting events and music from sites like Pandora and iTunes. There is something for everyone with 350+ entertainment channels,

The Roku2 XD delivers the highest quality HD video at a low price. If you are into games, the Roku2 XS, has a Bluetooth game remote with motion control, plus a free full edition of Angry Birds.

Industry Trends

Social Media for the Small Business

Have you pushed aside the idea of using a social media such as Facebook or Twitter for a marketing strategy? You may want to pull out that thought for a second look.

Consider that 80% of Americans use a social network and that they spend more time on Facebook than any other U.S. Website. There are more than 800 million Facebook users worldwide. Over 200 million added in 2011. More than half of Facebook users log in every day. Nearly 23% of online time spent is on social networking sites. That's a large amount of potential customers.

Comscore did a study earlier this year that showed that a business that posts at least once a day will reach 22% of their fans in a given week. This is a great way to self promote and get visibility for your company at minimal cost. Zoomerang, an online survey, found that 60% of all small businesses spend less that \$100 to market using social media. Social Media users are 51 - 64% more likely to buy from the brands they follow according to a survey from Crowdspring.

The three most important reasons small



business are using social media; connect with customers, visibility and self-promotion.

Small businesses are using social media to connect with their customers every day. They are successfully growing their businesses.

This appears to be a win-win with the potential of a large customer base of loyal followers for very little cost. Definitely worth taking that second look.

Source: socialmediaexaminer.com