THE PILOT

Insider Tips to Help Your Non-Profit or Business Run Faster, Easier and More Profitably

5 Steps to Protect Your Business from Cyber Crime

A Seattle company was recently broken into and a stash of old laptops was stolen. It was just a typical everyday crime by typical everyday thieves. These laptops weren't even being used by anyone in the company. The crime turned out to be anything but ordinary when those same thieves (cyber-criminals) used data from the laptops to obtain information and siphon money out of the company via fraudulent payroll transactions. On top of stealing money, they also managed to steal employee identities.

Another small company was hacked by another "company" that shared the same high-rise office building with them. Management only became aware of the theft once they started seeing unusual financial transactions in their bank accounts. Even then, they didn't know if there was internal embezzlement or external cyber theft. It turned out to be cyber theft. The thief in this case drove a Mercedes and wore a Rolex watch… and looked like anyone else walking in and out of their building. Welcome to the age of cybercrime.

You Are Their Favorite Target

One of the biggest issues facing small businesses in the fight against cybercrime is the lack of a cyber-security plan. While 83% lack a formal plan, over 69% lack even an informal one. Half of small business owners believe that cybercrime will never affect them. In fact, small businesses are a cybercriminal's favorite target! Why? Small businesses are not prepared and they make it easier on criminals.

The result? Cyber-attacks cost small organizations an average of $188,242 each incident and nearly two-thirds of the businesses affected are out of business within 6 months (2011 Symantec/NCSA Study). A separate study by Verizon showed that over 80% of small business cybercrime victims were due to insufficient network security (wireless and password issues

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!

- Ed Becker, President
BeckITSystems, Inc.

VOLUME XIV NUMBER 7 BECKITSYSTEMS, INC.

Inside This Issue…

BeckITSystems® Inc.

The 3 Biggest Mistakes Non-Profit Executives and Business Owners Make With Their Computer Network That Cost Them Time, Money And Aggravation

Want to avoid the most common and expensive computer problems that executives and business owners experience? Then read on! We've compiled a list of 3 things you should be doing to save yourself a lot of time and money by avoiding a big, ugly computer disaster.

1. Have an automated off-site backup system in place. I cannot stress the importance of this enough. Having an off-site backup of your data will be the equivalent of wearing a seatbelt in a major accident. You don't think much about it until you need it, and then you will thank your lucky stars you had it in place.

2. Centralize your data on your server. At one time, servers only made sense for large organizations because of their high cost and complexity.

But today, there are very affordable and easy-to-implement server systems designed specifically for any size small business. Depending on your business needs, your server can be in your office or hosted in the cloud. A server will not only speed up your network, but it will also make backups easier, allow secure remote access (allowing you and your employees to work from home or on the road) and make it much easier to share documents, databases and printers.

3. Keep your anti-virus software up to date, and perform weekly spyware scans. Almost everyone understands the importance of anti-virus software, but many businesses still do not perform frequent spyware sweeps. Spyware can cause a host of problems, including slowing down your systems, pop-up ads and even identity theft.

Want An Easy Way To Make Sure You Aren't Making These 3 Mistakes (Or Others) In Your Business? With our Total Care management program for business and non-profits, we take full responsibility for managing your computer network! This service is guaranteed to eliminate expensive, frustrating computer problems and give you the peace of mind that your data is safe and secure.

Free Report Download: What Every Small Business Owner Must Know About Protecting And Preserving Their Company's Critical Data And Computer Systems

This report will outline in plain, non-technical English common mistakes that many small business owners make with their computer network that cost them thousands in lost sales, productivity, and computer repair bills, as well as providing an easy, proven way to reduce or completely eliminate the financial expense and frustration of these oversights.

Download your FREE copy today at www.BeckITSystems.com/protect or call our office at (703) 433-0730.

Shiny New Gadget:

The 30-Day Lantern

It's summer time and that means more outdoor activities. This 30-Day Lantern is the perfect companion for your cookouts and camping trips. Not to mention, it's a handy gadget to keep in your vehicle or garage for those emergency situations when power is down.

