

“We build lasting partnerships with our clients based on trust, communication, and consistency”

3 “Must-Do” IT Resolutions For 2017

Never before in the history of humankind have people across the world been subjected to extortion on a massive scale as they are today.” That’s what The Evolution of Ransomware, a study by Mountain View, California-based cybersecurity firm Symantec, reported recently.



If you have any illusions that your company is safe from cyber-attack in 2017, consider just a few findings stated in a recent report by the Herjavec Group, a global information security firm:

- Every second, 12 people online become a victim of cybercrime, totaling more than 1 million victims around the world every day.
- Nearly half of all cyber-attacks globally last year were committed against small businesses.
- Ransomware attacks rose more than an astonishing 300% in 2016.
- The world’s cyber-attack surface will grow an order of magnitude larger between now and 2021.
- The US has declared a national emergency to deal with the cyberthreat.
- There is no effective law enforcement for financial cybercrime today.

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3 “Must-Do” IT Resolutions for 2017.....	Page 1/2
Employee Spotlight.....	Page 2
Gadget of the Month.....	Page 3
Smart Closing Technique, Step 1.....	Page 3
Trivia Question.....	Page 3
New Technology Updates.....	Page 4

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Client Spotlight

THE CENTER FOR
Cosmetic & Restorative
DENTISTRY
It's your time to smile.

Beginning with your first phone call to our office, you can expect to be treated with courtesy and compassion. We will partner with you to create a VIP experience focusing on your positive self-image and overall wellness. Dr. Tanya Brown & the entire team at The Center for Cosmetic & Restorative Dentistry want you to look and feel your best. We invite you to read our patient’s stories on our website at www.TCCRD.com.

If you don’t have a personal dentist, we invite you to meet Dr. Tanya Brown & the entire team at The Center for Cosmetic & Restorative Dentistry. Be prepared for an experience like you’ve never had before. Simply call 757-546-5262 to reserve your appointment. *It's Your Time to Smile!*

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Clearly, your company's information and financial well-being are at greater risk than ever in 2017. And you cannot count on the federal or state government or local police to protect your interests. That's why I STRONGLY SUGGEST that you implement the following resolutions starting TODAY.

Resolution #1: Tune up your backup and recovery system. The #1 antidote to a ransomware attack is an up-to-date backup copy of all your data and software. Yet managing backups takes more than just storing a daily copy of your data. For one thing, if your business is at all typical, the amount of data you store grows by 35% or more PER YEAR. If your data management budget doesn't expand likewise, expect trouble.

Resolution #2: Harness the power of the cloud—but watch your back. Huge productivity gains and reduced costs can be achieved by making full use of the cloud. Yet it's a double-edged sword. Any oversight in security practices can lead to a breach. Here are two things you can do to harness the cloud safely:

- *Determine which data matters.* Some data sets are more crucial to your business than others. Prioritize what must be protected. Trying to protect everything can take focus and resources away from protecting data such as bank account information, customer data and information that must be handled with compliance and regulatory requirements in mind.
- *Select cloud providers carefully.* Cloud vendors know that data security is vital to your business and promote that fact. Yet not all cloud vendors are the same. You can't control what happens to your data once it's in the cloud, but you can control who's managing it for you.

Resolution #3: Set and enforce a strict Mobile Device Policy. As BYOD becomes the norm, mobile devices open gaping holes in your network's defenses. Don't miss any of these three crucial steps:

- *Require that users agree with acceptable-use terms before connecting to your network.* Be sure to include terms like required use of hard-to-crack passwords, conditions under which company data may be "wiped" and auto-locking after periods of inactivity.
- *Install a Mobile Device Management System on all connected devices.* A good system creates a virtual wall between personal and company data. It lets you impose security measures, and it protects user privacy by limiting company access to work data only.
- *Establish a strong protocol for when a connected device is lost or stolen.* Make sure features that allow device owners to locate, lock or wipe (destroy) all data on the phone are preset in advance. That way, the user can be instructed to follow your protocol when their phone is lost or stolen.

Ever asked yourself why some business owners and CEOs seem so blithely unconcerned about data protection? Don't let their ignorance lull you into a false sense of security. If you've read this far, you are smart enough to be concerned.

Call us right now at 757-499-6761 and we'll send one of our top network security experts over for a FREE Network and Security Audit. It's your best first step to a safe and prosperous 2017.



Employee Spotlight

Andrew Sullivan, Technical Advisor

Andrew was born and raised in Hampton Roads and attended college at James Madison University. After breaking into the IT field in California, Andrew has returned to Virginia and now resides in Virginia Beach. When not working with technology, Andrew enjoys traveling, music, playing tennis and hanging out with his family and black lab Georgia. Andrew also enjoys anything outdoors that moves...fast. He started riding dirt bikes at a young age and still enjoys hitting the trails today. Of course cars, motorcycles, boats, jet skis and all the other horsepower laden toys make the list as well.

