



Executive IT Insider

...The Exclusive Edge to Today's Technology

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Contents:

Natural Disasters Can Destroy, But Your Data Is Safe If It's In The Cloud 1

Refer-a-Friend 2

Technology Spotlight: Our Help Desk Icon 3

Engage Others: Learning From The Pros 3

Expert of the Month: Liora Stone of Precision Engineering..... 4

Avoid This Critical Security Mistake 4

97% Of Business Owners Cannot Spot This Threat To Their Business..... 4

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"We have performed a **full overhaul of our**

website. This includes a new [company video](#) highlighting what makes us different, our technology blog with [articles and tips](#) to better **protect yourself** against threats like spoof emails, and a simplified layout with **easy options** to [contact us for support!](#) Please visit www.ITsupportRI.com and check out all our updates and changes! "



Natural Disasters Can Destroy, But Your Data Is Safe If It's In The Cloud

This past hurricane season has brought some of the most harrowing, widespread destruction the southeastern United States has ever been forced to weather. But, despite the enormous, tragic cost of these natural disasters, the people of these communities persevere. In the wake of widespread wind damage and flooding, communities have banded together. Thousands of volunteers and neighbors are working as one to rebuild and find the way forward. There is no doubt, however, that the havoc wreaked by Hurricanes Harvey and Irma will produce aftershocks that will echo through affected areas for decades.

To anyone who turtled up in their attic in the middle of the storm or just saw a picture of the wreckage in the news after the hurricanes departed, the physical damage caused by the storm is obvious. What's less obvious is the effect these storms have on the futures of the survivors, the reverberating impact that cuts thousands of life plans short and forces individuals to completely change

their course in a cruel reversal of fate.

"Forty percent of small businesses don't survive these events," said Russel Honore, the previous Joint Task Force Commander for Hurricane Katrina. The electrical grid is knocked out for days, and businesses are forced to close the office for what they hope is a temporary period due to flooding.

Each day that a business can't provide service, it's bleeding money — a cost that many businesses, especially the little guys, can't absorb. So, they close for good, their buildings go up for lease and those who were once the heads of promising young businesses are now unemployed, in the market for a job in a city up to its neck in water.

Just as common is a business that finds its central data structures wiped out by physical damage. Following a hurricane, most businesses near the storm should have little trouble cleaning up and remodeling following nasty flooding, but if their servers,

Continued on pg.2 ➤

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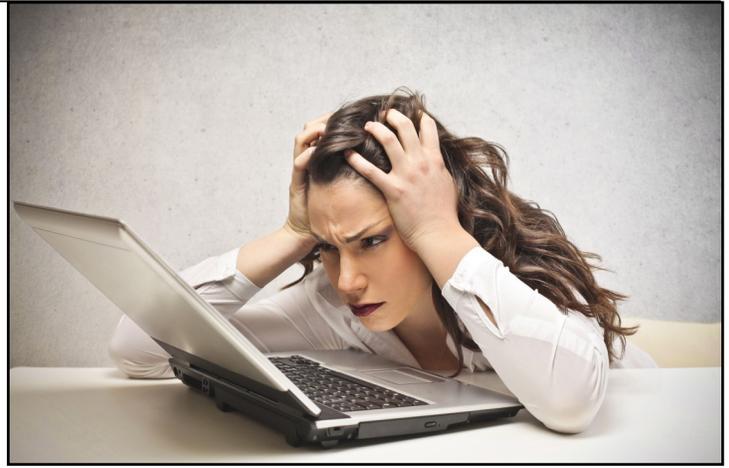
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computers and network infrastructure have been wiped out, it's a completely different story.

Oftentimes, a catastrophic loss of data will shutter a business for good. A 2010 report by technology research firm Gartner Group stated that 43 percent of businesses went belly-up almost immediately after a "major loss" of data, while 51% shut down within just two years. That leaves a measly 6% survival rate for businesses that suffer company-wide data loss.

