Central Texas Technology Solutions
Your Business Partner

Technology Monthly Newsletter
November 2018

Know a Non-Profit in Need?

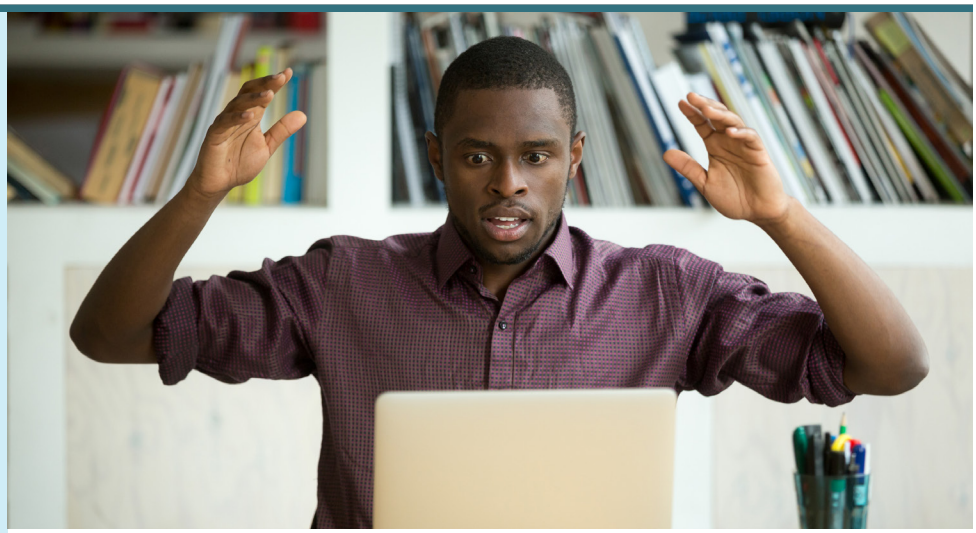
As many of you already know, CTTS is committed to enhancing our Client's businesses through advanced technology and cybersecurity measures.

We make sure the systems you need to get your work done are allowing you and your Team to be productive, so your business can thrive.

During this holiday season, we would like to give back to those in need of a little extra support.

If you are a non-profit organization or have a favorite local non-profit that has an upcoming event for fundraising, or a food drive, toy drive, or any worthy cause that might need extra publicity or support, let us know by emailing us at Marketing@CTTSonline.com
Inside this newsletter, you'll see an insert for our friends at CASA of Williamson County. If you're able to help in any way, it would mean the world to these children in need.

This monthly publication provided courtesy of CTTS, Inc.



This Is The #1 Security Threat To Your Business
... And It WILL Happen To You

Would you leave the front door of your business wide open every night? Of course, you wouldn't. When nobody's at the office, you've got to protect your assets, usually behind locked doors, a complex security system and often even a network of CCTV cameras. There are procedures in place in case a thief ever wriggles their way into your facilities. And you've got insurance if the worst ever happens.

But what about your digital assets? According to a report from Kroll, digital theft of small businesses overtook physical theft in 2017, for the first time ever. As surprising as it may seem, today your business is more likely to be penetrated by hackers than for a disgruntled ex-employee to boost a few PCs in the dead of night.

Despite this, data shows that the vast majority of small businesses are seriously underprepared for cyber-attacks. The 2018 Verizon Data Breach Investigations Report states that a full 58% of malware strikes were on small businesses over the last 12 months, a number that continues to climb. The average cost of these attacks has climbed in turn, now exceeding $1 million between efforts to recover data and restore daily business operations. Yet, according to a 2016 survey by the National Center for the Middle Market, less than half of midsize US businesses have an up-to-date strategy to address cyber security concerns and almost a third have no plan at all.

In effect, business owners are leaving their digital front doors unlocked, complete with a neon

sign saying "Rob me!" flickering above.

While it's easy to assume you're safe from the kinds of large-scale digital breaches you read about in the news every week, that false sense of security will eventually come back to haunt you. With more than half of small businesses targeted for digital attacks every year, it's practically inevitable that you'll end up in the crosshairs of cybercriminals. Without the proper security measures in place, that $1 million bill is going to hit your desk one day, and it may even shutter your business for good.

Luckily, with even a modicum of proper, proactive stewardship of your digital assets, you can turn that open door into a bank vault in no time. First, start with your employees. A full 51% of data breaches occur due to the negligence of hapless team members, according to CompTIA. Establish comprehensive security policies, lay them down in crystal-clear print and have your employees sign off on them. Build a thorough education program to school your employees on the risks and signs of digital crime. Topics should range from "How to spot a phishing e-mail" to the proper construction of company passwords.

> **"In effect, business owners are leaving their digital front doors unlocked, complete with a neon sign saying 'Rob me!' flickering above."**

While your employees are learning the ins and outs of basic cyber security, invest in multi-layered protections for your network. This must go beyond a simple, free

antivirus, and should include platforms to keep all your patches up-to-date, security measures seamlessly integrated with company e-mail and, preferably, the watchful eye of a managed services provider.

