



Executive IT Insider

The *Exclusive Edge* to Today's Technology

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Alert to Windows 7 users!

Microsoft has announced that as of **January 14, 2020**

they will **no longer support systems running Windows 7**. Once the deadline is over, Microsoft will **not** release *any patches* or *updates* to your computer. Without these patches, any computer with Windows 7 is **not safe to operate**.

For the safety of your business, you **need to upgrade** to a newer version of Windows. Careful planning now can create a smooth transition later, and help you **budget appropriately**. Contact your Account Manager to learn more!



Security Alert! Hackers And Cybercriminals Are Targeting YOUR Business!

Many small-business owners are blind to the risks of the modern age. They don't read reports like Verizon's 2018 Data Breach Investigations Report, which states that more than half of all malware infections hit small businesses last year. They don't realize that this staggeringly high number is only going to continue to climb over the coming decade. They aren't aware of the statistics in Kroll's 2017 report revealing that, as of last year, cybercrime has overtaken physical theft as the #1 illicit threat to businesses of all sizes. Many of them are unaware that digital breaches are a serious risk for small businesses, assuming that the high-profile breaches of Fortune 500 companies they read about in the news each month are the only kind that ever happen. Few of them know that the cost of these attacks on small businesses typically surge far past \$1 million, reaching into the

stratosphere as business downtime ticks on and on.

According to a 2016 survey conducted by the National Center for the Middle Market, these business owners aren't reading the writing on the wall. They're the reason why less than half of midsize businesses have an up-to-date strategy to protect them from cyber-attacks. A few of them – about a third – don't have any strategy in place at all.

But whether they have the most powerful cyber security in the world or are one of the millions of small-business owners who simply assume they're safe, the cybercriminals are coming for them. The difference lies in whether these attacks will bounce off the robust barriers the company has put in place or destroy the company from the inside out. Which group do you belong to? The hapless team that can't

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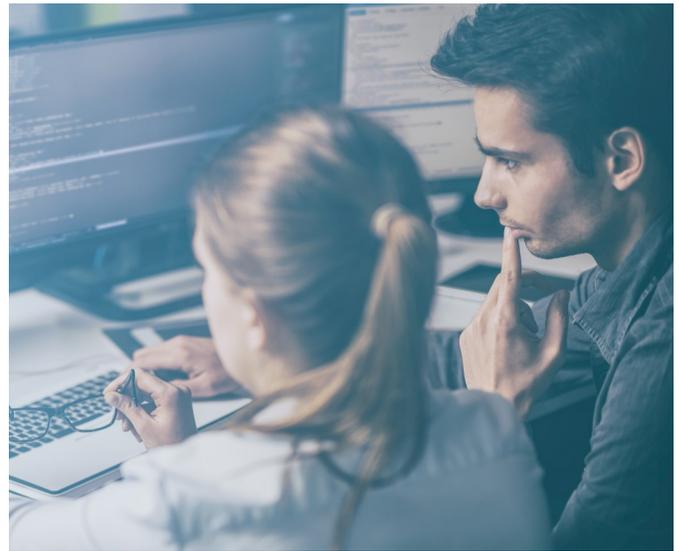
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imagine they'll ever be attacked and go under within just a few years? Or the visionaries who can see where the trends are going and put protections in place to secure their futures for the long haul? Hopefully, you count yourself among the second cohort and are doing everything you can to beef up your security long before disaster strikes. Whatever measures you're putting in place, start with your employees. More than half of all cyber-attacks are caused by the negligence of low-level team members. You may assume that everybody can tell what a phishing e-mail looks like, but you'd be wrong. School your employees on the necessity and basics of Internet safety, and you'll be a big step ahead of most of your competition.

Of course, even if your employees are the savviest in the world, it won't matter if you don't have the proper barriers in place. Skip the bargain-bin antivirus and put your money into solutions that will actually stop the bad guys!

The best way to protect your computer is to invest in a **behavioral antivirus**, such as Webroot. A behavioral antivirus is a proactive way to protect your systems. If your protection is "behavioral," it means that the software monitors your computer network and scans for suspicious activity.

A firewall is a vital piece in your business's defense against virtual threats. It is your first line of defense between your computer network and the hidden dangers of the internet. Without having firewalls in place, your sensitive information is unsecured. Hackers, viruses, worms, and other threats could



easily compromise your data.

The best way to protect your livelihood is to have a managed services provider, like IT Support RI on board! We'll proactively check every aspect of your network to ensure that nothing is ever amiss. When old, outdated systems are supplanted by more powerful alternatives, we'll upgrade them. You can get rid of that nagging anxiety in the back of your mind constantly reminding you that there might be a loophole somewhere in your security.

There are two types of business owners in the world: those in the know and those stuck in the past. The second group are the heads of those companies you read about collapsing beneath the weight of cyber-attacks, while the first are the successful businesses that seem like they can weather just about anything. Which one are you?

