



Cyber Liability Insurance-The Simple Step That Helps Protect Your Business from Losing Money

This coverage is **NOT INCLUDED** with typical business insurance and requires you to **ADD** it to your existing plan!

Why do you need this coverage?

Out of pocket costs can quickly spiral out of control when you are the victim of a cyber attack. A cyberattack can rob your bank of money or demand a ransom. Next, there are the IT fees to get you back up and running in addition the downtime your business experienced. After that, there are still legal fees and liabilities for the information that may have been compromised including people's financial and personal data.

Without cyber liability insurance you will be paying for these expenses OUT OF POCKET.

We are advising all of our clients and other business owners to make a simple phone call to their business insurance agent and **ADD** this cyber liability insurance today!

Questions? Call us and we can help!
314.432.1661 (MO) or 618.346.8324 (IL)

July 2016



This monthly publication provided courtesy of Ryan Haislar, Vice President of Computerease.

"As a business owner, you don't have time to waste on technical and operational issues. That's where we shine! Call us and put an end to your IT problems finally and forever!"



5 Ways To Spot A Social Engineering Attack

"I'm not going to make payroll - we're going to close our doors as a result of the fraud."

Unfortunately, that statement is becoming more common among smaller businesses, according to Mitchell Thompson, head of an FBI financial cybercrimes task force in New York.

The FBI reports that since October 2013 more than 12,000 businesses worldwide have been targeted by social engineering-type cyberscams, netting criminals well over \$2 billion. And those are just the reported cases. Often, due to customer relationships, PR or other concerns, incidents go unreported.

These unfortunate events were triggered by a particularly nasty form of cyberattack known as "social engineering."

Social engineering is a method cyber con artists use to lure well-meaning individuals into breaking normal security procedures. They appeal to

vanity, authority or greed to exploit their victims. Even a simple willingness to help can be used to extract sensitive data. An attacker might pose as a coworker with an urgent problem that requires otherwise off-limits network resources, for example.

They can be devastatingly effective, and outrageously difficult to defend against.

The key to shielding your network from this threat is a keen, ongoing awareness throughout your organization. To nip one of these scams in the bud, every member of your team must remain alert to these five telltale tactics:

1. Baiting - In baiting, the attacker dangles something enticing to move his victim to action. It could be a movie or music download. Or something like a USB flash drive with company logo, labeled "Executive Salary Summary 2016 Q1,"

continued pg2

left where a victim can easily find it. Once these files are downloaded, or the USB drive is plugged in, the person's or company's computer is infected, providing a point of access for the criminal.

2. Phishing - Phishing employs

a fake e-mail, chat or website that appears legit. It may convey

a message from a bank or other well-known entity asking to "verify" login information. Another ploy is a hacker conveying a well-disguised message claiming you are the "winner" of some prize, along with a request for banking information. Others even appear to be a plea from some charity following a natural disaster. And, unfortunately for the naive, these schemes can be insidiously effective.

3. Pretexting - Pretexting is the human version of phishing, where someone impersonates a trusted individual or authority figure to gain

access to login details. It could be a fake IT support person supposedly needing to do maintenance...or an investigator performing a company audit. Other trusted roles might include police officer, tax authority or even custodial personnel, faking an identity to break

"The problem with social engineering attacks is you can't easily protect your network against them."

into your network.

4. Quid Pro Quo - A

con artist may offer to swap some nifty little goody for information... It could be a t-shirt, or access to an online game or service in exchange for login credentials. Or it could be a researcher asking for your password as part of an experiment with a \$100 reward for completion. If it seems fishy, or just a little too good to be true, proceed with extreme caution, or just exit out.

5. Tailgating - When somebody follows you into a restricted area, physical or online, you may be dealing with a tailgater. For instance, a legit-looking person may ask you to hold open the door behind you because

they forgot their company RFID card. Or someone asks to borrow your laptop or computer to perform a simple task, when in reality they are installing malware.

The problem with social engineering attacks is you can't easily protect your network against them with a simple software or hardware fix. Your whole organization needs to be trained, alert and vigilant against this kind of incursion.

For more on social engineering as well as other similar cyberthreats you need to protect your network from, get our latest special report on this crucial topic:

The Top 10 Ways Hackers Get Around Your Firewall And Anti-Virus To Rob You Blind

Don't let your organization be caught like a sitting duck! You've worked way too hard to get where you are today to risk it all due to some little cyberhack you didn't know about.

Call us at 618-346-8324 (IL) or 314.432.1661 (MO), or e-mail ryan@computer-service.com, and get your copy of this crucial preventive guide today - before your company becomes yet another social engineering statistic.

Help Us Out And We'll Give You A Brand-New iPod For Your Trouble



We love having you as a customer and, quite honestly, wish we had more like you! So instead of just wishing, we've decided to hold a special "refer a friend" event during the month of July.

Simply refer any company with 10 or more computers to our office to receive a FREE Computer Network Assessment (a \$397 value). Once we've completed our initial appointment with your referral, we'll rush YOU a free iPod Nano of your choice as thank-you (or donate \$100 to your favorite charity ... your choice!). Simply call us at 618-346-8324(IL) or 314.432.1661 (MO) or e-mail us at ryan@computer-service.com with your referral's name and contact info today!

Client Spotlight-Boonslick Medical Group

“Over 13 years we have built a relationship with Ryan Haislar and the highly qualified Computerease technicians that is based on trust, knowledge and a commitment to service. We trust Computerease and we feel like we are their most important client!” -Kevin Smith, Administrator



Boonslick MEDICAL GROUP, INC.