These are scary numbers, to be sure, but there is good news: Businesses that migrate their data to the cloud are at significantly less risk of losing vital data. This is not only because your typical cloud service will back up your up-to-date data with several levels of redundancy, but because most cloud services are actually more secure than their on-site counterparts in general.

"Following a hurricane, most businesses near the storm should have little trouble cleaning up and remodeling following nasty flooding, but if their servers, computers and network infrastructure have been wiped out, it's a completely different story."



And make no mistake, businesses with on-site data are susceptible to loss far beyond physical disasters like hurricanes, flooding, earthquakes or solar flares. Don't forget the risks disgruntled employees, freak accidents and, especially, hackers pose to your precious data. While it's true that all of these risks still exist with cloud-based services, they're much reduced. A 2012 Alert Logic report stated that "on-premises environment users actually suffer more [hacking] incidents" than cloud-based users, while also being subjected to "significantly more brute force attacks." When you think about it, this makes sense. With your entire system backed up on a number of off-site locations, it's much more difficult for hackers to encrypt the entirety of your data and hold it for ransom.

That said, not every business absolutely needs the cloud to stay secure. Certain business models need on-site structures for various reasons, and a few find it more cost-effective. Still, the cloud is definitely something that any savvy business owner needs to examine closely as a potential option. It could mean the difference between flourishing in the next fiscal quarter and going under.

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) or visit www.ITsupportRI.com/referral and send us their contact information today!

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Technology Spotlight: Our Help Desk Icon

Recently, we have performed a major upgrade to our support software. With this update, we now have additional support features to expedite service requests for all our clients! This includes quickly submitting service tickets, include screenshots of your errors, get status updates, and much more!

First, the location of our icon is in your system/notification tray near your clock. You should see our small computer icon with a blue cross there. If you right-click the icon, you now have a full support menu. This makes it easy for anyone in the office to get IT help without having to bother their office manager or supervisor.



Next, if your problem includes an error message, you can "Create Service Ticket", click "Attach Screenshot" and type your message in the box. You can set the importance of the issue, CC others on the ticket, and add any additional notes quickly and easily.

Lastly, if you have any other questions or want other ways to contact us, click on "Help" and it will bring you to our website with multiple support options.

We strive to make our client's lives easier by taking IT troubles away with just a simple click!

Engage Others: Learning From The Pros

Did you know that Thomas Edison, Henry Ford, Harvey Firestone and Charles Lindbergh were all close friends?

It's true. They all had homes in Florida and often fished, dined and socialized together. These four men, all incredibly successful, shared similar interests and philosophies. Through their individual perspectives, they challenged, sharpened and expanded one another's thinking.

These men all knew that we become greater by association with those who are great. Connecting with others and building mutually beneficial relationships can not only help you live a fulfilled life, but leverage your efforts to realize your full potential.

My new book, *The Potential Principle*, offers several powerful tools for creating breakout improvement on your journey toward bettering your best. One of the most important of these is to **"engage others to avail yourself of their wisdom and help."**

Sure, if you want to be all that you can be, you need to take responsibility for your own success and do the work it takes to achieve your dreams. But at the same time, you can and should look to others for ideas, mentoring, coaching, encouragement and friendship. Engaging the right people will certainly help you go farther, faster.

The knowledge you can glean from the experiences of someone you admire and respect will cut years off your learning

curve. It will help you replicate their victories and, hopefully, avoid a few of their failures.

But as my friend Larry Winget says, be careful who you take advice from. Listen to people who have actually done something, not someone who just talks about doing it. To become the best, engage only with the best.

Ask yourself, who are the best people in your field or area of interest? Are you familiar with the top performers? Look to them as an example to learn from and emulate. Consider asking one of these winners to advise, coach or mentor you on a regular basis.

A good mentor will put you miles ahead on the road to success. Anders Ericsson, author of *Peak: Secrets from the New Science of Expertise*, writes, "The most optimal way to improve your performance is to find a teacher who has been teaching other people to reach the level of performance that you want to attain." Makes sense, right?

