

# 360IT PARTNERS

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

## Cybercriminals Now Have A Bull's-Eye On Small Business... Is Your Company's Data At Risk?

In a December 2014 survey by the National Small Business Association, 61% of small businesses reported being victims of a cybercrime within the past 12 months.

The average cost to recover from a cyber-attack skyrocketed from \$8,699 per attack in 2013 to \$20,752 per attack in 2014. And, of the businesses targeted, 68% said they'd been hacked more than once.

Experts agree, as cybercrooks become ever more sophisticated, the threat to small businesses is going to get worse before it gets better...

So what can you do to beat the bad guys?

Here are three common ploys used by hackers – and how you can fend them off:

**Phishing** – A really legitimate-looking e-mail urges you to click a link or open a file that triggers a malware installation on your computer.

**Best Defense:** Don't let anyone in your company open files or click links in an e-mail unless they're certain who it came from.

**Cracking Your Password** – Hackers can run programs 24/7 testing password combinations. The easier your password is to guess, the more likely it is they'll crack it.

**Best Defense:** Consider using a password manager that generates and stores tough-to-crack passwords. For extra security, use unique passphrases for financial accounts in case the manager gets hacked.

**Drive-By Download** – You visit what appears to be an innocent site; yet when you click, your device gets hacked – and you may never know it, until it's too late.

**Best Defense:** Make sure your browser is up-to-date, or use one that updates automatically, such as Firefox or Chrome. Internet Explorer users have been found to be most vulnerable to these attacks.

Unfortunately, these three examples are just a small sampling of the dozens of ever more ingenious ways cybercriminals are breaking down the doors and destroying unprepared businesses.

"What makes a great MSP is the ability to deploy best-of-breed solutions to customers to create a stable and secure environment. What sets our team above the rest is our passion for technology and innovative thinking to ensure we deliver the best practices for every situation."



**Andrew Wilson**  
Senior Systems  
Engineer

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## Do You Accept Credit Cards? Watch Out For These 5 Pitfalls That Could Lead To Lawsuits

If your company is not fully compliant with Payment Card Industry (PCI) Security Standards, you could be at risk of a serious tangle with attorneys. Technically, PCI guidelines are not a hard-and-fast set of laws. However, merchants can still face hefty liabilities for not meeting them. Avoid these mistakes to keep your company out of hot water with attorneys:

### 1. Storing Cardholder Data In Noncompliant Programs

Many states have laws regarding data breaches and, depending on where you accept cards, you may be subject to many of them. For example, Massachusetts has 201 CMR 17.00, which requires companies keeping any personal data from Massachusetts residents to prepare a PCI-compliant plan to protect that data. If a company then fails to maintain that plan, the business may face state prosecution.

### 2. Fudging On The Self-Assessment Questionnaire

If you have considered tampering with the reports from your company's Approved Scanning Vendor, think again. Time invested now to fix any holes in your data security system could save you big-time from the penalties your company could suffer if there's ever a data breach.

The same thing applies to simply "fudging the truth" on self-prepared compliance reports. Even if you think it's a harmless stretch of the truth, don't do it.

### 3. Not Using The Right Qualified Security Assessor

Many companies use Qualified Security Assessors to help them maintain their PCI compliance. Every QSA does not necessarily know as much as another, however. It's important to select someone who both understands your business and stays up-to-date on the latest version of PCI Security Standards.

### 4. Trying To Resolve Data Compromises Under The Radar

You may be tempted to fix a customer's complaint yourself if they inform you of a data compromise. Not informing credit card companies of data breaches, however small, can lead to you no longer having access to their services. Those credit card companies can then file suit against your company, costing you big bucks in the end.

### 5. Not Checking ID For Point-Of-Sale Credit Card Use

Sometimes it seems like no one checks IDs against the credit cards being used, so merchants tend to be lax about doing so. Unfortunately, running just one unauthorized credit card could cost you a lot in the long run. Even if the state in which you do business does not have specific laws regarding PCI compliance, a civil suit may come against your company for any data breaches. The court will not favor you if you have not been PCI-compliant.

All in all, it pays to pay attention to PCI compliance – a little time invested today could save you big-time tomorrow.

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

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

**What were the first featured menu items at McDonald's?**

**a) Hamburgers    b) Hot Dogs    c) Grilled Cheese Sandwiches    d) Tacos**

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:



### Nest Cam: Keeping An Eye On Things While You're Away

Have you ever worried about what's happening at home when you're away? The Nest Cam can keep you informed. This wide-angle camera streams sound and video to your smartphone. It will even warn you about any unusual activity.

If the Nest Cam detects sudden movement or loud noises, it instantly alerts you by phone. The video feed lets you see what's happening and even scold kids, pets or burglars through a speaker.

This product integrates with other Nest equipment. For example, smart smoke alarms can activate the Nest Cam. It also saves alerts and footage in a convenient archive. The camera even makes it easy to share fun video clips online.

