



"Partnering With Us Makes Your Business Run Faster, Easier And Increases Profitability"


### 3 "Gotchas" Most IT Pros Won't Tell You When Selling You Their Cloud Solution

Are you using any cloud applications to store data? Then listen up! There are a few "gotchas" you need to know about 3<sup>rd</sup>-party cloud apps that most sales reps will NEVER tell you.

- 1. They aren't responsible for keeping a backup of your data.** If you read the small print of your contract, you'll see that in every way possible, your cloud provider is NOT responsible for data loss or backups – even if it's their fault. In fact, Office 365 will only keep 3 days' backup of your data; so if you delete or overwrite a file and don't notice it until 4-5 days later, it's GONE. If your data is important, you need to implement a backup solution that works with cloud applications.
- 2. What you see may NOT be what you get.** There's nothing more frustrating than an incredibly slow application when you're trying to work; and the salesperson demo'ing the application or platform is going to make sure you only see the BEST-case scenarios for performance. But there are a lot of things that can determine how fast your cloud applications run, such as the file size you're working on, CPUs and RAM and storage, time of day, day of the week, your Internet connection and the number of users accessing the application. Make sure you get some verification of the speed in YOUR specific environment before spending a lot of money, time and aggravation moving to a new cloud application.
- 3. What if they cancel you?** Here's a scary situation: what if your cloud provider decides to shut down your account because they go out of business or simply decide not to service you anymore? Or what if YOU want out? Make sure you have in writing what happens if YOU cancel your contract AND what your cloud provider can and cannot do if they go out of business, cancel your account or have any other issues that would cause service interruption. Moving a network from a cloud platform is NOT a simple task and you need to make sure you can get your data and that you'll be given sufficient time to make the transition.

Need help interpreting any of these scenarios? Contact our office at 757-499-6761 or via e-mail at [kirsten@360itpartners.com](mailto:kirsten@360itpartners.com) and we'll help you put in place a solid "Plan B" for any of the above issues.

"The difference between successful and unsuccessful companies is their exceptional skills in nurturing relationships with both their clients and team members. Here at 360IT PARTNERS, we have set a culture of building relationships that will last a lifetime!"




**--Jasmin Rebutan**  
Chief Financial Officer

June 2015  
Virginia Beach, VA

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## How To Make Yourself 'Invisible' To Hackers

There's an old joke about two men hiking in the woods when they come across a big, grumpy black bear. Scared silly, one of the guys starts to run but notices his buddy stopped, bent-over, changing his shoes. He shouts to him, "Dude! What are you doing?!?! Why aren't you running?" to which his friend replies, "I'm changing my shoes because I don't need to outrun the bear – I only need to outrun YOU."

This is a perfect analogy for what's going on in small businesses: the "slow," easy targets are getting nailed by fast-growing cybercrime rings that are getting more sophisticated and aggressive in attacking small businesses. Last year, the average cyber-attack cost a small business \$20,752, a substantial increase from 2013, when the average was \$8,699. That's because most small businesses don't have the security protocols in place or the manpower and budget to implement sophisticated security systems. While there's absolutely no way to completely protect yourself other than disconnecting entirely from the Internet, there are several things you can do to avoid being easy pickings. Here's how:

1. **Lock your network.** While WIRED networks make you invisible to WiFi snoops because you have to access them by plugging into physical outlets or hacking modem ports, you can create a hidden or cloaked network on a wireless network. Simply disable the service set identifier (SSID) broadcasting function on the wireless router, and only users with the exact network name will have access. Small businesses like coffeehouses can also do this—just periodically change the network's information and place a small sign near the register with the current network name and passcode.
2. **Encrypt your data.** On your desktops, turn on the full-disk encryption tools that come standard on most operating systems: BitLocker on Windows-based PCs and FileVault on Macs. There is no noticeable performance lag; however, the encryption only applies when users are logged out of the system. So setting computers to automatically log out after 15 minutes without use is a good idea. And for mobile devices, use a VPN (virtual private network) to encrypt data traveling to and from your mobile devices and limit your employees' access to only the company data that they must have to do their jobs.
3. **Install firewall and anti-malware applications** on all of your equipment, including mobile devices.
4. **Disable features that automatically connect your mobile devices to any available network.**
5. **Disable printer and file-sharing options on mobile devices before connecting to a hotspot.**
6. **Check before connecting to hotspots.** If there is an unusual variation in the logo or name on the login page, beware...this could mean it's a fake hotspot designed to steal your data.

