

the Tech Chronicle

The Official Company Newsletter of NorthStar Tech. Services

WHATS NEW

CYBER ASSESSMENT



In the last several years, our team has been putting much of our efforts towards cyber security. We have found way too many companies don't have a proper understanding of just how dangerous a breach can be for **their business** and for **their own clients**, so we have been offering **free** cyber security assessments to provide some clarity. For more info on this, scan the code on the final page.

DECEMBER WEBINAR

We mentioned it in October's newsletter (but got the date wrong...) Our Cyber Security Best Practice Webinar with another MSP will take place on **December 8th 2022!** We are looking forward to hosting this webinar and will be sending out more details, so keep an eye out in both your virtual (and actual) mail boxes.



This monthly publication is provided courtesy of **Eric Williams**, the CEO, Owner, & Founder of NorthStar Technology Services located in Moorestown, NJ.



Our Mission:

To build a community of successful-minded entrepreneurs that inspires excellence, encourages collaboration and expands the capacity of all members to achieve great things.

We are proud to have served the greater Philadelphia Metro Area since 2008.



Upgrade Your Network To Experience These 4 Results

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If you own or operate a business, you've probably adapted to a number of changes over the years. As you inch closer to year-end, it's time to figure out what still needs to be done.

One of those potential changes might be an upgrade to your network infrastructure. When you look at making updates or adjustments to your business, you're probably doing so in an effort to bring in a greater profit than the previous year.

While updating your software or hardware might not provide an obvious benefit to your sales goals, it can help save your business quite a bit of money in the long run. It can even boost your sales and overall productivity when the right updates are put in place.

Here are **four major benefits** that come with updating your network infrastructure:

1 Faster Internet Connection

Every day there are new technology advancements being made, and failing to keep up can hinder a business' operations. If your Internet speeds are slow, your employees will work at a slower pace. Client-facing applications will also lag and can be detrimental to your customers' satisfaction. Investing in a new network will allow you to utilize faster Internet speeds so you and your employees can work with fewer interruptions and improved overall productivity.

2 Better Network Security

We spend a lot of our time discussing the importance of cyber security, but for good reason; one successful cyber-attack can bring irreparable harm to any business. Cyberthreats are getting progressively more complicated, and cybercriminals can easily navigate old and outdated networks. Newer networks actively work against these attacks. Even if you've recently upgraded your network, you need to continually update your software.

Continued on pg. 2

Continued from pg. 1

3 More Compatibility

An upgraded network provides business owners with more options than they could ever dream of. You'll have access to countless applications that will benefit your business and give you a step ahead of your competitors, but your network needs to be as strong as possible to get the most out of them.



4 Less Time Maintaining Your Network

If you upgrade your network on old infrastructure, you will put more strain on your system, and your IT person or company will have to step in to help out. Investing in modern infrastructure will help fix many problems in your business and will give your employees more time to be productive, including your IT specialists.

Now that you're aware of the benefits of upgrading your network infrastructure, **when should you do it?** As your business grows, your network needs to grow with it. You will also need to upgrade if you're experiencing any issues with your current network. If you work in an industry that deals with sensitive client information, like a law firm, you may be legally required to keep your network up-to-date as much as possible.

Upgrading your network and keeping it up-to date-will come with ultimately many benefits and few drawbacks.

If it's been some time since your last upgrade or update, it's time to reevaluate your needs.

Keep Your Business COMPLIANT By Following These Tips



Compliance is incredibly important for any business. A failure to remain compliant can spell doom for any business, regardless of size. Being compliant is the act of following certain established rules, regulations, laws and guidelines. But what many business owners don't realize is that compliance and security go hand in hand. Compliance is in place to prevent security breaches and give guidelines for what to do if a breach does occur.

However, your company won't become compliant on its own. It often takes plenty of time, effort and money to ensure that your business stays compliant, especially given how rapidly technology advances. Twenty-five years ago, you would not have had to worry about many of the issues that plague business owners these days because the Internet was nowhere near as developed as it is now.

But times have changed, and your business has to change with it or you will fall victim to cyber-attacks. Before you spend time and money trying to figure out if your business is compliant or not, you should ask yourself some questions:

- **Does my business have antivirus software and is my network protected by a firewall?**
- **What data are we encrypting?**
- **Do I have a system in place to manage network-connected devices?**
- **Are there disaster recovery plans in place, and do I use backup solutions?**
- **Is there a business continuity strategy?**
- **Do I have employee training in regard to security?**

After you've answered these questions, you'll have a better idea of what needs to be done to ensure your business stays compliant. You may be thinking you need to rush out and buy the necessary technology and equipment to fill any holes, **but you should focus on your team more than anything else.**

According to a study by IBM, 95% of cyber security breaches stem from **human error**. We've talked at length about the importance of training your employees to be cyber-secure, but the reality is employees who have not bought into a cyber-secure culture are putting your business at risk. You need employee training in place so they can learn all they can about cyber security and keeping your business protected.