Remember, others can help you get better, but that can't make you actually get better. Their concern, aid and support can only benefit you if you are willing to do what is necessary to reach your goals. If you're up to the challenge, however, engage others as you strive for improvement. It will turbocharge your efforts and enrich your life!



Mark Sanborn, CSP, CPAE, is the president of Sanborn & Associates, Inc., an "idea studio" that seeks to motivate and develop leaders in and outside of business. He's the bestselling author of books like *Fred Factor* and *The Potential Principle* and a noted expert on leadership, team building, customer service and company change. He holds the Certified Speaking Professional designation from the National Speakers Association and is a member of the Speaker Hall of Fame. Check out any of his excellent books, his video series, *Team Building: How to Motivate and Manage People* or his website, marksanborn.com to learn more.

Expert of the Month: Liora Stone of “Precision Engineering”



When people think of manufacturing, most of them imagine a dirty, steel workshop filled with brute men in hard hats and hand torches. While the hard hats part is true (because safety is extremely important), the rest is not necessarily accurate. The manufacturing field is a highly competitive area. However, Liora Stone was able to make a complete life change when she made the switch as a registered nurse to a contract manufacturer. Now, almost 30 years later, her extremely successful, woman-owned business is thriving in a field that is primarily male dominated. With her passion to learn and to care for others, she is not only the president and owner of Precision Engineering but is also our “Expert of the Month”!

Precision Engineering was established in 1988 by both Liora and her husband, Peter. When they first started out, Liora was a registered nurse, mother of two, and also doing most of the paperwork for the business. She came to the realization that if the business was to succeed, she would have to commit to the company fully. Now, Precision Engineering is a contract manufacturer that makes sheet metal parts for different automated systems, like computers and robots. Liora not only believes in enriching her business environment but also the community and industry. She is a member of the Fabricators & Manufacturers Association International and the local Chamber of Commerce. She also promotes programs for students to visit the factory and learn how subjects like geometry, chemistry, physics, programming, and robotics are applied daily in real life situations.

She uses innovation and invests in new technology to expand the company’s offerings. With a keen eye for details and an ear for suggestions, Liora continues to improve her business while still focusing on overall quality. “Our clients are only as good as the parts we supply,” Stone said. “We have to be successful for them to be successful.” Her dedication to people has never faltered, whether it be in nursing or as a manufacturing leader.

We asked Liora about how she felt working with our team over the years. “You are more like partners than contractors or vendors. We’re on a first name basis and you’re like an extension of our team. You are the first people we think of whenever there is an IT problem,” Stone expressed.

Precision Engineering has their corporate headquarters at 29 Industrial Drive in Uxbridge, MA. You can also visit their website at www.precisionengineering.com or shoot an email to contact@precisionengineering.com.

Avoid This Critical Security Mistake – If you have employees carting around laptops packed with data sensitive to your business, you should be taking added security measures. It’s all too easy to nab a laptop from a vacant chair while the user isn’t looking. No matter how strong the password, it will almost certainly be cracked, leaving anything unencrypted on the laptop ripe for the taking. To avoid this, it’s a good idea to keep all your sensitive data in one secure cloud service, meaning it’s never actually on your employee’s hard drive at all. When an item goes missing, you can easily revoke access from that machine. – *Lifehacker.com*



“As soon as I text, IM, tweet, and update my status to ‘getting right down to it,’ I’ll get right down to it.”

97% Of Business Owners Cannot Spot This Threat To Their Business – The most common ways businesses get hacked isn’t some elaborate scheme, it’s as simple as clicking a link. Phishing, where hackers trick employees of a business into clicking a link containing malicious software (often masquerading as a regular email from internal staff), is on the rise. Even more troubling is recent data from company Inspired eLearning that shows that as much as 97% of individuals can’t identify a typical phishing email. To avoid this, train your employees to keep an eye out for these sneaky emails. If staff receives an email that requests sensitive or personal information, such as passwords, they are typically phishing emails. Employees should never click a link from a source that seems even remotely suspicious or strange, regardless of who it’s coming from. – *smallbiztrends.com*