Can you guarantee that the person across the hotel lobby isn't looking at your data? Not really, but the chances of them being able to do that are greatly reduced if you take precautions to protect your business.

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## Want To Win A \$25 Gift Card?

The winner of last month's Trivia Challenge was Payday Payroll. Visit [www.paydaypayroll.com](http://www.paydaypayroll.com) for more information on their remarkable solutions, services, and resources!

**Ready to Play? Here is this month's question:**

**June was named after the Roman goddess Juno. She was the goddess of what?**

**a) marriage and childbirth b) fruit and trees c) religion d) love and beauty**

E-mail Kirsten Conti ([kirsten@360itpartners.com](mailto:kirsten@360itpartners.com)) Right Now With Your Answer!  
She will put all the correct answers in a hat and draw the winner at the end of each month.

## Shiny New Gadget Of The Month:



### InfiniteUSB

As laptops grow thinner, USB ports become scarcer. This means that if you need to connect to many printers, phones, or a mouse, you need to carry around a multiport hub to plug in various devices. But Jiange has created a USB plug that is based on a daisy chain, allowing you to plug multiple devices into one USB port. It recently launched its product via a very successful Kickstarter campaign.

The design won an IF Concept Award from one of the most prestigious design competitions in the world. Jiange has a lot more design inventions underway. InfiniteUSB cables start at \$10, and will also come in varieties that support microUSB and Lightning connectors.

<http://getinfiniteusb.com/>

## Four Ways To Get More Performance, Productivity And Profit From Your Team

### 1. Your Team Needs To Learn Together

Rarely do teams learn together. Too often, increases in skill are confined to individuals. Sometimes that can become a barrier to teamwork: because there are dramatically different knowledge and skill levels, some team members aren't able to keep up. When an individual attends a course or discovers a useful practice, he or she should be encouraged to share it with the team. And periodically putting the entire team into a learning environment is critical.

### 2. Peer Recognition Is Powerful

If you're a team leader, understand that despite your best efforts, you will be incapable of adequately recognizing every team member's efforts and contributions. Good work will slip by and go unrecognized. If this happens often, the team member may well become disillusioned. Relieve yourself of the burden to be the sole dispenser of recognition: ask team members to recognize each other. Make it a team expectation to thank other team members for their assistance and to look for opportunities to catch each other doing something praiseworthy.

### 3. To Win More Together, Think Together More

Have you ever held a team retreat? When was the last time your team came together for the express purpose of thinking about the work you do? Do you periodically pause as a group to reflect on what you've learned and internalize the lessons? Do you meet to consider opportunities, and not just to solve problems? The team that thinks more wins more.

### 4. You've Got To Expect It And Not Tolerate It If You Don't Get It

Some managers, knowing how difficult it can be to create great teamwork, undermine their efforts by making teamwork "optional." That is, they appreciate the people who are good team players but they tolerate those who aren't. As the old adage goes, what you allow, you condone. Those on the same team should know that figuring out how to get along and work with other teammates is their responsibility. Those who refuse to be team players should at the very least not enjoy the same benefits, and at worst, should be removed. It might sound harsh, but it is necessary if you want teamwork to work.

## Employee Spotlight



*We are pleased to introduce Kirsten Conti as our newest team member at 360IT PARTNERS. Kirsten is a graduate of Old Dominion University with a Bachelor of Science in Communications and has taken on the role of Marketing Manager. In addition to her extensive knowledge of social media and online marketing, she is also skilled in writing, editing, and public relations. We are excited for the company's continued growth with the help of her expertise and contribution to the team culture!*

## **360IT PARTNERS Has Rack Space Available!**

If you are looking or currently paying for rack space and seeking an enterprise level solution at an affordable price point, 360IT PARTNERS has what you need. Located on the second floor of our secure brick building, the physical security of our data center is one of the many benefits accompanying our services.

We have enterprise level redundancy in place including our 36kw natural gas power generator, dual cooling units and advanced fiber pipes that support a screaming fast 300/300mb per second internet connection. Additionally, users will have three internet provider options to choose from.

When you choose our data center, you can expect affordable 24/7 support for replication, offsite hosted servers, or whatever your unique business needs may be.

For a preferred alternative to your local rack space or to learn more, call Luke Barton today at **757-802-7056** or e-mail (**luke@360itpartners.com**).



*Discover More Information About Our Dynamic Services and Team: [www.360itpartners.com](http://www.360itpartners.com)*

