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Missing Just One Of These Could Instantly Open Up Your Computer Network To A Cyber Attack

Welcome to the brave new world of cyber-warfare.

Gone are the days when software patches were just for nifty little feature add-ons or updates.

Today, a software update notice could mean your whole computer network is suddenly at risk. Dangers include data theft, crippling malware attacks and mischief you may not discover for months, or even years…

As with graffiti on your garage door, if you don't pay attention and clamp down on bad behavior, your problems have likely just begun…

And, like those who hire a professional security firm to keep thieves out of the warehouse, thousands of CEOs and business owners are now waking up to the fact that it's absolutely imperative to hire a pro when it comes to securing your data network.

Here's why you need a professional handling this for you:

#1: Speed is of the essence.
"If you didn't update to version 7.32 within seven hours, you should assume you've been hacked." That's what software maker Drupal told millions of its customers around the world last year. It's just one example of what can happen if you don't respond with lightning speed.

Once a security breach has been identified, hackers rush in. On "Day Zero," cyber-crooks around the world go after at-risk targets. You've got to be quick to patch the gap, or else you risk a system compromise.

Unless you have the time, knowledge, experience and tool set to respond instantly, you are far better off leaving this to a professional IT firm you can trust.

#2: It's not just the big boys they're after.
Sure, the top news stories are about the attacks on companies like Target, Home Depot and Sony…

Yet your business is just as vulnerable, if not more so. Chances are, you simply do not have the resources that giant corporations have to manage a data disaster. The statistics bearing this out are shocking: more than 60% of small businesses close their doors following a serious data breach.
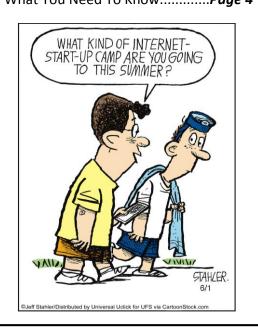
"Our service begins and ends with genuinely caring about every one of our clients. It is my goal to provide excellent IT management to our clients. Visiting our clients regularly allows me to gain insight into each individual business and its network."

-Joe Aksel, Systems Engineer

WHAT KIND OF INTERNET-START-UP CAMP ARE YOU GOING TO THIS SUMMER?

STAHLER. 6/1

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The threat is not confined to giant corporations. Small and medium businesses are being attacked every day, and, unfortunately, your business is no exception.

#3: Dealing with data breaches requires specialized knowledge, skill and experience.
Here are just a few of the things a competent data guardian must be able to do to effectively protect your systems:

Review documentation and monitor forums. Sometimes your software vendor doesn't tell the whole story. It's critical to check online forums and other communities to see if anyone else is having issues with the new patch before jumping in with both feet.

Know when to apply a patch immediately and when to wait. Typically, somewhere around 95% of patches work hassle-free. The trick is to spot the 5% that don't — *before* installing them. This requires identifying unique patching requirements, and applying exceptions accordingly. For instance:

Does the patch deal only with a security issue?
Or does it just add new features or fix non-security-related bugs? Obviously, security issues get top priority.

Is the system currently having issues?
If not, and if the patch doesn't address a security issue your system is vulnerable to, it may be better to heed the old adage "If it ain't broke, don't fix it."

What security gaps does it address? How severe is the threat to your particular network? If, for example, the only way a virus can enter your system is through an e-mail attachment and this functionality has been disabled for all users, perhaps the threat needn't be a great concern.

Keep options open in case of complications.
Once a patch has been applied, if things aren't working, it's critical to restore the data network to pre-patch functionality, with little if any downtime. That means having good backups in place along with a tested and proven recovery process.
Does just thinking about data security give you a headache? We strongly advise that you let us handle this critical part of your business for you.

Call (757) 499-6761 and schedule our no-cost Security Update Audit today. You'll discover how easy it is to rest assured that your network is secure 24/7.

Want To Win A $25 Gift Card?

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

Which Company built the new online reporting platform that will replace snail mail and phone calls in the 2016 Iowa Caucuses?

a) Google   b) Microsoft   C) Apple   d) Facebook

E-mail Kirsten Conti (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.

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

Shiny New Gadget Of The Month:

Tossing Your Video Cam To The Wind

Shooting the perfect video for your business just got easier, thanks to a new flying camera that's smart enough to follow you on its own. It's called the Lily flying camera, and it breaks new ground in ease of use. Just toss the camera in the air, and it starts shooting video. It can follow or circle or zoom in on a subject with ease. You just wear a special wrist beacon. Lily may be a cool toy, but it's also a great tool for your business. Shooting video from the air, hands–free, quite literally means the sky's the limit on what you can do. It also means you can shoot great marketing videos without having to buy a whole lot of new gear. Just toss Lily in the air, demo your product and let Lily capture stunning aerial footage for you.