After you've fully trained your employees, you can put more focus into bringing in the proper technology and equipment in. If you don't have antivirus software or firewalls, you should invest in them before anything else. Once those are in place, you can focus on a few specific pieces of technology to make your business more compliant.

Staying compliant is an **extremely** important part of your business. It helps protect you and everyone who works for or does business with your company. However, it takes time to put these practices into place. If you feel like you don't have time to get your cyber security measures in place or if you simply need more information about managed services providers, give us a call. We would be glad to help you with your cyber security or compliance needs.

Learn Any Skill Faster With The 85% Rule

Everyone wants to learn new skills as quickly as possible, but each individual has different learning strategies. Some people try to push themselves out of their comfort zone, which a Yale study confirmed *does* work – but pushing yourself too far can actually have adverse consequences. Instead, we should try to find our sweet spot.

A recent study conducted by the University of Arizona found that we maximize our learning efficiency when we fail 15% of the time. This means that **we learn at our best when we're succeeding at a given task 85% of the time.** It's okay to fail sometimes, and failing 15% of the time may even be the **best way to learn.**

We maximize learning efficiency when we fail 15% of the time. ”

Meme Corner



“The boss is worried about information security, so he sends his messages one alphabet letter at a time in random sequence.”

Tech Tip Recap

Every week, NorthStar posts "Tech Tip Tuesday" to share helpful advice on how to get the best out of technology and stay protected against cyber attacks.

← In this segment, we will feature a recap of last months' Tech Tips we posted. **To stay updated this month, follow us on social media!**

Keyboard Shortcut to Search: "command" "+" "spacebar"

Hit the command key, the plus key, and the spacebar on your keyboard to search. For Windows users, click the windows and "s" keys to perform the same shortcut.



Keep Your Tech Clean

Keeping it clean is one of the best ways to ensure your technology hardware is running well, aside from regular software checkups. We recommend a microfiber cloth for maintaining screen, keyboard, trackpad, and mouse cleanliness.



Turn on Zoom Keyboard Shortcuts For Meetings, Chats, & Phone Calls

Make virtual meetings easier and efficient by going to zoom settings and turning on keyboard shortcuts.



Add Fraud Alert to Your Identity/Name

Your business' data is protected (or so we hope), but what about your personal information? We wrote an article about this on the next page.



P.S. If your business' data is not protected, we can help you with that.

Are You Overlooking This Vital Protection?

In case you missed it, October was Cyber Security Awareness month. We hope you took some time to ensure everything was cyber safe. In the past several years it has become our industry's full-time focus keeping servers, computers, and networks connected and (cyber) secure. Your business' safety, efficiency, and success are our goal and key focus.

However, we've been noticing something hugely overlooked by business owners: **their personal information security, or more specifically, their credit.** Our team has way too many stories from friends and family who have had their identity stolen and their credit ability abused.

If you don't have any credit monitoring in place (such as LifeLock), a completely free solution to this is adding a fraud alert to your identity. Though it sounds tedious and timely, putting in a little effort to fill this out will save you tremendous aches and pains in the future. Its damage prevention to so you don't have to worry about damage control.

Simply place a temporary fraud alert on your name and social (its not necessary to make an account.) We recommend this for all your immediate family... yes, even for children who have no current credit.



Don't worry; this will not freeze your existing credit. It will simply make it more difficult to get new credit. If someone steals your information - and signs up for a new credit card at Home Depot, for example - you would get either a phone call or email to approve. This usually will stop the perpetrator as they are standing in line at the store getting ready to use your information. If it is really you, you'll get the call and can easily approve it.

Folks, this is free. You can pay for longer term service and add on additional services, but the free version is highly helpful on its own. **Your business is (or should be) protected, so why not your personal information as well?**



Then use the lower portion of the page to add fraud alert to your name/identity

Follow Us!



Did you know we offer a **FREE** cyber security assessment?

This **no-risk** and **high-return** assessment will tell you whether your company is fully secure. Even if you already have in-house IT or a tech MSP, a routine check up is not only recommended but vital to your company's success.

Scan the QR code or visit this link to learn more:
<https://www.northstarsvc.com/discoverycall/>

