



# Executive IT Insider

...The Exclusive Edge to Today's Technology

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## February 2018



### Provided By:

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Southern New England  
Computer Services

With **Valentine's Day**  
right around the corner,

we want to make sure you continue to **love your IT...and us!** If you're having any IT problems, big or small, don't be afraid to call or email us to schedule a **date**. We can make your problems melt away! When it comes to handling and solving your business' technology needs, we have **big brains** and even **bigger hearts**.



## If You Think Your Business Is Too Small To Be Hacked... Then You're Probably A Cybercriminal's No. 1 Target!

In a world of rampant cybercrime, hackers thrive on the blind faith of their targets. Despite high-profile digital security breaches showing up in the news nearly every week, most people assume they're safe from attack. The thinking goes that while Fortune 500 corporations like J.P. Morgan, Sony, Tesco Bank, and Target have lost millions of dollars of data breaches in recent years, *my* business is far too small to justify a hacker's attention... right?

Wrong. In fact, it's quite the opposite. According to StaySafeOnline.org, attacks on small businesses now account for over 70% of data breaches, a number that appears to be on the rise. Close to *half* of small businesses have been compromised, ransomware attacks alone have skyrocketed a whopping 250% since 2016, and incidents of phishing have followed suit, as reported by Media Planet.

Owners of small businesses might be

excused for erroneously believing themselves safe. After all, the hundreds of little guys paying out thousands of dollars in digital ransoms each and every day are a lot less newsworthy than, say, the CIA's recent hacking by the mysterious Shadow Brokers, or the 143 million sensitive customer records stolen in the recent Equifax fiasco. The lack of visibility of the more frequent, smaller-profile incidents plaguing the country can easily lull us into a dangerous false sense of security.

But why would a team of hackers zero in on a small-town operation when they could be targeting a giant like Google? Well, which building is a petty thief more likely to target — the bank in the center of a busy downtown, packed with security guards and high-tech theft prevention equipment, or the house in an affluent part of the city, which the owners always keep unlocked while they're on vacation? Make no mistake — these hacker gangs aren't boosting a couple flat screens and *Continued on pg.2* ➤

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a box of jewelry. They're gutting small businesses with ransoms that stretch to the very edge of their means, as much as \$256,000 for a single attack, according to one TechRepublic analysis.

Of course, any small business owner will struggle to afford the security measures implemented by giant corporations. However, there is a balance to be struck between affordability and vulnerability. With just a little research, it's actually quite easy to find an array of robust and comprehensive digital security solutions to protect your company. Such programs can turn your business from low-hanging fruit into an impenetrable fortress.

Even if you've somehow managed to make it through the past few years without a data breach, statistically, you can be confident that hackers *will* come for your business one day. With that in mind, it's important to be prepared. Just because you haven't had a life-threatening illness in the past two years doesn't mean



you shouldn't have a wide-reaching health insurance policy. Just because your car hasn't broken down since you bought it doesn't mean you shouldn't regularly change the oil and invest in car insurance.

And just like your car, your network security requires regular maintenance and upkeep to stay effective. If you grab your security software from the bargain bin, install it and forget it, you're only marginally safer than you were before installing the barrier in the first place. Cyber security isn't something you purchase to check off a box and give yourself an imaginary peace of mind. Instead, it's an investment in your company's future, the safety of your customers, and the longevity of your livelihood.

If your business isn't too small to attract the attacks of hackers – and we guarantee it isn't – then it's certainly precious enough to protect. Cybercriminals *will* come for your business one day, but equipped with a set of up-to-date, powerful security protocols, you can rest easy knowing they'll go away empty-handed.

**“Cyber security isn't something you purchase to check off a box and give yourself an imaginary peace of mind. Instead, it's an investment in your company's future, the safety of your customers, and the longevity of your livelihood.”**

## 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.



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## Technology Spotlight: Amazon Cloud Cam

Are you a fan of Amazon's smart home devices? Recently, Amazon released its newest smart home device – the Cloud Cam Indoor Security Camera. You can relax knowing that the Cloud Cam is keeping a watchful eye over your home.



The Amazon Cloud Cam is an intelligent and affordable, indoor security camera. The Cloud Cam features 1080p HD, advanced motion detection, two-way audio, and infrared night vision. You can check on your home anytime by either viewing live video feeds or replaying motion alert clips from the last 24 hours.

If the Cloud Cam detects any kind of movement in your home, it will send an alert to your phone. You can access the Amazon Cloud Cam video feed either with your phone or with any compatible, Alexa-enabled devices. The Cloud Cam also contains a built-in microphone and speaker that let you hear everything or be heard by others.

While the Cloud Cam includes free features, you can upgrade to a subscription plan. If you choose to upgrade, you can access some advanced features.

With a subscription, the Cloud Cam can detect people, rather than general movement. You can also reduce the number of alerts you receive by creating zones. These zones are areas in a room that you've marked as being areas your camera should ignore, like a tree outside a window.

All you need to do is download the app, log in to Amazon, connect to your Wi-Fi, and you can start streaming your HD surveillance feed.

You can purchase the Amazon Cloud Cam on [Amazon](https://www.amazon.com), starting at \$119.99.

## What Makes You Stand Out?

Whenever I work with the sales team of any organization, there is one specific question I like to ask that will tell me how skilled their salespeople are and how good their training has been. I always make sure to ask the question in a private setting.

