

# Technology Today

"Insider Tips To Make Your Business Run Faster, Easier, And More Profitably"  
Since 1984

## Baseline of Protection

As an owner of a 2nd generation family-owned business, I'm dedicated to helping entrepreneurs protect everything they've built. The first step to improving your cybersecurity strategy for your business is to get a baseline for your existing vulnerabilities.

We offer free dark web scans for our clients to determine if any of their passwords are for sale on the dark web, so that they can be changed ASAP. We also offer free cybersecurity awareness training for our clients' employees so that they can be aware of risks of a cyberattack.

Protecting your business is critical in today's cyber threat landscape. That's why I'm extending an offer to every business owner, not just our existing clients. I'm offering a free dark web scan and cybersecurity awareness training to any business owner who wants to take a step towards protecting their business.

Visit:

[www.computer-service.com/baseline](http://www.computer-service.com/baseline)

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This monthly publication provided courtesy of Ryan Haislar, 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!"*

## US warns of cyberattacks amid Russia-Ukraine war



## Business Owners Warned To Stay on High Alert For Cyberattacks After Russia Invades Ukraine

Federal agencies and cybersecurity experts are warning business owners to stay on high alert for cyberattacks after Russia began its invasion of Ukraine. The US Department of Homeland Security previously issued a warning on January 22, 2022, about the potential increased risk of cyberattacks for US agencies and businesses when there was a threat of invasion. Sadly, that threat of invasion recently became a reality.

It might not seem immediately obvious how an invasion of a country half a world away could spark a cybersecurity risk for US businesses. It's a complex story that goes back many years. Cyberattacks are a critical weapon for

Russia as a power point for global domination and defense.

The Department of Homeland Security detailed in a recent intelligence brief, "Russia's cyber program is a key element of its broader view and military doctrine... Moscow's cyber operations are designed to provide flexible options that can be used in both peacetime and wartime to achieve desired end states... Russia almost certainly considers cyber attacks an acceptable option to respond to adversaries." Russian hackers and the Russian nation invest heavily in cyber warfare. Their cyber weapons are innovative and effective, posing a huge risk to US public and private sectors.

Russia has targeted US businesses, systems, and *continued on page 2*

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*continued from page 1* infrastructure for years. Some recent headlines featuring the work of Russian hackers include the Colonial Pipeline and Solarwinds hacks. Colonial Pipeline's ransomware attack disturbed everyday life with gas shortages along the East Coast. The Solarwinds hack infected thousands of federal and private networks using a software upgrade from a trusted vendor. Russian cyberthreats are very advanced and continue to be a very high risk!

### ***Current Threats to US Businesses from Russia***

Russia's invasion of Ukraine includes actively targeting the Ukrainian government, the country's infrastructure, and their banks. Cybersecurity professionals are seeing cutting-edge cyber weapons used to target Ukraine. It's only a matter of time before these same threats target US businesses and infrastructure. Russian cyberattacks have targeted the US for a long time. As the US implements sanctions against Russia, cybersecurity specialists expect cyberattacks will increase in retaliation.

What kind of defenses do we have from these attacks? Unfortunately, we remain at higher risk because we have a patchwork of cybersecurity protocols in place. There's no centralized and unified cybersecurity strategy for US federal agencies and businesses. A business's cybersecurity protocols are privately managed by that business. Your risk is solely determined by the cybersecurity strategy for your business. Now is the time to reinforce your security, patching up all possible vulnerabilities.

### ***Practical Cybersecurity Recommendations to Implement Immediately***

There are simple steps that every business can follow to take a proactive approach to cybersecurity. If you choose to ignore the risks, you are leaving your business vulnerable in today's elevated threat environment.

The following is not a comprehensive list, but it is a very good start.

1. Be hypervigilant about suspicious email activity, alerting your IT teams and business leadership of any unusual activity
2. Implement geo-blocking of non-US traffic and websites whenever possible
3. Require multi-factor authentication (MFA) whenever possible, especially for VPN access and privileged data access
4. Disable remote desktop protocol (RDP) access externally and internally when possible



*The Department of Homeland Security released an intelligence brief prior to Russia's attack of Ukraine highlighting the reality of increased risk of cyberattacks for governments and businesses.*

5. Keep VPNs updated to ensure the latest software patches and security configurations are active
6. Ensure endpoint protection is installed and active, preferably a next-generation antivirus with zero-day threat AI learning capabilities
7. Consistently review administrative accounts, removing any unused or expired accounts, and change passwords routinely with complex passwords
8. Consistently review all user accounts and deactivate any inactive users
9. Maintain fully automated backups which are stored both onsite and in a secure offsite cloud environment
10. Install an email SPAM filter for all business email accounts
11. Provide ongoing cybersecurity awareness training for your entire team

### ***Protecting Your Business as Geopolitical Tensions Escalate***

Both Russia and Ukraine are thousands of miles away, but the impact of this invasion will reverberate throughout the world. Our day-to-day lives may not be significantly impacted, but it's more important than ever to stay on high alert for cyberattacks from Russian hackers.

