

**DTS**

DanTech Services

Computers under control!™

Technology Times August 2016 Issue



Dan Foote
Owner/President

"As a business owner, I know 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!"

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Are You Betting The Farm Your Backups Are Safe?

It's only natural that when you hear of a disaster you think it couldn't happen to you.

That's why, even though we're told constantly that we should diligently maintain a working backup recovery system because all our company's data could be lost in an instant, we tend to brush off the advice.

Yet disasters do happen when you least expect them, and they can happen to anyone. So to illustrate the importance of staying on top of your data recovery system, here are three tales of "data gone wrong." After all, there's nothing quite like a good horror story to inspire action!

Toy Story 2: Gone!

One morning in 1998, the animators at Pixar Studios working on Toy Story 2 noticed that Woody's hat started disappearing. Then his boots... Then all of Woody – gone! Other characters started disappearing too.

A rogue command in their system had started wiping out data. No problem, the team thought, as they pulled out the backups. Unfortunately, the backups were bad and only had data from 10 months ago.

Luckily, one of the project leaders who'd just had a baby had recently asked to have a copy of the film installed at her house. So they drove to her house and escorted her computer back to the studios "like an Egyptian Pharaoh." And as we now know, Toy Story 2 was saved.

Moral: It's not enough to simply run backups. You need to periodically check to make sure the data is actually getting backed up and nothing is corrupted.

46,000 Insurance Customer Records: Lost!

In 2010, Zurich Insurance announced it had lost a backup tape containing confidential data from 46,000 customer records as it was being transferred from one site to another. To make matters worse, it was later revealed that it took a full year for their headquarters to learn that the tape was missing.

While there was no evidence that the data had fallen into the wrong hands, it was not encrypted and therefore easily accessible by anyone in possession of the tape. The company was slapped with a £2.3 million fine from the British Financial Services Authority.

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Business Briefings:

Is the IoT a "Clear And Present Danger"?

According to a U.S. government report, the "Internet of Things" could deliver a disabling global attack. With smart cars, smart homes and new apps that reach into every nook and cranny of our personal lives, the IoT poses greater risks to our safety than ever before. And revealing more about your life than a novelist, it takes the invasion of privacy to new heights. True, it may help folks live longer, healthier lives. And it may boost food production. Or even improve job and lifestyle options for some. Yet the question isn't whether it's good or not ... it's how do we deal with it? One thing is for sure: good or bad, buckle up because here it comes! ITworld.com

Did you notice the day Windows became malware?

If malware is any piece of software that gets into your computer through stealth means – even if it's a premier operating system – then Windows 10 fits the definition. Microsoft has been very aggressively asserting its self-imposed deadline of July 29 for free upgrades from Windows 7 and 8.1. And if it hasn't been yet, you may find your computer hijacked and converted into a Windows 10 machine – whether you give permission or not. By default, Windows 10 collects advertising and personal data. It changes your computer's configuration. And if you try to stop the upgrade by clicking the X on its dialog box, it installs it anyway. Aw, c'mon, tell us that's not malware! ComputerWorld.com

Imagine owning the domain rights to Google.com – even for just 60 seconds...

When Babson College MBA student Sanmay Ved happened to notice the google.com domain up for sale, he figured why not go ahead and try to buy it. To his huge surprise, the sale actually went through! He had just purchased google.com for the princely sum of \$12. It didn't take Google long to become aware that something had gone horribly wrong – less than 60 seconds, in fact. They fired off an e-mail to Sanmay, telling him they'd cancelled his order and refunded his \$12. As an afterthought, Google sent Sanmay a little spiff for his cooperation: \$6,000.13, to be exact. If you squint, you might see that the number spells "Google." DigitalTrends.com

5 Ways to Build Raving Fans

By Mike Michalowicz

Marketing is about connecting with consumers.

Great marketing, though, is about transforming those consumers into fans, raving fans – people who feel loyalty, and feel invested in your business and its success. Here are some creative ways to start converting your customers into your biggest fans.