If you're not a professional, it's easy to miss security holes that would be glaring to criminals, even if you do your research. Better to get the experts involved and keep them patching those holes as they arise rather than risk missing something that flips your company belly-up down the road.

Thousands upon thousands of other small-business owners are leaving their digital door wide open day in, day out. As a result, cybercriminals have begun to consider companies like yours to be easy pickings, vulnerable fruit ripe for harvest. Don't be one of the millions of businesses that succumb to cyber-attacks every year. Invest in adequate protection and give yourself the peace of mind you need to focus on what you do best: making money.

The 7 Most Critical IT Security Protections Every Business Must Have In Place Now To Protect Themselves From Cybercrime, Data Breaches And Hacker Attacks

Eighty-two thousand NEW malware threats are being released every day, and businesses (and their bank accounts) are the No. 1 target.

To make matters worse, a data breach exposing client or patient information can quickly escalate into serious damage to reputation, fines, civil lawsuits and costly litigation. If you want to have any hope of avoiding a cyber-attack, you MUST read this report and act on the information we're providing.

Claim Yours Today at: https://www.CTTSonline.com/security/

The holidays are right around the corner and this year our CASA kids need your help to bring some extra joy to their holidays.

For children spending the holidays in foster care away from their family, receiving a special gift they have wished for means a lot.

We're asking you to join our Holiday Toy Drive to help make this happen!

Here are a few ways you and your family, friends, church or company can help this holiday season:

1. **Commit to providing children with the $30 gift they have personally requested.**
   We will send you the name, age and gift wishes (two wishes will be provided in case there is any difficulty in finding an item, but only one $30 gift is expected) of each child in early November so you can get started shopping!

2. **Commit to donating $30 Target and Wal-Mart gift cards.**
   Target and Wal-Mart $30 gift cards are popular requests by our children.

3. **Make a donation to support the Toy Drive.**
   Make a donation towards the Toy Drive and we will take care of the shopping!

To help make the holidays special for children in foster care, please fill out and return the form by November 9. We will then be in touch with any further information needed to start your giving!

To make your commitment or gift online, go to bit.ly/CASAHoliday.

If you have any questions please contact melia.graber@casawilco.org or call 512.868.2822 and we look forward to working with you this year!

P.O. Box 1904, Georgetown, TX 78627 ● PH: 512.868.2822 ● casa@casawilco.org ● www.casawilco.org

2018 CASA Holiday Toy Drive Donor Form

Contact Information:

Name: _____ Phone: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____

Giving Options:

A. Number of gifts (approximately $30 each) you will sponsor: _____
Gifts will need to be delivered to the CASA office by Monday, December 3 and further instructions regarding delivery will be provided in November.

B. Number of $30 gift cards you will provide: _____
Send gift cards to our office at P.O. Box 1904, Georgetown, TX 78627

C. Make a donation to support the Toy Drive Amount: $_____

Form of payment: ○ Check ○ Credit Card

Please make checks payable to CASA of Williamson County and note "Holiday Toy Drive" on the memo line.

Credit Card: ○ American Express ○ Discover ○ MasterCard ○ Visa

Name on Card: _____

Credit Card Number: _____

Expiration Date: _____ CSV Number: _____

Please complete this form and either:

- Scan and email to melia.graber@casawilco.org by November 9th.
- Mail to CASA of Williamson County, P.O. Box 1904, Georgetown, TX 78627 by November 9th.

To make your commitment or gift online, go to bit.ly/CASAHoliday.

Holiday Shoppers Vulnerable to Cyberattacks

Did you know that one in four people has already fallen victim to a cyberattack in the past year? One in five say "doing more to protect themselves from cybercrime is too much of a hassle."

With IoT devices gaining popularity in the average American home, it's important to consider that connected devices are a great entry point for hackers, so the more vulnerable devices in a home, the more opportunities hackers have to take advantage.

So, when purchasing IoT devices and technologically advanced gifts for your loved ones this holiday season, be conscious of that individual's notions of cyber protection. Let's avoid sending Grandma a device that openly invites hackers to steal personal information.

While some reach out to cybersecurity companies for awareness and protection, others may need to look into extra protection.

If you have any questions about cybersecurity and protecting your networks and data if a cyberattack takes place, call CTTS today: (512) 388-5559

4 Ways Smart People Blow The Close

The weirdest thing happens when it's time to close a deal: smart people turn to mush!

I've seen it happen a hundred times. Even my own teammates, many of whom have PhDs and MBAs from some of the top universities in the world, aren't immune to this issue. When they're doing the work, my colleagues are confident, caring and even daring. But when selling the work, they often struggle. I see the same three fatal patterns with salespeople of all stripes.

1 THEY HIT MUTE.
Recently, I was with a colleague in the boardroom of a billionaire CEO of the No. 1 company in his industry. This prospect actually said out loud that his No. 1 leadership problem is exactly what our firm is good at – hiring and leading talented teams across his portfolio of business. After he had outlined all the ways he wanted our help, the close should have been easy. But instead of sealing the deal, my colleague froze up and went silent. For an awkward 20 seconds, we sat there in silence. Eventually, we reached a happy conclusion, but in many cases, you won't be so lucky. Clients want help wrapping up a conversation and setting an action plan. Don't go quiet!