This lantern provides up to 30 days of reliable light on one set of batteries. The lantern generates up to 300 lumens of bright, white light that can be seen from up to 75 1/2' away. Made from impact-resistant ABS with rubberized encasements, the lantern is shock- and water-resistant. The device has a green LED that flashes when the device is off for easy location in blackouts, and a built-in hook allows the lantern to be hung upside down. It has three light output levels and a flashing mode (provides 32 hours of light on high).

Get your lantern at www.hammacher.com

Declare Freedom From Expensive Technology!

Over the past few years, Cloud Computing has grown to be a very popular alternative for organizations with over10 employees to purchasing, installing and maintaining technology including servers, software, licenses, Microsoft Office and backing up your data on your own in-house server and computers. Instead of paying up front to purchase new network equipment, then paying to cool, manage, administer, backup and update your computers, you can get access to all the applications via the Internet with built-in disaster recovery while saving 15% to 25% (like paying for a utility) through this cloud computing service.

Now the cloud also offers telephone service and video security all through your existing network and Internet connection! Finally your organization can run all critical functions through your existing network, save expenses on upgrades and licensing, and move your technology forward without writing a big check to get started.

Free "Cloud Readiness" Consultation Will Give You The Facts

If you want to know if cloud computing is right for you, fill out the form to the right or give us a call at 703-433-0730 for a free, no-pressure, no-obligation cloud readiness assessment. We'll evaluate your current situation and provide insights and options for moving to the cloud. We'll also answer any questions you have and tell you the unvarnished pros and cons of choosing this option.

✓ Plus, if you call us during the month of July to schedule this assessment, we'll enter you in our drawing to win a free security camera for your network. This elegant camera provides advanced recording capabilities and powerful analytics with a breakthrough web based user interface. This camera is feature packed and accessible from any web browser. Call today to schedule your Cloud Readiness Consultation. This offer is for organization with 10 or more employees. 5 winners will be announced at the drawing on 8/1. The judgment of BeckITSystems, Inc. and drawing results are final. Want to be assured of winning? For the rest of 2013, all new clients will receive a free security camera. Call today!

Is Cloud Computing A Smart Move?

Free Cloud Security Camera!

The cost savings with cloud computing are hard to ignore; however, there are a number of things to consider before you jump into cloud computing. You need to consider the reliability of your Internet connection, what type of help desk support you want, security, what other applications (accounting, CRM, line of business applications, etc.) you need and which devices (scanners, printers, iPads) you need to use, as well as phone & security needs.

Contact us today to schedule your free, no-obligation cloud computing assessment and qualify to win your free cloud security camera.

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ranked highest). With insecure networks and no formal plan to combat them, we make it easy on the criminals.

How They Attack

The #1 money-generating techniques the "bad guys" use is to infect your systems with malware so that whenever you (or your employees) visit a web site and enter a password (Facebook, bank, payroll, etc.) the malware programs harvest that data and send it off to the bad guys to do their evil stuff.

They can get to you through physical office break-ins, "wardriving" (compromising wireless networks) or e-mail phishing scams and harmful web sites. Cyber-criminals are relentless in their efforts, and no one is immune to their tricks.

5 Steps To Protect Your Business

1. **Get Educated.** Find out the risks and educate your staff.
2. **Do A Threat Assessment.** Examine your firewall, anti-virus protection (if you do not have either one of these please call us at once!) and anything connected to your network.
3. **Create A Cyber-Security Action Plan.** Your plan should include both education and a "fire drill."
4. **Monitor Consistently.** Security is never a one-time activity. Monitoring 24/7 is critical.
5. **Re-Assess Regularly.** New threats emerge all the time and are always changing. You can only win by staying ahead!

Who Wants To Win A $25 Gift Card?

The monthly quiz is back and better! The Grand Prize Winner of this month's Trivia Challenge Quiz need only call with the right answer first. The first person to correctly answer my quiz question for this month will be recognized in next month's edition of The Pilot!

Put on your thinking caps for the question below:

The Pagans used the term, _____, for the first full moon in June because they drank fermented honey as part of summer wedding celebrations.
a) Moonshine b) Honeymoon c) June-moon d) Honeydew
e) Mountain Dew

Call us right now with your answer!
703-433-0730 Extension 0