1. Have your clients do some of the work.

This isn't about being lazy; it's about involving your clients in a memorable experience. Build-A-Bear is the perfect example of this technique. Children receive many stuffed animals over the course of their childhoods, but none so special as the bear they build themselves, selecting the fabric and components. The consumer's investment in the experience cultivates loyalty, and their unique experience can't be duplicated anywhere else. Offer your clients a way to personalize their experience with you.

2. Reject clients.

It's human nature to want what you've been told you can't have. The more limited an item or service is, the more we value it, and if your customers feel like they have achieved something by managing to get your attention, or having earned the privilege of spending money with you, they'll give you a lifetime of loyalty. As long as your product meets or exceeds expectations, then making it clear that you're selective about who you do business with will make you more appealing.

3. Deny your own existence.

Though now a much more public item, the American Express Black Card was long the subject of curiosity. The company refused to confirm its existence or answer any questions about what the card might offer. Now customers beg for an invitation to the Black Card, despite the ridiculously high annual fee. Think about it... Customers clamoring to spend money with you? Cultivate mystery and clients will seek you out.

4. Encourage tattoos.

Extreme? Maybe. Effective? Absolutely! Not only are folks who get logos tattooed on themselves acting as walking advertisements, they're also absolutely certain to be loyal customers. Encourage tattoos by creating a cool logo and cultivating a reputation that's unique and appealing. Is this practical? Two words: Harley-Davidson. For folks with Harley tattoos, the brand isn't just a commodity; it's a lifestyle.

6. Create your version of boot camp.

Organizations like fraternities or the military create cohesion and loyalty by putting new recruits through tests and challenges. Let your customers know that your business runs differently than others, that you will require work and dedication from them. They will realize they're part of a special group, and they'll feel invested in promoting your services. Providing code words and emblems of membership makes customers feel like they're one of the elite, special few who have made it through boot camp.

It's no secret that marketing today is radically different than it was even ten years ago. We have to work harder to promote our brands, but the potential upside is huge, because devoted, raving fans will take up your banner and do some of the work for you. Creating and nurturing these fans will reward your efforts for years to come.



MIKE MICHALOWICZ (pronounced mi-KAL-o-wits) started his first business at the age of 24, moving his young family to the only safe place he could afford—a retirement building. With no experience, no contacts and no savings, he systematically bootstrapped a multimillion-dollar business. Then he did it again. And again. Now he is doing it for other entrepreneurs. Mike is the CEO of Provend Group, a consulting firm that ignites explosive growth in companies that have plateaued; a former small-business columnist for The Wall Street Journal; MSNBC's business makeover expert; and the author of the cult classic book The Toilet Paper Entrepreneur. His newest book, The Pumpkin Plan, has already been called "the next E-Myth!" For more information, visit <http://www.mikemichalowicz.com/>

Will Printers Serve Up Your Next Computer Infection?



Vectra Networks has found an old, longstanding vulnerability in Windows, and it comes from a rather unexpected source.

Printers.

Way back in 2007, an eternity ago in the world of tech, Microsoft introduced a convenient new feature that was widely lauded by network administrators. This service called Microsoft Web Point-and-Print stated its purpose was to make resource management easier for IT staff. Rather than having to manually add a printer to each PC in a given office, the new web service allowed for automatic delivery of appropriate printer drivers to any printer in the vicinity of any given PC. It's fast and convenient, but there's just one problem. The driver's digital signature isn't verified by any security process, and it's given high level access privileges to the network.

That's a recipe for disaster. If an exploit can be found in any given printer driver that allows malware insertion into the code, and the physical printer itself can be accessed, neither of which presents any great challenge to a determined hacker, then the malware can be made to spread automatically to any PC within range of the printer. It gets worse though. Hackers could actually deliver the attack via the web through, for example, a page that offered a thoughtfully updated printer driver for the printer you're using. Again, once infected, even if a particular user deletes the driver from their PC, they'll get automatically re-infected, every time they print to the printer in question.

As disturbing as that sounds, there are actually two easy fixes for it. First, Microsoft has already developed and rolled out a patch (MS16-087), and second, the feature can simply be turned off, if you don't want to take the chance that other such exploits will inevitably be found in the Point-and-Print service. One thing is certain: While this may be the first vulnerability found in the Point-and-Print service, it won't be the last. Now that the word is out, you can bet we'll be hearing much more about attacks on this front.