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 our client, we will send you a **\$500 Amazon Gift Card!**

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: Wyze Cam Pan

In a world full of smart home devices, the security camera is one of the most popular devices to own. Wyze Labs' newest security camera, the Wyze Cam Pan can go head-to-head with some of its more expensive counterparts.



This little security camera is loaded with features that commonly come with higher end cameras. The Wyze Cam Pan has 1080P full HD pictures and video quality. It also features 6 infrared LED lights for enhanced night vision recordings.

Unlike other cameras that typically have a 120-degree field of view, the Wyze Cam Pan has a 120-degree fixed angle, rotates 360-degrees, and has a 93-degree vertical tilt. This camera can help you see every part of a room! The Wyze mobile app allows you to rotate the camera, adjust the lens angle, and view a live video feed. The Cam Pan even has a "Motion Tracking" feature, allowing the camera to follow any moving object it detects.

The Wyze Cam Pan also sends motion and sound alerts directly to your phone. This little camera even has a microphone and two-way audio, allowing you to check in and talk to anyone in your home.

This camera has a free 14-day rolling cloud storage. Most security cameras require you to get a cloud-storage subscription or pay monthly fees to store your videos. With the Cam Pan, alert video clips are saved and ready to view for up to 14 days. However, if you'd like continuous video recordings, simply insert a microSD card.

Whether you're technology-impaired or looking to start using smart home devices, consider the Wyze Cam Pan. With its full rotation base, why not take this camera for a spin?

You can purchase the Wyze Cam Pan on [Amazon](https://www.amazon.com) for \$39.99.

Set The Right Priorities

With This Formula You Learned In Econ 101

Most leaders struggle with prioritization. In the research we did for my book *Power Score*, we discovered that only 24% of leaders are rated as "good" at prioritizing. It's no wonder, then, that employees are often so confused as to what they should be doing! And it's certainly no mystery why so many leaders are tearing their hair out with stress.

But prioritization doesn't have to be complicated. In fact, you can boil the entire process down to a simple formula you learned way back in Econ 101: expected value.

Expected value is a number that does exactly what it sounds like. It helps you determine the value you think you are going to receive from doing something given the probability it will happen and the value if it happens. The formula looks like this: $EV = P \times V$

For example, if I tell you that you can keep a quarter if you flip it and it comes up heads, the expected value of that transaction is $50\% \times \$0.25 = \0.125 .

Let's say your team comes up with this list of possible priorities for next year:

- Redo website
- Create SMB product
- Open a London office
- Free sushi lunches
- Digital Intellectual Property
- Try to clone Elena
- Launch candy bar product

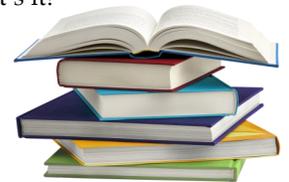
Your next step is to say, "Let's rate the probability we could achieve those priorities."

The team ratings come in like this: London 10/10; sushi 10/10; website 9/10; digitize 8/10; candy 3/10; SMB 3/10; clone 1/10.

After that, you say, "Let's now rate the value of each priority if we achieved it." The team ratings come in like this: digitize 10/10; clone 10/10; London 9/10; SMB 3/10; candy 3/10; website 2/10; sushi 1/10.

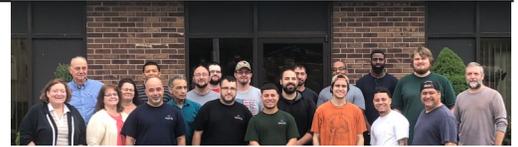
Then you multiply the numbers together, rank them from highest to lowest and voila! You've got your priorities. In this case, the London office would come out on top at 90, followed closely by digitizing your intellectual property at 80. At the bottom would be the option to create a product for SMBs, though all the other options are pretty low as well, so your team would likely want to skip them.

The bottom line is this: You will be more powerful as a leader if you allocate time to the priorities that have a high probability of success, high value and high urgency and that also fit your Skill Will Bullseye. Rate and rank 'em. Then just do the top ones. Don't do the lower priorities. At the very least, delegate or delay them. That's it!



Geoff Smart is chairman and founder of ghSMART. Geoff is co-author, with his colleague Randy Street, of the New York Times best-selling book, *Who: A Method for Hiring*, and the author of the No. 1 Wall Street Journal best seller *Leadocracy: Hiring More Great Leaders (Like You) into Government*. Geoff co-created the Topgrading brand of talent management. He is the founder of two 501(c)(3) not-for-profit organizations. SMARTKids Leadership Program™ provides 10 years of leadership tutoring, and the Leaders Initiative™ seeks to deploy society's greatest leaders into government. Geoff earned a BA in Economics with honors from Northwestern University, and an MA and PhD in Psychology from Claremont Graduate University.

