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Announcements

- Our Kokomo office has moved. We are now located at 3138 S Lafountain Street. We want to thank Missing Piece Billing for giving us a temporary home while we found our new location.
- We will be having an eWaste Drive November 7-11. Visit www.bssconsulting.com/eWaste for more details and for a list of items that are accepted.

Who We Are

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Could One Tiny Leak Wipe Out Your Company?

Things were going great at Steven Johnson's up-and-coming \$4 million medical-testing company.

He was a happy man. He ran a good business in a nice place. His Atlanta-based LabMD had about 30 employees and tested blood, urine and tissue samples for urologists. Life was good for this middle-aged businessman from Detroit.

Then, one Tuesday afternoon in May 2008, the phone call came that changed his life. His general manager came in to tell Daugherty about a call he'd just fielded from a man claiming to have nabbed a file full of LabMD patient documents. For a medical business that had to comply with strict federal rules on privacy, this was bad. Very bad.

It turned out that LabMD's billing manager had been using LimeWire file-sharing software to download music. In the process, she'd unwittingly left her documents folder containing the medical records exposed to a public network. A hacker easily found and downloaded LabMD's patient records. And now the fate of Michael's life – and his business – were drastically altered.



What followed was a nightmarish downward spiral for LabMD. Not one to go down without a fight, Michael found himself mired in an escalating number of multiple lawsuits and legal battles with the Federal Trade Commission and other regulators investigating the leak.

Finally, in January 2014, exhausted and out of funds, his business cratering under constant pressure, he gave up the fight and shuttered his company.

One tiny leak that could have easily been prevented took his entire company down. Could this happen to you and your business? Let's take a look at four fatal errors you MUST avoid, to make sure it never does:

1. Have you developed a false sense of security? Please, please, please do NOT think you are immune to a cyber-attack simply because you are not a big company. The fact is, whether you have 12 clients, or 12,000 clients, your data has value to hackers. A simple client profile with name, address and phone number sells for as little as \$1 on the black market. Yet add a few details, like credit card and Social Security numbers, and the price can skyrocket – \$300 per record is not uncommon. Being small doesn't mean you are immune.

(Continued on next page)



IT Security Tip #10: REMOVE That Unwanted Freeware

Like it or not, PC manufacturers LOVE to stuff your brand-new PC full of “free” applications (they get paid to do it, so you’ve got a slim chance of getting one without a side of spamware). But clutter is the enemy of a speedy PC, and if you’re not using a particular software on a regular basis, it’s best to REMOVE it completely. That way you don’t have it sucking up processing speed AND leaving the door open to hackers and malware.

2. Are you skimping on security to save money? Sure, of course you have a tight budget... So you cut a deal with your marketing manager, who wants to work from home at times. He links into the company network with a VPN. If configured properly, your VPN creates a secure and encrypted tunnel into your network. So his device now links his home network into the company network. The problem is, his home cable modem may be vulnerable to attack, an all-too-common issue with consumer devices. Now you have an open tunnel for malware and viruses to attack your network.

3. Could lack of an off-boarding process put your company at risk? It's crucial to keep a record of user accounts for each employee with security privileges. When an employee leaves, you MUST remove those accounts without delay. An internal attack by a disgruntled worker could do serious harm to your business.

4. Have you been lax about implementing security policies for desktop computers, mobile devices and the Internet? The greatest threat to your company's data originates not in technology, but in human behavior. It starts before you boot up a single device. In an era of BYOD (bring your own device), for instance, lax behavior by anyone connecting to your network weakens its security. Your team love their smartphones, and with good reason.

So it's tough sticking with strict rules about BYOD. But without absolute adherence to a clear policy, you might as well sell your company's secrets on eBay.

Don't let a tiny leak sink your ship – here's what to do next...

Let us run our complete Network Security Audit for you. We'll send our top data security specialist to your location and give you a complete top-to-bottom security analysis with action plan. This is normally a \$297 service. It's yours FREE when you call now through the end of October.

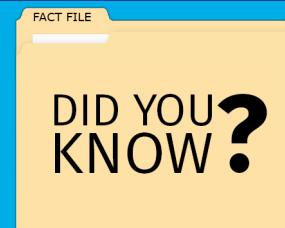
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Our Clients Say It Best

"We have used Business System Solutions for over 10 years and are extremely happy. They do all of our IT monitoring, backups, and now our VoIP phone system. It is much better (and safer) to have 1 vendor do all the services. Not only do you get better rates, but our time is VERY valuable, and BSS is always 1 call or 1 click away. They provide great customer service, and our time is much too valuable to wait for service calls. Also, with 1 vendor they know our system in and out, there is less potential for vendor cross-over, finger pointing, and other issues."