*"Are You Betting The Farm Your Backups Are Safe?"
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Why MegaPetCo Closed Their Doors

The fast-growing set of chain stores MegaPetCo had refused to upgrade their IT system to one that could handle their needs. One day a systems developer accidentally programmed a query that wiped out their entire database. All of a sudden, operations ground to a halt; from sales to payroll to purchasing and reporting, everything had been tied into that one database. And no backup.

They tried to sue their ISP, but between recommendations to upgrade and failure to do so, the lawsuit was dropped. Three months later, MegaPetCo filed for bankruptcy.

Moral: Backups may seem like a low priority, or even an unnecessary expense. Yet surely there is data that if lost would cost your company dearly. And when you compare the cost of replacement to the relatively minor expense of keeping good backups, the choice is clear.

Why Take A Chance That Your Backups Are Safe? Our FREE Data Recovery Audit Will Help You Know For Sure!

The effects of a data disaster run the gamut from minor annoyance to a death knell for the organization it happens to. We don't want that for you. **That's why until September 15, 2016 we're offering our complete audit, normally valued at \$297, free to companies here in the Anchorage area.**

At no charge, our data security specialist will come on-site and audit your current data backup and security procedures and determine whether your current system can guarantee you a fast, safe and full recovery of your data.

Depending on what we find, we'll either give you a clean bill of health or reveal gaps in your data backup system that could prove catastrophic. Then, if appropriate, we'll provide you with an action plan for further securing your data with our DTS/BCS SERVICE PLAN.

Call 907-885-0500 TODAY and let's make sure your company isn't betting the farm on a flawed recovery system.

AS LOW AS
\$19.95
/mo

Be the leader of the pack.
Switch to Nextiva's cloud-based
phone system today and stay one
step ahead of your competition.

Save Now

nextiva
SIMPLIFYING BUSINESS COMMUNICATION

Shiny New Gadget Of The Month:



A Great Night's Sleep In The Palm of Your Hand

The techno-geeks over at Hello Inc. have just released Sense, a device that helps you wake up feeling great. A tad smaller than a baseball, this little sphere sits on your nightstand next to your bed and monitors conditions in your room while you sleep. Things like temperature, humidity, light and sound in your bedroom are tracked, along with your body's slightest movements as you sleep. It pairs with your smartphone so you can see patterns and change conditions in your room to get the best night's sleep possible. Sense can play any number of soothing sounds to help you drift off to sleep. Then, when it's time to rise and shine, it gently wakes you up at the best time in your sleep cycle. It's priced at \$129, and you can find it at hello.is and other online retailers.



DanTech Services provides knowledgeable management, support & sales of Dell SonicWALL UTM's.

Whether you're upgrading or replacing your current firewall, DanTech Services has the experience to size, deliver and install the best perimeter protection available.



Cyber Security for Your Business

On July 26 2016 DanTech Services presented "Who is in charge of your Cyber-Security" Seminar at Crowne Plaza, Anchorage. If you didn't attend this very information-rich event here is a part of Lara Baker, CTO of Bedrock LLC., presentation. Just click on the picture to watch video and see what you missed:



Dan Foote, President of DanTech Services, presented some new products the company started offering this Spring. Among them—DTS Shield:

DanTech Services, Inc. is proud to introduce our Network & Data Safety Solution:

DTS Shield — a 4 Tier Security package

1. Protection from malevolent Internet sites
2. Intrusion prevention with a highly rated, commercial grade Next Generation Firewall
3. Image-based backups that protect your data
4. And finally, user knowledge training to protect and avoid operator error, the most vulnerable link

Best of all, this is a modular system and doesn't rely on one product or vendor, plus it's scalable.

**Visit our web-site and fill out our Assessment Form
at <http://www.dantechservices.com/security-services/> for more info
or call 907-885-0500**

There's no obligation, plus we can assess your level of vulnerability.

**We are here for you, working to keep your Computers
Under Control!™**

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