Expert of the Month: The Team at Heat-Flo, Inc.



In a world full of start-up businesses, only a handful of companies ever make it. Unfortunately, not many businesses that were created 20 years ago are still in operation today. **Heat-Flo, Inc.** defeated these odds and recently **celebrated 20 years in business**—a huge milestone for any business, never mind for a start-up company! Because they've listened to their customers since the beginning, the team at Heat-Flo, Inc. is our new *Expert of the Month!*

Heat-Flo, Inc. is a full-service design and manufacturing firm dedicated to creating cost effective heating systems and storage tanks. President George Celorier founded Heat-Flo, Inc. in 1998. By trade, George is an engineer and spent most of his career in manufacturing and product design roles in HVAC products. With smaller manufacturing companies like Heat-Flo, George knew that **product specialization was key**. Heat-Flo initially manufactured indirect water heaters but after receiving *numerous* customer requests for different products, the company expanded.

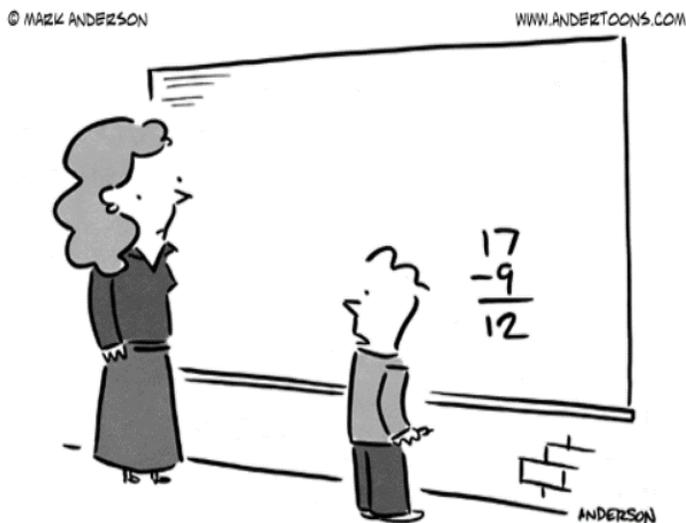
George believes that “a lot of their product is customer service.” Office manager, Karen Nardone, emphasizes that they listen to the customers. Home owners are becoming more involved in the selection process, and they want more say in which products they want. The staff at Heat-Flo is ready to educate consumers because as Karen says, “when it comes to the basement, you don't know anything down there and it's intimidating.”

Not only does the staff want to learn how their product is performing, but they're constantly making improvements. At the end of the day, they want to “protect the product, make it more efficient for the home owner, and help home owners get more bang for their buck.”

When asked what they like best about working with us, Karen and George agree that they like how everything gets fixed promptly. Karen states that “whenever we have an issue your team is extremely responsive.” George enjoys that our staff is “up on the technology.” He continues, saying, “I don't want a person here that is devoted to [my IT], I want to outsource it. [Having your team] is perfect.”

Heat-Flo sells their products to wholesale supply companies only, meaning they **do not** sell directly to consumers. However, if you're interested in obtaining a Heat-Flo system, contact a contractor, plumber, or HVAC installer. If you'd like to check out Heat-Flo's selection of products, visit them at www.heat-flo.com.

The On-Screen Keyboard: Use It! — One of the most notorious spyware/malware targets in your keyboard. Keylogger software has been around for ages, a longtime favorite of electronic crooks. The keylogger does exactly what you'd expect – it logs every key that you type, and then sends that information back to the attacker. How many passwords, account numbers, and other sensitive data do you type on a daily basis? These are all valuable on the black market. To protect yourself from these keystroke thieves, use an on-screen keyboard when typing in sensitive passwords, social security numbers of other sensitive data. Your computer will see the on-screen keyboard taps as mouse clicks instead of keyboard input, rendering a malicious keylogger useless.



“I know it's wrong, I'm just waiting for the autocorrect.”

Are You Using These 5 Productivity Hacks To Improve Your Business And Life?

Being productive means trimming the fat and focusing on what really matters to you. Here are a few tips to help you do exactly that.

1. Know your routine. Everyone has a time frame during which they're most productive and an hour at which they always tend to crash. Construct your schedule so that you're always in top form.
2. Don't get on Facebook. That one's pretty self-explanatory.
3. Put away your phone. The average smartphone user checks their phone more than 200 times a day. Set that thing far, far away and get to work.
4. Do one thing at a time. Multitasking is tempting, but studies show that the human mind isn't very good at juggling multiple ideas at once.
5. Meditate. By setting aside just 15 minutes a day to sit, you can strengthen your focus, better control your emotions and understand yourself that much better.

SmallBizTrends.com, 6/19/2018