



Executive IT Insider

The Exclusive Edge to Today's Technology

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Provided By:

Paul Riendeau
Owner of IT Support RI

As our company grows, we believe that it is time to **rebrand!** Because we service both residential and business clients, we want to

distinguish between the two departments.

Moving forward, we will be working to transform our **SNECS business support** into [IT Support RI!](http://www.ITsupportRI.com)

While we might be changing our name, **everything else is staying the same!** We promise that you will continue to receive the same level of quality support from your favorite technicians and our **dedication to helping you** manage your IT!



Do You Safeguard Your Company's Data And Private Customer Information BETTER Than Equifax, Yahoo And Target Did?

You can't deny that today we are living in an era of unprecedented technological progress. Particularly in the business world, we find ourselves more empowered day by day with the onslaught of fresh applications and features promising to extend our reach and drive success. There's a reason, after all, that business leaders like Virgin Group CEO Richard Branson argue that right now is a better time than ever to start a scrappy new company.

But this trend, in which companies become ever more inseparable from the technologies they depend on, is a double-edged sword.

Though tech continues to break down barriers to success in business, its forward motion is naturally accompanied by a newfound vulnerability. Each development is accompanied by a weakness to exploit— a back door through which hackers can wreak havoc on companies and customers alike. This should be obvious to anyone who

has even the barest awareness of the news. As the list of Fortune 500 companies that fall victim to cyber-attacks grows, we all need to learn from their mistakes and batten down our digital hatches in anticipation of a potential breach.

Last year, the country was shocked to discover that the personal data of more than 146 million people— including driver's licenses, passport numbers, Social Security numbers and a wide swath of other information— had been exposed in an attack on the credit megagiant Equifax. Hackers infiltrated their systems through a vulnerability in Apache Struts, a tool used to develop web applications, and proceeded to lift a staggering quantity of customer data. The consequences of this attack are still being unpacked even now, but it's safe to say that even beyond Equifax's plummeting stock prices and their trip to PR hell, they've put themselves and the people they serve in a horribly uncomfortable position. *Continued on pg.2 >*

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And make no mistake, the Equifax attack was far from inevitable. You would think that a company sitting on an international treasure trove packed with data from more than 800 million customers and 88 million businesses worldwide would take pains to be responsible digital stewards. But last September, under intensive government and journalistic scrutiny, company officials confirmed that, basically, this enormous breach had all come down to Equifax's failure to adequately patch their Apache Struts platform. You see, there was a known, publicly disclosed bug in the Apache Struts system the previous March. Despite the Apache Software Foundation's subsequent release of a patch eliminating the vulnerability, Equifax didn't install it in time to prevent issues, giving hackers months to easily exploit their systems and gain a foothold.

While the Equifax attack is certainly one of the most high-profile widespread data breaches in history, it's definitely not the only one to affect millions of customers. Yahoo admitted in 2016 that a data breach way back in 2013 had exposed around 1 billion of their usernames, e-mail addresses and passcodes. When Verizon acquired the company last year, they admitted that, upon further review, it looked more like 3 billion accounts had been affected. Also in 2013, hackers infiltrated Target's point-of-sale systems to steal 40 million debit and credit card accounts, thanks to a vulnerability in an HVAC company they'd hired called Fazio Mechanical Services.

Attacks like these—and the millions of similar ones aimed at small, midsize and massive companies every year—are almost always circuitous and confusing to the



average business owner, but they're also preventable. Problem is, especially when it comes to SMBs, most business professionals and their understaffed, underfunded, inexperienced or even nonexistent IT departments aren't equipped to protect their precious data when the hackers come knocking.

Statistics show that, eventually, hackers are going to come for your business—it's all but **guaranteed**. And if they break through and bring your company to its knees, you probably won't be the next Equifax or Target all over the news with egg on your face. No, your business will probably just fold in on itself with nary a whimper, with everything you've worked so hard to build quietly buckling before your eyes.

