

“Lucky Charm” Keeps Hackers Out

Ralph’s been a good employee for you. Shows up on time. Gets the job done. Doesn’t hassle anybody.

He’s also a porn addict. When nobody’s looking, he’s visiting sites – on your network – that you’d be appalled to see. IF...you knew about them. Without careful monitoring and filtering, this kind of Internet use on your network can remain hidden.

Shocking? Hard to believe it could happen at your company? A survey by International Data Corporation (IDC) revealed that 70% of all web traffic to Internet pornography sites occurs during the work hours of 9 a.m. to 5 p.m. Ralph’s little visits may seem harmless, but they’re adding a serious level of risk to the financial health and security of your company.

Here’s how. A visit to an adult website can be tracked. And if a logged-in user’s identity is leaked, it can be embarrassing, to say the least, to that user. The user may even become a victim of “sextortion” or blackmail. Just ask any of the people who used Ashley Madison, a dating site for illicit affairs. When the site was hacked, users were suddenly at risk of having their indiscretions revealed. This gives cybercriminals a powerful lever to pressure an employee into revealing sensitive company data.

Inside This Issue:

- “Lucky Charm” Keeps Hackers Out (Cont) Page 2
- IT Security Tip #14 Page 2
- Smart Closing Technique (Part 2) Page 3
- Business Briefings Page 3
- Meet George Page 4

Considering that 60% of security breaches start from within the company, you have to wonder what someone at risk of being exposed might do to keep their little secret, well...secret.

Let’s face it, if you’re not carefully monitoring and managing how your network is being used, your company’s data could be in serious jeopardy.



Content Filtering In Today’s Web 2.0 World

Whether you’re already monitoring user activity on your network or not, you need to stay vigilant about evolving risks. And content filtering is key. If your business is like many, you may already be doing some filtering. But is it enough? As technology evolves, hackers drum up ever stealthier ways to invade your network.

Cloud-based filtering, for example, becomes a must when mobile devices tap into your network. The old concept of a static, location-based “firewall” just doesn’t cut it anymore when your staff goes mobile.

Then there’s social media. It’s like a big window into the personal lives of your personnel. It lets cybercriminals “case the joint” before breaking in. For instance, when users log in to a personal Facebook account at work and talk about vacations, favorite hangouts or weekend activities, hackers can use that information for social engineering and other ploys.

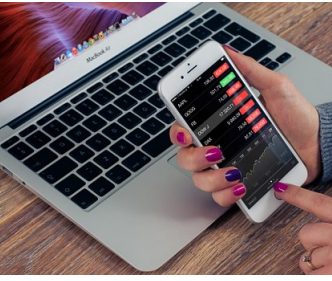
The number of ways your network is exposed to potentially damaging content grows daily. It’s no wonder that 90% of companies and government agencies surveyed by

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IT Security Tip #14: Work Computers & Devices Are Only For ONE Thing...

That is, WORK! Never mix personal web surfing and social media with company devices. If you want to check your Hotmail account or Facebook page, do it during your lunch break and on YOUR personal device. Over 600,000 Facebook accounts are hacked every day. If you're using a company device to access a compromised account, you're opening up a door to a hacker who can then get into your company's network via your e-mail or PC. Bottom line, don't use company PCs, devices, phones or Internet for PERSONAL use.

IDC detected computer security breaches within the previous 12 months. Eighty percent of those organizations acknowledged financial losses due to these breaches. With odds like that against you, an up-to-date content filtering system could well be THE "Lucky Charm" that keeps your company, and your data, safe from all kinds of harm.

At no cost or obligation on your part, we'll come by and install a special diagnostic program that will expose lurking threats due to inappropriate employee use of websites, e-mail and instant messaging.

I'm making this offer because I'd like to give you a bite-sized sample of our extraordinary customer service and proactive approach to protecting you and your organization. And to be perfectly clear, no matter what we may find during your audit, you are under no obligation to buy anything or ever use our services again.

However, there is a catch: we'd like to help every company in the North-Central Indiana area eliminate this risk, but we're only able to perform 5 audits per month.

Call (765) 742-3440 or visit www.bssconsulting.com/healthcheck now, while you're thinking of it. The five minutes you invest could save your company thousands of dollars in lost productivity, potential lawsuits and company resources.

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Free Offer!

FREE Web And E-mail Usage Audit Instantly Reveals If You Have A Problem

If you'd like a snapshot of where your employees are going online and how much time they're spending surfing the net on non-work-related activities, I'd like to offer you a FREE Internet And E-mail Usage Audit worth \$300.

DID YOU KNOW?

- On June 28, 2009, Stephen Hawking held a party open to all..but only publicized the party after it was over so that only time-travellers would know to attend. As expected, nobody showed up to the party.
- San Francisco has become the first US city to offer free community college to its residents.
- An ebay bidder recently paid \$99.900 for a Flamin' Hot Cheeto that looks like Harambe the gorilla.
- 90% of US media (TV, radio, news) is owned by only 6 corporations.
- The first President of Zimbabwe was President Banana. A law was passed forbidding citizens from making jokes about his name.
- 1.5 million people were evicted from their homes in preparation for the 2008 Olympics in Beijing.
- The cost of a tourist visa for China is \$140 for Americans and \$30 for the rest of the world.
- There is a rare breed of chicken where the entire chicken is solid black. The meat, skin, organs, bones, tongue, and eyes are solid black.



"Serendipity is up, fluke is doing well, but I'm a little concerned about our dumb luck."

Client Bill of Rights

You have the right to expect BSS to sustain the highest levels of personal accountability, professional commitment, and employee empowerment in your every interaction with our organization.