Shiny New Gadget Of The Month:



Mevo Puts You In The Director's Chair

A single static video camera can make for some pretty boring storytelling...but who's got multiple cameras, a crew to run them and a team of editors?

Well, now your videos can look like you have an entire crew behind the scenes, with Mevo. Mevo is a new type of video camera and app that lets you shoot and edit multiple video shots on the fly, all while recording and/or livestreaming.

Let's say you're shooting a band concert. You get to mix in shots of the guitarist, the drummer and bass player together, and a wide-angle view of the whole band. Plus Mevo follows their faces as they move around so you don't have to. You just sit back, and cut and zoom on the fly.

On the downside, Mevo's battery lasts only an hour, and image quality is limited to mobile viewing. Still, with all the cool possibilities you get with Mevo, you may start getting ideas about becoming the next Spielberg. GetMevo.com

Smart Closing Technique, Step 1

It's one thing to help a client identify a problem. It's another thing to help them solve it. Yet a key part of client service is winning the privilege to help a client solve his or her biggest problems that are standing in the way of achieving their vision. There are three simple closing techniques. In this issue, we'll explore the first one.

Summarize the underlying need.

Imagine you are in the office of a greatly admired billionaire CEO. He asks you and your colleague to come strategize for 90 minutes with him on how to identify and solve his top leadership challenges. His story is very animated, very passionate, and the details swirl around like a hurricane. He talks about scary changes in the industry, deficiencies in his senior leadership team, tactics for changing the culture and a range of other topics, from broad strategic thoughts to tactical concerns.

Then he just stops talking and takes a sip of water. This is a perfect time for your colleague to summarize the underlying need the client has (that he is fearful that his company's spectacular stock performance won't continue and he will feel like a failure, unless he makes some big changes to his strategic priorities, shakes up his leadership team and resets the cadence of communication and accountability).

Instead, your colleague asks the client, "What do you think next steps should be?" The client says, "Well, I don't know, I was hoping you might tell me."

The closing conversation should have looked like this:

"So that's what's on my mind", the CEO says.

"Thank you so much for sharing your story with us. Okay, it sounds like your biggest need is this—you have a big, bold vision that you seem to us to be very excited about."

"Yes."

"But you fear you don't have the organization to make it happen."

"Definitely."

"And if you don't make some big changes to your strategic priorities, your team and your overall culture, you worry your stock price will take a round trip, and you'll look like a failure."

"Exactly."

See how good that is for the client?

Clients want to know that you understand what their underlying need is. In this case, his underlying need was to not look like a failure. It's so real, so visceral. Once you "touch" the emotion behind all of the formality, your client will trust you to propose a plan. You are ready to move to Step 2. Watch for Step 2 in the next issue of this newsletter.

Want To Win A \$25 Gift Card?

Ready to Play?

Here's this month's question:

Who was the classic Hollywood film star and avant-garde composer who helped invent WiFi?

a) Hedy Lamarr b) Arnold Schwarzenberg c) Clint Eastwood d) Judy Garland

E-mail Kirsten (kirsten@360itpartners.com) right now with your name, company, and answer!

She will put all the correct answers in a hat and draw the winner at the end of each month.

Uh-oh...these AI machines just created their own secret language. And they're probably talking about us right now...

Well, sort of. And the last part is certainly not true. As far as we know... Google's AI team recently ran across something curious. Back in September, Google announced its Neural Machine Translation system had gone live. Using deep learning, it improves translation from one language to another. But the AI guys decided to take it a step further. Until then, they had to teach the machine how to translate. But having learned the process, could the machines then translate unfamiliar languages on their own? Turns out they can. So can they now talk among themselves? We don't know... Don't panic (yet), but do stay tuned.

-TechCrunch.com

No bigger than a water bottle when folded, this "personal drone" is packed with features.

DJI's new "prosumer" drone, the Mavic Pro, crams lots of excitement into its compact size. Unlike other, more confusing foldable drones, it's a snap to fold or unfold. Yet, at \$999, including a light yet rugged remote, it's not just a toy. The Mavic Pro can climb at 16.4 feet per second up to 1,640 feet, and can fly as far as eight miles away at speeds up to 40 mph, though you'll start in newbie mode, at a top speed of 27 mph and max height of 400 feet. Its camera features obstacle detection and gesture recognition, and shoots 4K video, stored or streamed.

-Mashable

Discover More Information About Our Dynamic Services and Team: www.360itpartners.com



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