Proactive and Attentive IT Support Allows Us To Focus On Patient Care

At Boonslick Medical Group, our priority is a positive patient experience so we remain independent, allowing us to refer to a patient as needed and enabling us to follow a patient's case from the beginning to the end. We even handle all the billing and insurance ourselves to maintain a high level of service! However, we choose to **outsource our IT support to Computerease because they take all the headaches and hassles out of managing our technology, allowing us to focus on our patients.**

Even with over 44,000 patient encounters last year alone, a paperless EMR system, handling our 3rd party software issues, maintaining our back-ups in a secure off-site location and keeping us safe from the latest cybersecurity threats that are plaguing the healthcare industry, **the Computerease team never fails to be attentive and reliable!**

Boonslick Medical Group is the largest independent multi-specialty provider in all of St. Charles County. They can trace their roots back to Main St. in St. Charles and have a new state-of-the-art facility in St. Peters, MO. All their physicians are board-certified in their areas and have years of experience.

Trusted Advisors That Invest in Our Business For The Long Term

In addition to the IT support we rely on for our day to day operations, we also **rely on Computerease for their expert advice on the long term technology needs of our busy medical practice.** When we moved into our new state of the art building in multi-stage process, Ryan Haislar, Vice President, personally met with the architect and construction team multiple times to ensure that our long-term technology needs were addressed in the set-up and design of the facility. The Computerease team has even coordinated and implemented the numerous staffing and location changes that we have experienced along with our growing practice over the years.

Whatever the future advances in technology might be, **Computerease's expertise is an asset that will help us remain on the forefront of technology** so that we can continue to fulfill our commitment to the high quality, patient-focused medical care that our patients deserve.



Our IT room designed by Computerease is optimized for climate control, prevention of flooding and centralized hardware.

Computerease has served the St. Louis and Metro East area for over 32 years and our passion is to help educate other business owners about how the latest advances in technology can help you increase efficiency and productivity in your day to day operations. Contact us for a FREE assessment of your current systems and we will create a custom business IT and phone solution guaranteed to solve your IT problems for good, save your money and give you piece of mind so that you can focus on your priority-your business!

If you are a client and would like to be featured in a future edition of Client Spotlight, please contact Larissa by phone at 618-346-8324 or 314-432-1661 or by email at Larissa@computer-service.com.

Want to know your Lyft or Uber passenger rating?

Ratings are a two-way street with both Uber and Lyft. Of course, as a passenger you can rate your driver. Yet passengers are rated too, by their drivers. To find your average Uber passenger rating, open your Uber app and tap the menu bar in the top left corner. Then follow this path: Help > Account > "I'd like to know my rating." Tap "Submit" on the explanation page and your rating should then appear. Lyft has no such system, however their support team may send your average passenger score to you if you request it. Want to improve your score? Be nice to your driver and show up at your pickup location on time.

-Glitterless.com

Forget apps...here comes the voice-controlled future.

Soon, we won't be fumbling

around with a gazillion different apps, trying to figure out which one turns off the sprinklers in the front yard... Apple Siri, Amazon Echo and now Google Home all point to the future of digital living. When it comes to voice plus smart machines vs. finger taps on a phone, voice wins, hands down. You don't want to use a weather app, you just want the forecast. Your customers won't go to your website and download an app; they'll interact with your business in some way by voice. That future will arrive in the next five to 10 years. Will your business be ready?

-Inc.com

Skip the airport - just hop in your e-jet and fly!

By 2018, owning your own battery-powered VTOL (Vertical Takeoff and Landing) two-seater could be one step closer to reality. That's the plan for the

Lilium Jet, being developed in Germany under the auspices of the European Space Agency. This Jetsons-looking aircraft sports "fly-by-wire" joystick controls, retractable landing gear and gull-wing doors. Its developers claim it will have a top speed of 250 miles per hour and could be available to the public as soon as 2018. Designed for daytime recreational flying, it's quieter - and safer - than a helicopter, thanks to its battery-powered ducted fan motors and intelligent, computer-controlled takeoffs and landings. And pricing, according to its developers, will be far less than similar-sized aircraft.

-GizMag

Is your mobile website stressing people out?

Of course, page-load times can affect conversion and brand perception. But did you know they also affect user heart rate and stress levels? According to a 2016 study on mobility by Ericsson, page-loading delays lead to an average 38% jump in heart rate. Remember the last time you watched a horror movie? It's about that stressful... Not how you want your visitors to feel. To keep your page loads painless and your visitors happy, make sure your website is mobile-friendly. It needs to be quick and easy to navigate and engage with. You have a lot at stake in your website - and making it stress-free for visitors could make a big difference.

-HubSpot Blog

Who Else Wants To Win a \$25 Gift Card?

The Grand Prize Winner of last month's Trivia Challenge Quiz is Jennifer Szakasci from Columbia, IL! She was the first person to correctly answer my quiz question from last month: Amazon was not the name Jeff Bezos originally selected for his Internet start-up company in 1995. What name was his first pick? a) Kagera b) Bookmeister c) Juggernaut d) Cadabra ANSWER-Cadabra

Now here's this month's trivia question.

The winner will receive a gift card to Ted Drewes Frozen Custard. Perfect for after that summer Cardinal's game!

Which of the following worldwide computer viruses caused an estimated \$5 billion worth of damage?

a) Code Red b) ILOVEYOU c) Melissa d) Cryptolocker

Email us at answer@computer-service.com with your answer!