Don't let it happen. Address cyber-attacks before they become an issue, and get a talented, experienced, around-the-clock team to defend your livelihood. It takes vigilance, research and constant upkeep to keep the wolves at bay. Protect your business or, before you know it, there won't be anything left to protect at all.

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**.



Think of it as 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: Fire TV Cube

Are you tired of using several different remotes to control your TV and other devices? With Amazon's latest release, you can use your voice and go hands-free with Alexa!

Whether you're watching cable or streaming a show on Netflix, Alexa can help.



Amazon's new **Fire TV Cube** is the perfect mix of the Echo and the Fire TV in one device. This voice-first TV experience allows you to tell your Cube to turn the TV on or off, change the channel, adjust the volume, switch TV inputs, and more, all without using a remote control.

With its IR technology, the Cube can control and communicate with your other devices, acting as a universal remote control. Using its IR sensors, it can control your cable box, DVD/Blu-Ray players, and even a soundbar!

The Fire TV Cube can easily perform other functions like setting reminders, timers, shopping on Amazon, checking the weather, and everything Alexa can do. You can even control other smart home devices with your Cube. Alexa will deliver her responses through your TV speakers. If the TV is off, Alexa will answer through the speakers on the Cube.

Having an Amazon Prime account unlocks *thousands* of movies and TV shows, Prime Originals, and the ability to add more channels like HBO, Showtime, STARZ, and more. Alexa **might** just change the way you watch TV!

The Fire TV Cube includes an Alexa Voice Remote, an ethernet adapter, an IR extender cable, and a power adapter.

You can purchase the Fire TV Cube on Amazon, starting at \$119.99

The Source Of Knowledge Is Experience

According to the Small Business Administration, entrepreneurs start 543,000 new businesses each month, but only 18% of them ever succeed. Instead, 46% succumb to incompetence, 30% to lack of managerial experience, 11% to lack of experience in goods or services and 13% to other issues, like neglect, fraud or disaster.

You may notice that three of four of these failure triggers relate to lack of experience. That should be no surprise; after all, there's no substitute for raw experience. Even Albert Einstein agreed when he said, "The only source of knowledge is experience."

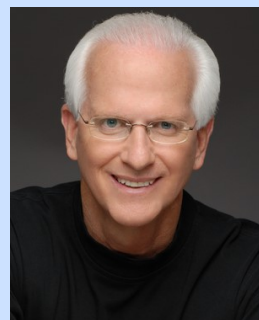
So, I thought it might be useful to put together a list of business axioms to help you shorten the learning curve and get acquainted with the lessons of experience in bite-size form. These are tidbits I've gleaned across years in the business world, pithy ideas that you should examine closely to see if you're utilizing them in your own approach. Here they are, in no particular order:



- Listen carefully to your clients; they will tell you how to stay in business.
- Minimize company policy and procedures. Simplify every chance you get.
- Under-commit and over-deliver.
- Take time to chat with employees; they too, have good ideas.
- Remember, anyone can be replaced...you included.
- Employee turnover is much more expensive than paying well to begin with.
- Celebrate what your employees do for you.
- A chain is no stronger than its weakest link, so fix or replace it.

- Leaders give more to their staff than just a paycheck.
- If you're going to lose, lose early.
- The person who asks the questions controls the conversation.
- Great leaders take joy in the successes of those under them.
- Praise loudly and blame softly.
- Always push yourself to make continual improvement.
- Don't burn bridges. You'll probably need them again someday.
- Arrogance kills success. Don't let your own arrogance blind you.
- When you go the extra mile, people take note.
- You're not as unique as you may think you are.
- There are many ways to do something; embrace ideas from all generations.
- You can never achieve greatness without a little discomfort in the process.
- You will not learn anything while you are talking. Listen closely and talk less.
- Look sharp. Dressing well helps you exude self-confidence without saying a word.
- Never waste your energy looking for an excuse. Save that energy to look for a solution.
- Smart people learn from their mistakes; wise people learn from other people's mistakes.