-Stuart Boehning, Bennett Boehning & Clary



- 41-year-old Aitabdel Salem served 5 months in Rikers Island Prison because no one told him his bail was set at only \$2.
- In the name of security, a law was passed in South Korea in 1999 that requires citizens to use Internet Explorer exclusively for shopping and banking (this law will be overturned in 2017).
- Some police departments in the US are starting to create Internet Purchase Exchange Locations so that Craigslist or similar transactions can be conducted in an area with video surveillance and police presence and keep participating parties safe.
- Scientists at a Radio Telescope spent over 17 years trying to figure out the source of some signal interference, turns out, it was their staff room microwave.
- Treadmills were created to punish English prisoners in 1818.
- The reason so many crazy news articles begin with "A Florida man/woman..." is because the media have unrestricted access to Florida police reports.



"My password is 'again'. Whenever I forget my password, the computer message says 'Try again'."

Dealing With The Dark Side of Social Media

By Mark Sanborn

Social media has become a true amplifier, permeating every nook and cranny of the web, giving a megaphone to those who might have previously found themselves voiceless.

While I generally believe that the proliferation of the social web is a good thing, it does have a dark side that is difficult, if not impossible, to ignore.

I was reminded of this recently when an unscrupulous competitor accused me and my friend, Larry Winget, of an ugly racial slur. While it was totally fabricated, this person willfully resorted to defamation of character to defend his indefensible behavior.

It's easy to get mad, get on your computer and allow emotions to run amok. And that can come back to bite you. Yet there are times you shouldn't acquiesce to digital bullies. You need to take a stand.

Here are a few tips on how to keep your social media actions in check, and how to react to others who just can't seem to control theirs:

How do I think through my social media actions in a heated moment?
If you wouldn't say it to your grandmother, don't write it on Twitter. It feels good to blast an opponent, but such outbursts can easily be used against you.

Remember that everything you say or do on the web is archived. Consider everything you write on the Internet to be permanent. Trolls may delete their comments, but they still leave a trail.

Still debating saying it? Sleep on it. If you really feel the need to say something that might be taken the wrong way, consider sitting on it overnight. Waiting until the next day will rarely hurt your point, and it may save huge amounts of embarrassment.

If you do say it...make sure you feel you could defend it in a court of law. Falsely accusing someone of something is a big deal, and the repercussions could amplify beyond your original intentions.

How do I react when I am targeted on social media?

Grab screenshots. If someone truly is going after you, the first move is to gather evidence. Make sure you have copies. Odds are that they will quickly realize what they have done and will try to erase their trail, so the best thing you can do is make sure you have a copy on hand.

Report them. Twitter, LinkedIn, Facebook and most other platforms have guards against those who harass others. Don't hesitate to put in a report – that's why those guards are there!

Remember that the truth is your best defense. As someone who has been egregiously accused of something I did not do, I took solace in the fact that I was innocent, and as such the accusation cruelly asserted could never be proven.

We live in a world where unscrupulous people have migrated to online communities and live among the rest of us. I hope you never have to use the above actions, but when you do, I hope they serve you well.



*Mark Sanborn, CSP, CPAE, is president of Sanborn & Associates, Inc., an idea studio dedicated to developing leaders in business and in life. Mark is an international best-selling author and noted authority on leadership, team-building, customer service and change. Mark is the author of 8 books, including the best seller *The Fred Factor: How Passion in Your Work and Life Can Turn the Ordinary into the Extraordinary*, which has sold more than 1.6 million copies inter-nationally. Learn more about Mark at www.marksanborn.com.*

Last month's question was: **At what temperature are Fahrenheit and Celsius the same? The correct answer was C) -40.**

Carla Dillon was drawn as the winner! Congratulations!

Shiny New Gadget



HoloLens: Your New Reality?

A game designer sees a moving 3-D image of a living, breathing, mace-wielding ogre – on her desk. She flicks a finger and he turns from side to side, giving her a full view of his outfit and weapons belt.

An architect looks up at the ceiling in a building he's just designed. He waves his hand and reshapes it, allowing more light through. All virtually.

A space scientist designing a Mars rover strolls through the landscape, noting from all sides the position, shape and size of rocks his vehicle must navigate.

Now it's your turn. Put on the new HoloLens by Microsoft, and what do you see? How could you use this cool new augmented reality (AR) tool in your business?

At \$3,000 for the developer's version, it may not be an impulse buy. But new AR tools like this will soon be part of your computing world.

Client Bill of Rights

You have the right to know the status of your account and tickets, no matter what time of day or night. We Pledge to provide secure access to updates and status reports via our Web Help Desk-24 hours a day, seven days a week, and communicate the progress of resolving any issues.

Contest Corner

Who Wants To Win A Gift Card?

This month we are giving away (2) \$5 McDonald's Gift Cards. The winner will be chosen at random from all correct entries received by the 16th.

Japanese computer-gaming company Nintendo was founded in which one of the following years?

- A) 1929
- B) 1962
- C) 1889
- D) 1971

E-mail Jeff@bssconsulting.com
with your answers!



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May the God of hope fill you with all joy and peace as you trust in him, so that you may overflow with hope by the power of the Holy Spirit. Romans 15:13 NIV



ELECTRONIC WASTE Recycling DRIVE

November 7th-11th
7:30am-5:00pm
After Hours Drop-Off Available

All items will be responsibly recycled

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Visit www.bssconsulting.com/eWaste
for a list of accepted items and for more information.