"I have spoken to your top three competitors, and each of them have told me why I should do business with them. I would like to know why I should do business with you, instead. I want you to give me a two-minute commercial on what makes your company better than your competitors."

You would be amazed at how many times I get *awful* answers to that question. With this in mind, I think it would be advisable for all companies to spend some time thinking about and carefully answering the following questions.

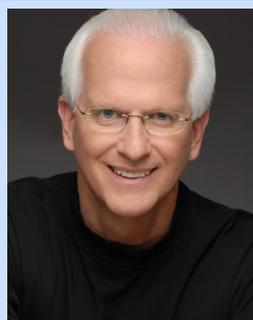
1. What's your competitive advantage?
2. What are several ways your customer service stands out?
3. Are there ways you can sell value instead of selling price?
4. What makes you special?
5. What will make your clients tell their friends about you?
6. How can you deliver more than you promised to your client?
7. Is there anything you do better than your competition?



You can take all seven questions and roll them into a single inquiry: *What differentiates you from your competitors?*

For example, there is a financial planner who has each client's car detailed while he is conducting their annual review. I know a realtor who has an enormous lunch delivered to her clients when they move into the house they bought from her on their move-in date. I even know a remodeling contractor who has his employees clean up the worksite every day to show the respect they have for the client's home. When the job is done, he gives the client a giant ShopVac to reinforce the message. Would a plumber who put booties over his shoes before entering your home impress you? It sure impressed me.

Every business owner needs to ask themselves what they could do that would make them truly stand out from their competition.



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.

## Expert of the Month: Jim Melvin Jr. of “Melvin’s Tire Pros & Auto Service Center”



Jim Jr. (right) with a few of his best guys.

Whether you need new tires or your car needs a tune-up, Melvin’s Tire Pros & Auto Service Center is the place to go! In 1974, Jim Melvin left his job at Firestone, purchased a Texaco gas station in Framingham, MA, and opened his own station. At the age of 13, Jim Melvin Jr. started working for his father, pumping gas, changing tires, and performing oil changes. After that, the rest was history.

Both Jim Jr. and his father are past presidents of the New England Tire and Service Association. They were also on the Board of Directors for the National Tire Dealers & Retreaders Association and the Tire Industry Association. Currently, Melvin is the president of the National Retail Tire Network. This makes Jim a **real** “Tire Pro,” and our Expert of the Month!

At Melvin’s Tire Pros & Auto Service Centers, they do it all! Melvin *stresses* that they’re “not just tires,” because they do complete automotive service and repairs. With over 57 technicians employed, they handle everything from state inspections, oil changes, tune-ups, diagnostic checks, brakes, wheel alignments, transmission problems, and complete tire service.

What makes them stand out from all the other places that fix cars? Here at Melvin’s, they **excel** on focusing on their customers. Every technician is trained to focus on two things: **fix the cars** and **take care of the customers**. If you bring your car in with a problem, Melvin can promise you that they are “going to fix your problems, or we’ll die trying.” He wants to give his customers the opportunity to have their cars serviced, without trying to sell them products or repairs they don’t need.

When asked what he likes best about working with us, Melvin was quick to answer. He states, he likes working with a local company because he likes “the concept of knowing that someone cares.” He believes that when working with big companies, you’re just a number, but at SNECS he mentions “you legitimately care if I have a problem or not.” Melvin continued saying “I appreciate everything you guys do. You come through for us in spades, and that’s why we’re with you.”

For more information about Melvin’s Tire Pros & Auto Service Centers, visit them online at [www.tireprosri.com](http://www.tireprosri.com). There you can find the numbers for all **four store locations**, schedule a repair appointment, buy tires, find coupons, and more.

**Do This BEFORE You Throw Out That Old Computer** If you’re throwing out your old computers or servers, it’s important to realize the risks. Not only are components used in digital equipment not landfill-safe, but they often contain a lot of confidential data. Instead of throwing equipment in the dumpster, find a local recycling facility to safely dispose of e-waste. And when you do, remove and destroy the hard drives inside.

**4 Sneaky Ways Cybercriminals Used Phishing In 2017** – Cybercriminals were more active in 2017 than ever before, with a staggering array of high-profile hacking incidents in the news each month. Here are four of the ways hackers used phishing to penetrate some of the most secure networks in the country last year.



“To be fair, we were due for a correction.”

**Shipping Info Scam:** Last July, an Internet security company called Comodo outlined a phishing strategy that was zeroing in on small businesses. Hackers sent phishing e-mails out to more than 3,000 businesses with the subject line “Shipping information.” When the recipient clicked the tracking link in the body of the e-mail, it downloaded malware to their PCs.

**WannaCry:** This widespread ransomware exploited a weak point in the Windows operating system to infiltrate networks across the country. Once it was in, the malware locked users out of their files and demanded a hefty ransom to retrieve their data.

**The Shadow Brokers:** Last April, the ominously named Shadow Brokers released a huge number of classified tools used by the NSA, including Windows exploits, which hackers then used to infect businesses throughout the world.

**Google Docs Phishing:** In May, hackers sent out false Google Docs editing requests to over 3 million individuals. You know how the story goes – when recipients clicked the link, phishers gained access to their entire Gmail account. *SmallBizTrends.com*