We pledge to treat you with the utmost levels of courtesy, responsiveness, integrity and respect; and to work with you to insure that your experience with us is a pleasant and cooperative relationship.

Smart Closing Technique, Step 2

By Dr. Geoff Smart



Let's say you're closing a deal and you've already taken the first step: you've summarized the client's underlying need...

Now you're ready for Step 2: Say what you plan to do.

Describe exactly what you'll do to help the client successfully satisfy their underlying need. Even smart people worry about putting themselves out there by offering a plan. They worry that someone may disagree with them. They worry about proposing a plan that doesn't work. That's why many advisors stay "safely vague" rather than offering a specific plan.

But being vague doesn't help leaders solve some of their biggest problems. You have to have the courage to propose a plan. For example: "I have some ideas about how you can achieve your goals. Want to hear them?"

"Yes!" (the client says, while taking out a notebook and a pen).

"There are five parts to what I think you need to do, in this order. They are designed to increase your power score, starting with priorities, who is on your team and relationships. First, there is no way you are going to be able to take the company in a whole new strategic direction without the board's support."

"That's true."

"So first we have to articulate your vision and your priorities on paper, with goals and strategy and budget implications, and then get the board's support."

"Right, it's going to change our budget, so rather than let the board nix it this fall, I should get out in front of this and get their support from the beginning."

"Second, you seem to have questions about the capabilities of many of the key leaders in the US, Europe and in your Asia region. It would be helpful to assess your team, to have a clear view of who is going to fit in the new organization, and who is not a fit."

"Yes, that would be helpful—to have an X-ray of the org chart and figure out who needs to go where to align with the new strategy."

"Third, fourth and fifth will be all about culture change. Change the incentives. Change the meeting cadences of what metrics are tracked and discussed—who meets when to discuss what. And what some of our most successful clients have done in situations like this is design work-shops—like a roadshow—for you and key leaders to educate and train the next two levels on what you expect from them, and why, in the new world order. This gets the troops aligned behind your new vision."

"Wow! Yes, yes and yes."

"And even if you do all of that, I only give it a 70% chance you will fully actualize your goal within three years—in the market and culturally. Still, that's a lot better than the 5% chance you give yourself today."

"I'd take 70% over 5%."

Now that you've stated your plan, you are in a much better position to close the deal.

Imagine careening through a virtual forest on the back of a Pegasus in a race against other fitness buffs...

VirZOOM hopes their stationary, VR-equipped exercise bikes will soon be coming to an arcade or fitness center near you. They've already installed the bikes in over a dozen venues in the US, from Connecticut to California.

Walk into any of these places and you can strap on a VR headset and compete in live, multiplayer matches. Plans are already being hatched for full-blown tournaments, complete with prizes and onlookers. You can ride your way to fitness with the aforementioned Pegasus, straight bike races or even a good old-fashioned tank battle... Who'd'a thunk doing something so good for your health could be so much fun? *Engadget.com*

Want better collaboration at work? Play these tunes.

Research has already shown that teams who listen to music together at work feel more bonded and collaborate better. Yet that begs the question – what type of music do you listen to? It's a topic likely to end up in wrangling and conflict. However, a recent study at Cornell University offers a scientific answer. And, while metal fans may not be thrilled with it, the results weren't exactly shocking. The study found that people who listen to happy music were more likely to cooperate, regardless of age, gender or academic major, than those who listen to unhappy music. Interestingly, they found it was not the vibe, but the bouncing beat, that gets teams in sync. *Inc.com*

Contest Corner
Who Wants To Win A Gift Card?

This month we are giving away a \$10 Panera Gift Card. The winners will be chosen at random from all correct entries received by the 16th.

Which Indiana city was once known as the "Circus Capital of America"?

- A) New Haven B) Warsaw
C) Plymouth D) Peru

Last month's question was: **Indiana was the ___ state to enter the union. The correct answer was B) 19th.**

Betsy Jones and Jim Jacobson were drawn as the winners. Congratulations!

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



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"... those who hope in the Lord will renew their strength. They will soar on wings like eagles; they will run and not grow weary, they will walk and not be faint." Isaiah 40:31 NIV

Meet Our New Employee George



George Corple is a Support Technician for Business System Solutions. He works with all the IT Engineers on Tier 1 support issues, and assists with new computer setup. His most important daily activity is monitoring all the backups for all our clients to make sure they are working, sent offsite, and data is always recoverable!

George graduated from the University of Kentucky with a degree in Business Administration. He joined our team after working as a Relationship Banker at Chase Bank. He was raised in Daleville, Indiana and moved to Lafayette after his wife was accepted in the Graduate Program at Purdue. When he isn't working, he enjoys reading, traveling, being involved in his church and working on his house. He currently resides in Lafayette with his wife.

Business System Solutions Is Your Total IT Partner
www.bssconsulting.com

"BSS Was Able To Exceed Our Expectations"



"It was a big decision for us to go with an outsourced IT solution. We have over 200 employees and a 24/7 operation. BSS came in and installed a new virtual server environment, upgraded our Exchange and Active Directory servers, and really helped organize and straighten out our file and security system. BSS was able to exceed our expectations with the transition and implementation. They gave every extra effort needed to ensure the continuity of our operation. Now on an ongoing basis, the process is very seamless and successful. They handle all our IT needs and act as our IT department. We would recommend using BSS' Total Care where PCs are replaced regularly for no extra cost, and they handle anything we ask!"

-Jay Jarrett, CFO, Nanshan America

What Our Clients Are Saying