If you already have WiFi, setup is a breeze. This gadget comes with a stand that lets you put it on any flat surface. It also sticks to metal objects or screws onto a regular camera tripod.

## Turn Your Biggest Weakness Into Your Greatest Strength

You know the standard approach – first, identify your company's weakness and then do everything you can to fix it. Practice at it relentlessly, feed your team (and yourself) with constant affirmations, do anything you can to dive deep into your weakness and fix it once and for all. If you can't fix it, then go to Plan B by burying the weakness in hopes that none of your prospects or competitors find out.

Well, here's the dealio: the business down the street that is naturally strong at the same thing your company is weak at is working just as relentlessly to improve their strength. While you are fixing something that's broke, they are getting better at something that already works. While you may improve your weakness, their strength gets better too. At the end of the day they are still ahead of you. You lose. That is, unless you know the power of spin.

Instead of trying to fix weaknesses, smart leaders will turn the tables and make their weakness or even an industry weakness a competitive advantage. A wonderful example in the restaurant industry is Dick's Last Resort. Like all restaurants that struggle with the occasional rude waiter, Dick's could have tried to fix this industry-wide weakness. Instead they turned the weakness into their greatest strength. Known to have the "most obnoxious waitstaff in the world," Dick's built a whole system around exploiting an industry weakness. They hire and train people to be obnoxious (while the competition tries to fix it), and Dick's has grown explosively.

I have found that exploiting a weakness can draw droves of prospects. So, let's do it with your weakness. Here are the three simple steps you need to take:

#### Step 1

Know what your (or your industry's) weakness is. The process is simple: ask your customer and prospects what they don't like about your industry. Ask more customers the same question. Very soon you will know exactly what weakness they see.

#### Step 2

Instead of brainstorming ways to fix it, brainstorm ways to make the weakness absurdly weak. Can you make fun of it? Can you make it the core experience for your customers (think Dick's Last Resort)? How can you make the weakness a good thing?

#### Step 3

Now that you have a new and improved weakness, let the world know all about it. Market it to your prospects, inform your customers and even leverage all that work your fiercest competitor put into highlighting your weakness in the past.

The process of spinning a weakness takes courage, and that is exactly why it works. It is likely you have been afraid of doing this in the past, and it is highly likely your competitors are just as afraid too. If you have the courage to spin your weakness into an über-weakness (a.k.a. a big-time strength), you might just blow your competition out of the water once and for all.

### Client Spotlight: Dermacare of Chesapeake



Dermacare Laser & Skincare Clinic offers the best in medical aesthetic treatments with concierge level service. Led by Owner Leon Garber and Medical Director Dr. Ivor Kaplan, renowned local plastic surgeon, Dermacare has been helping patients look and feel their best since 2006. At Dermacare, the whole team is dedicated to providing the best possible experience from both the medical aesthetic and personal touch point of view. The staff intimately understands the innate connection between how we look on the outside and how we feel on the inside. It all starts with a signature Dermacare Consult where the patient's goals and desires are explored, and skin analyzed, providing a basis for a comprehensive plan to meet those goals. The Dermacare Difference membership offers patients a great way to care for their skin while getting great discounts and preferred pricing on all of Dermacare's offerings. Call (757) 547-SKIN to schedule your free Dermacare Consult.

## Did Your Web Site Ranking Just Go In The Tank Because It's Not Mobile-Friendly?

As of last April, mobile-friendly web sites were given a big leg up on competitors. Known as "responsive" web sites, these sites instantly adapt to whatever device you are viewing them on.

As users were turning to smartphones and other mobile devices to surf the web, Google realized that most sites didn't display well on mobile devices. Therefore, Google updated the way they list sites, giving mobile-friendly sites a higher ranking.

Google hasn't removed all non-responsive pages from its top smartphone listings. But it's quickly heading in that direction.

According to Searchmetrics, many rankings have suffered as a result. Non-responsive yet high traffic sites such as SearchBug, Reddit and Webs.com lost visibility, while responsive sites such as Advance Auto Parts and Grist moved up in the ranks, gaining more traffic.

In addition to getting higher search rankings, responsive sites are easier for visitors to use. Happy visitors engage more, increasing the rate at which they turn into customers.

There are three ways to make your web site mobile-friendly:

- 1) Build a separate mobile edition that fits small screens and loads quickly.
- 2) Adapt your current web site design to be more mobile-friendly. In some cases it may be difficult to make such a design responsive on all devices.
- 3) Convert your current web site design into a responsive one. Going this route, you won't need a separate mobile version, and you avoid potential penalties from Google for having the same content on multiple domains.

Find out if your web site is mobile-friendly at [www.google.com/webmasters/tools/mobile-friendly](http://www.google.com/webmasters/tools/mobile-friendly).

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