2 THEY AVOID "IMPOSING."
After a long meeting, in which my colleague helped a high-powered CEO identify many of the key problems hindering his company, I watched in shock as he ended the meeting with no follow-up plan whatsoever. When I asked him why, he told me, "I didn't want to impose! I just felt like we were having such a good, trusted advising conversation, I didn't want to turn it into a sales call." I asked him how helping a CEO solve his No. 1 problem could ever be called imposing. Think about it this way: It's one thing to help a leader identify an issue; it's another to help them actually solve it.

3 THEY DAZZLE WITH COMPLEXITY.
The urge to sound smart and impressive is a strong one, but don't let it get in the way of a sale. One colleague of mine explained our services to a prospect at 90 mph, throwing all kinds of compelling data points and analysis at him in a short span of time. But instead of being convinced by her breadth of knowledge, the prospect felt that he couldn't get a word in edgewise. Of course, it's vital that you know what you're talking about and you establish credibility with your prospects, but don't let that take priority over genuine communication and advisement.

4 THEY WIN THE ARGUMENT.
Clients are not often impressed with a confrontational "I'm right, you are wrong" posture. Folks, serving clients is not about winning arguments. Serving clients is about understanding them and figuring out how to get them what they want. You are on the same team. If you forget this, you may win the argument, but lose the deal.

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.

Top Tips You Can't Afford To Miss From A CEO Who Survived A Ransomware Attack

Years back, A1Care owner Percy Syddall upgraded his business with a state-of-the-art system for storing all the company's records and customer data in a single place.

The network was a massive boon to both his customers and employees. But when his entire organization found themselves locked out of the data by ransomware, with the hackers demanding a price too steep to pay, the company had to act fast. They learned how to respond to an attack the hard way.

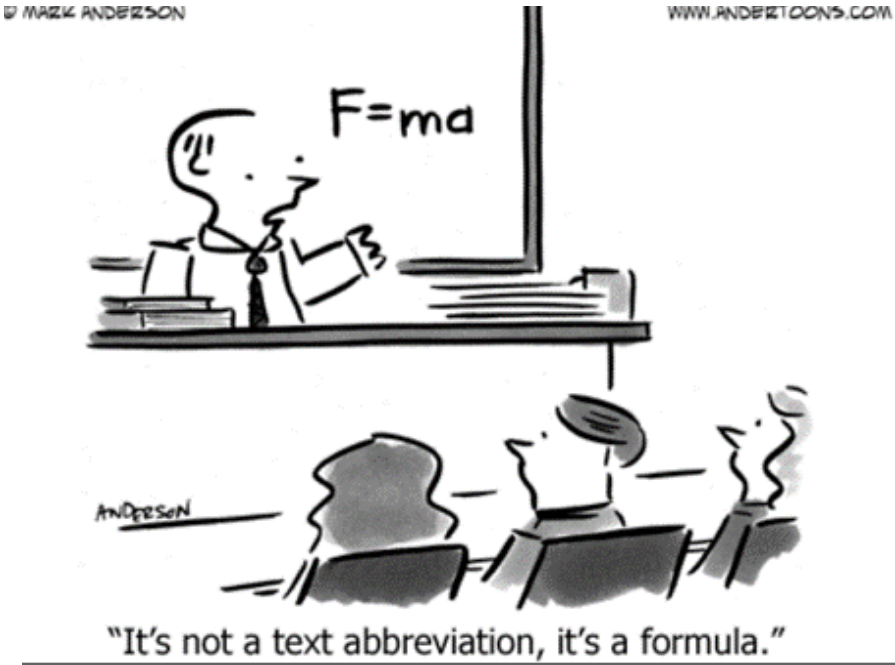
The first step was to evaluate the threat.

They decided not to pay the ransom (which they couldn't afford, anyway) and instead thoroughly documented the issue. Then, they got the authorities involved and alerted their customers about the breach.

In the end, the attack cost thousands of dollars, but they weren't about to let it happen to them again. They began looking for more powerful solutions that would prevent future attacks and started asking more pointed questions to determine exactly what vulnerabilities their system might have.

Most importantly, they began to back up their files and trained their team to recognize threats before they became full-on crises.

You live and learn.
SmallBizTrends.com, 7/14/2018



3 WAYS THE DIGITAL TRANSFORMATION IS CHANGING OUR EVERYDAY LIVES

1 Artificial intelligence has gone mainstream. Amazon Echo, Siri, Google Home and other personal assistants would have seemed like science fiction even 10 years ago. But now they're just another facet of our contemporary reality.

2 Robots are continuing to push industry forward. You probably don't have an android making copies in your office, but "cobots" (collaborative robots like Festo's BionicCobot) have started to intuitively automate manufacturing cycles and individualize even the assembly line.

3 Homes, cars and shopping are undergoing a revolution. Smart home platforms are becoming more and more common as we push forward, and those systems are becoming more and more advanced. Cars can drive themselves, to-do lists can order groceries without your input and digital technologies are leaking into every single aspect of our lives.
Inc.com, 1/22/2018

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