Every business in the US is at risk, no matter the size. The worst stories I hear from business owners are when they fell victim to ransomware, or another cyberattack for reasons that were entirely preventable. They lost clients and tens or hundreds of thousands of dollars for no reason other than some greedy hackers preying on unsuspecting people.

It's not very complicated or costly to take a proactive approach to cybersecurity for your business. In fact, it's a necessary step to protect your business from hackers who are determined to break down everything you've worked so hard to achieve.



## Shiny New Gadget Of The Month:



### Desklab Portable Touchscreen Monitor

The pandemic has caused more Americans to start working remotely for their employers than ever before. If you're working from home, you want to make sure you have the best devices available. One of the best things you can add to make your work more efficient in your remote workplace is another monitor, and there are few monitors out right now that can compete with the Desklab Portable Touchscreen Monitor. This monitor gives you an extra screen to work with as well as a 1080p touchscreen. You'll be able to expand your desktop, laptop, phone or tablet to become a second portable touchscreen. The monitor is lightweight and requires no setup, so it's ready to go whenever you need it.

## Get Different And Avoid Defeat



When I released my first book, *The Toilet Paper Entrepreneur*, I hoped that it would be met with instant success. Instead, nobody bought the book on its initial release day. I felt defeated like most would be in this situation. I quickly questioned my next step. Should I learn how to market effectively or simply give up on my hopes and dreams?

I knew that I wrote a good book and that it would help other entrepreneurs succeed, so it became my mission to properly market it. The lack of good and effective marketing is what holds many businesses back from reaching their goals.

If you want to beat the competition, you must differentiate yourself from the rest. My book *Get Different* explains ways that you can make your company more visible in the business marketplace. I truly believe that the three main steps from this book can help any company's marketing strategy be more engaging and effective.

The first thing you need to do is differentiate your business from its competitors. Strong word-of-mouth marketing is incredibly difficult to achieve

and can lead to failure. Instead, you should get out there and use your marketing tools to

ensure that people know just how great your business is. Use your talents to stand out from the crowd. Consumers will surely take notice of your brand if you appear to be more knowledgeable or even funnier than the competition.

After you get your consumers' attention, you need to offer engagement opportunities. Give your campaign an authoritative, trustful or socially significant approach so they feel comfortable using your business.

Lastly, you need to be direct. Tell them what to do after getting their attention. Develop a call to action so customers and ideal prospects will take the next step. You can also measure the results and see how effective your marketing truly is when you pick a specific action.

Proper marketing can be very difficult to achieve, but with the right strategy, you will be on the road to business success.



*Mike Michalowicz has always believed that he had the formula to success and has proved it on multiple occasions. He is the creator of Profit First, which is used by hundreds of thousands of companies across the globe to drive profit. He is the author of multiple books, including Get Different and The Toilet Paper Entrepreneur. Mike is a former small business columnist for The Wall Street Journal and served as a business makeover specialist for MSNBC. Mike currently leads two new multimillion-dollar ventures as he puts his latest research to the test. He also is a highly sought-after keynote speaker on innovative entrepreneurial topics.*

## ■ You Are The Heart Of Your Business. Do You REALLY Know What That Means?

As a business owner, you're the true heart of your business. Though this may sound egotistical, there is some truth behind the expression. In a way, your business is an extension of yourself, which also means that your business cannot be something that you personally are not. So many people say, "I want to make the best product and get rich from it," but instead they should be focusing on the why instead of the want. Much better questions to ask when deciding what direction to take your business are "Why do I want to be rich?" and "Why is this the product to make it so?" If you want to see greater success in your business, treat it as an extension of yourself. If things get too muddled, take some time and reflect on what really matters to you. This will help you realign

your business and make sure that you're focused on the things that truly matter.

## ■ Generating Buzz Can Be Harder Than You Think

It's hard to argue that there's anything more powerful in the world of marketing than word of mouth. A report from Nielson found that people trust consumer reviews 66% of the time and recommendations from people they know 83% of the time, while fewer than half of the respondents showed trust in advertisements found on social media. Word-of-mouth marketing can be difficult to obtain, but with these three tips, your business will be the talk of the town before you know it.

- **Master Your Field:** Always aim for the highest level of customer service and become knowledgeable about the product or service you're

selling. If you wow your customers, they will probably tell friends about your business.

- **Inform Others Of Your Business Mission:** It's important that your business has a mission statement that the company works to maintain, but you should also be sharing that mission with all of your customers so they can buy in.
- **Be Authentic And Charismatic:** Be real with your customers and share your values with them. Find out what makes you and your business unique and find new ways to express that uniqueness.

## ■ Building Trust In The Remote Economy

The pandemic saw a huge shift in people working remotely. Before the pandemic, only 6% of the workforce worked remotely, but those numbers soared to 54% in May 2020. The shift has been difficult for many employers, but there are things you can do to make remote work easier for you and your employees. Offer flexibility that better fits their needs, find ways to build trust, limit restrictions and listen to what your employees are saying. To build a more appreciative and joyous remote culture, make the job more about your employees' needs and less about what you want.



SHANNON  
WHEELER

*"Have you tried turning it off and on again?"*