I know that's a lot to digest, but comb through these carefully—I guarantee you'll find something useful. One of my favorite quotes comes from Will Rogers: "Good judgment comes from experience, and a lot of that comes from bad judgment." Experience is a cruel teacher. It gives a test before presenting the lesson. That isn't fair, but it's reality. Hopefully you can gain something from the axioms listed above, so your teacher won't be so cruel. Remember, wise people learn from the mistakes of others.



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:

Dr. Jacqueline Boisvert from “Rhode Eyeland”



Some doctors' offices leave you feeling like you're just a number. You sit around, wait forever, and then you're rushed through an appointment with someone who *might* not be your doctor. At Rhode Eyeland, Dr. Jacqueline Boisvert and her staff work hard to avoid this feeling. We've selected Dr. Boisvert as our *Expert of the Month* because she creates connections with her patients while improving their eyesight.

Rhode Eyeland was founded in 2014 by owner and optometrist Dr. Jacqueline Boisvert. With over 15 years of experience serving the local community, Dr. Boisvert decided to try something different and go out on her own. Interested in working in the healthcare field, Dr. Boisvert wanted to help patients improve the quality of their lives.

Rhode Eyeland is a family oriented eyecare practice, that sees everyone of all ages. They do everything from performing eye exams to selling glasses and even remedying ocular emergencies. If they can't help you, they can make sure you see the correct specialist.

Dr. Boisvert believes that her practice's **strongest asset** is the size because it allows her staff to be familiar with their patient base. The staff works with their patients one-on-one, to ensure they are receiving the proper care. Dr. Boisvert doesn't want her patients to feel like they need to take a number and wait; she wants to provide personal, hands-on treatment while creating connections with everyone.

When we asked what she likes about working about with us, Dr. Boisvert stated that we have a lot of “the same [qualities] that I like about my practice.” She knows that with us, her practice isn't a number. Our entire team knows who she is, is familiar with her office and can easily review her account for any projects or problems. Overall, Dr. Boisvert really enjoys our response time and our services!

If you'd like to learn more about Dr. Boisvert and Rhode Eyeland, give them a call at **401-262-0042** or visit their website www.rhodeeyeland.com.

DON'T Use Public WiFi Until You Read This

If there's one mortal cyber security sin of which we're all guilty, it's connecting to free public WiFi. Whether it's at the coffee shop, hotel or airport, the temptation to check e-mail and surf the web is just too strong to resist. But BEFORE you connect to any free, public WiFi, you need to ensure the connection is legitimate.

It's not uncommon for hackers to set up fake clones of public WiFi access points to try and get you to connect to their WiFi instead of the legitimate, safe public one made available to you. Before connecting, check with an employee of the store or location to verify the name of the network they are providing. And never access financial, medical or other sensitive data while on public WiFi. Avoid shopping online or entering your credit card information unless you're absolutely certain that the connection point you're logged on to is safe and secure.

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Knowing These 6 Tricks Will Help You Avoid Phishing Attacks On Your Business

1. No matter what the situation, don't panic or click any links until you know they're legitimate. If you suddenly receive an odd e-mail from a coworker, you're right to be suspicious. Investigate before clicking anything.
2. Keep an eye out for red flags. Hackers will often masquerade as a legitimate party, but many times there will be something off about their e-mail addresses or information.
3. Notify the company that's being impersonated. Find the company that the hackers are pretending to be, contact them and let them know the situation. Also click on the arrow next to Gmail's reply button and click “report phishing.”
4. Share the phishing trick on your social media channels.
5. Alert your friends and family about the attack.
6. Let your business know that phishers are trying to penetrate your network.



"I think I'm most interested in hearing about the part of your resume titled 'Stuff I Totally Rocked.'"

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