Real Leadership Is Power With People (Not Over Them)

Everything we accomplish happens not just because of our efforts but also through the efforts of others. The biggest difference between people who manage others versus people who lead others is how they develop those under them.

As all leaders know, untitled or not, leadership is power *with* people, not power *over* people. Do you build people up or tear them down? Encourage or discourage others? Try to be the hero, or make heroes out of those around you?

According to researcher Tom Rath at Gallup, the No. 1 reason why people quit their jobs is lack of appreciation. Everyone wants to feel significant, to be recognized for what they do. It's important to make people feel appreciated. It's even more important to let people know there is someone who believes in them, so much so that he or she will not let them be less than they can be.

The 3 C's of Power with People:

· **Character** – Those who wish to influence others understand how important character is. When establishing character, it is critical to remember that the opposite of humility isn't pride; it is self-absorption. Few people can lead or inspire others, at work or at home, when they are self-absorbed.
· **Competence** – People who act as leaders exude competence – by their actions, by their appearances and in everything they undertake.
· **Connection** – When we act effectively as leaders, those around us bond with us – not because of our position or title in the organization, but because of their relationship with us.

Once you've developed these 3 C's in your relationships with others, you will be capable of leading. As a leader, titled or not, your job is to act as a thermostat, not as a thermometer. Industrialist Harvey Firestone said, "You get the best out of others when you give the best of yourself." So give it your best.

Leadership Action Points:

· **Express your appreciation** – To act like a leader, celebrate the success of those around and under you as if it were your own.
· **Ask others what motivates them** – When was the last time anyone asked you what motivates you? Don't make assumptions about what motivates your team either.
· **Collaborate** – When it comes to decision-making, the oft-used acronym TEAM is true: Together Everyone Accomplishes More.
· **Practice diplomatic confrontation** – Rather than confronting the person, consider what behavior of his or hers needs to change. Confront the problem, not the person.

Client Spotlight: Norfolk Marine

Since 1946, Norfolk Marine Company is the oldest and most established boat dealership in Virginia. Nearly 70 years later, the same family is still true to the saying "From The Canyons To The Creeks, We've Got You Covered."

We offer new and used boats for sale including Bennington, Grady White, Sea Hunt, and Carolina Skiff. With center consoles, skiffs, walk-arounds, dual consoles, pontoon boats, tritons, and express cabins, odds are we have a layout that will suit you and your family perfectly in our local waters for your favorite boating pastimes.

We also offer hassle-free boat broker services, producing fast & quality returns.

We are widely known as the Yamaha Outboards "Re-Power Specialists" of Hampton Roads. Our award winning Boat Service Department is the first five-star Yamaha Outboard Service Center in Virginia and home to Yamaha Master Technicians. Our Parts Department has over $1 million in OEM and aftermarket parts- we are truly your "one stop shop" for all marine and boat needs.

Call *757-461-3391* or visit us online at NorfolkMarine.com and Facebook and see why we are your choice for a great boating experience.

Norfolk Marine Company recently expanded last summer and continues to grow. We now have a 10,000 sq ft indoor showroom to showcase our brands including Bennington, Grady White, Sea Hunt, and Carolina Skiff.

Cloud Computing And Your Company: What You Need To Know

Like it or not, cloud computing is coming to your industry. The question is, will you happily be an early adopter of this technology or be frozen by indecision?

Here are some answers to questions you may have about how to best take advantage of this new and sometimes paralyzing technology.

Just what exactly is "the cloud"?
The cloud is simply storing and/or accessing data and programs over the Internet – rather than using a computer's hard drive. Simply put, the cloud is a metaphor for the Internet. Due to increases in technology, the cloud is a super-efficient and reliable data processing, storage and delivery system.

Why migrate to the cloud?
The cloud can integrate online apps for marketing, human resources, customer service and more, enabling faster scaling, growth and flexibility for your organization.

As with your electric bill, you pay only for the capacity you use, thus reducing your capital expenditures as well as ongoing expenses. It also allows instant access from any device and easy backup capabilities.

What about data security?
While there are risks in sending your data to the cloud, one way to protect it is to select a data security system that encrypts the data at the file level before it leaves your network.

So, is the cloud for you?
There's a lot to like about the cloud, yet we've just scratched the surface in this article. If you have more questions or would like help putting together your cloud strategy, call us at (757) 499-6761.

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

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