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Technology Times February 2018 Issue



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Owner/President

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WARNING: Your Business Is More Likely To Be The Victim Of Cybercrime NOW Than Ever Before...Take These Steps Today So You Don't Get Hacked!

Though we're in the midst of an unprecedented rise in high-profile cybercrime incidents, it's easy to assume that our own much smaller businesses are safe. Sure, we think, hacking into the data stores of J.P. Morgan, the U.S. Government, or Virgin America can net hackers millions and millions of dollars. Why would they bother with a small business?

But unfortunately for all of us, hackers actually do bother with small businesses across the country — these attacks just don't make the news. By some estimates, including one reported in Media Planet, more than half of small businesses have had their data compromised. According to StaySafeOnline.org, these attacks, targeting small to midsize companies, now comprise over 70% of all data breaches. What's worse, this digital onslaught shows no sign of slowing. In fact, ransomware attacks alone have increased 250% since 2016, accompanied by higher rates of malware, phishing, and other forms of cybercrime.

Once you see these numbers, it's easy to understand why hackers seek the little guy. These days, massive corporations like Google or Citigroup employ incredibly sophisticated digital measures.

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Business Briefings:

Drop These 4 Habits For A Successful 2018

Today, the business world is more rapid, complex, and volatile than ever before in history, a trend that shows no signs of slowing down. With that in mind, it's vital that entrepreneurs tighten up their business practices now, not later.

Here are four bad habits to kick in order to shed your company's sluggishness and step fully into the modern marketplace:

1. Procrastinating training investment:

Investing in comprehensive training resources, which expands the skills of both you and your employees, can ensure you stay competitive in the midst of constant change.

2. Amassing knowledge without applying it:

With millions of well-meaning advice articles plastered across the Internet, it's easier than ever to learn new principles. But you can't stop there. Actively implement the knowledge you gain, instead of keeping it locked away in your mind.

3. Expecting ideas to come from the top down:

Today's savvy business owner doesn't solely channel those at the top of the organization chart. Instead, they welcome ideas from all levels of the company.

4. Busywork: Too many leaders get caught up in output metrics instead of outcomes. Get the numbers out of the way and watch your employees shine.

How To Spot A Phishing E-mail BEFORE It Can Do Any Damage

Phishing e-mails are bogus messages carefully designed to look like a legitimate message (or attached file) from a site or person you trust. Their goal is getting you to willingly give up your login info or unknowingly click a link to install a virus. The best of these e-mails look uncannily similar to their real-world counterparts, but there are ways to discern a phishing attempt from a legitimate e-mail.

First, hover over — but don't click on — the URL in the e-mail to see the actual website you'll be directed to. If there's a mismatched or suspicious URL, delete the e-mail immediately. Other telltale signs are poor grammar or spelling errors. And if the e-mail asks you to verify or validate your login or personal information, get out of there.

The Process

By Robert Stevenson

Nick Saban, head football coach at the University of Alabama, has won six national championships, one while he was head coach at LSU and five at Alabama. The five championships at the University of Alabama have happened in a span of only nine years — the biggest run in college football history.

In football, you can only put 11 men on the field at one time. It's your best against their best, and while talent is critical, it's far from everything. What is Alabama's magical formula for success, and why do so many teams have trouble duplicating it?

A few years ago, Coach Saban asked me to present a program on communication to his coaching staff. In his world, recruiting star athletes is paramount to their success, and he wanted his coaches to make the best presentation possible to the athletes they wanted to play for Alabama.

I learned a lot of things about Coach Saban and Alabama football preparing for my three-hour program. There are a lot of coaches, managers, bosses, and leaders out there who never mix with the people on the front lines. Not Coach Saban; he is all about being on the ground level, getting "dirty" in the details. In fact, I don't believe I have ever met anyone as detailed as he is. Meetings and practices are planned to the minute, and everyone understands what is expected of them and how they are to accomplish it. In the football world, he's become famous for what most call "The Process." As he puts it, "The Process is much more important than the result."

The critical element of his success is a simple way of breaking everything down into manageable parts. He owes this technique to Dr. Lionel Rosen, a Michigan State University psychiatry professor he met when he coached there in the late 90s. Dr. Rosen studied cognitive therapy used in the Alcoholics Anonymous recovery program and found the best way to succeed was to deal with the moment, not the future or past. If you handle the moment correctly, the final result will work out.

Dr. Rosen pointed out to Coach Saban that the average play in a football game lasts only about seven seconds, and that is where he needed to concentrate. The last play is done — it's the next play, the next seven seconds, that counts. Ensuring that his players know exactly what they have to do in those seven seconds, without hesitation, is all that matters.

The same is true in business. By breaking down what you do into manageable segments of time and function, you will be better able to achieve the results you desire. But remember, everyone needs to understand what is expected of them and how they are to accomplish it.



*Robert Stevenson is one of the most widely recognized professional speakers in the world. Author of the books *How To Soar Like An Eagle In A World Full Of Turkeys* and *52 Essential Habits For Success*, he's shared the podium with esteemed figures from across the country, including former President George H.W. Bush, former Secretary of State Colin Powell, Anthony Robbins, Tom Peters and Steven Covey. Today, he travels the world, sharing powerful ideas for achieving excellence, both personally and professionally.*

Windows 10 Privacy Becoming More Transparent In Next Version

All companies collect data on their customers, but some are better than others when it comes to being upfront about what kinds of data are collected. Over the past year, Microsoft has made many moves that have been well-received by their enormous user base. They've become increasingly transparent and offer an unprecedented level of control to the users themselves.

Last year, the company took its first major step, adding a pre-installation/pre-update Privacy Setting screen that allowed users to choose between two settings, Basic or Full, where global data collection was concerned.

Not long after, the company also added a Privacy section to the web dashboard of every Microsoft account, which allowed users to do things like:

- Exporting any of the data found on the dashboard
- Deleting specific items to allow for more individualized control
- Viewing and managing media consumption data, along with product and service activity

The most recent addition is the release of an app called "Windows Diagnostic Data Viewer," currently available on the Windows Store. Right now, the app is available only to Windows Insiders, but is slated for release to the general public in April or May of this year.

As the name of the app suggests, it will not allow users to delete or manipulate any of the data collected, but it will provide an in-depth view of what data is collected. This would, at the very least, give system administrators the option to explore methods of disabling selected features in a bid to mitigate data collection.

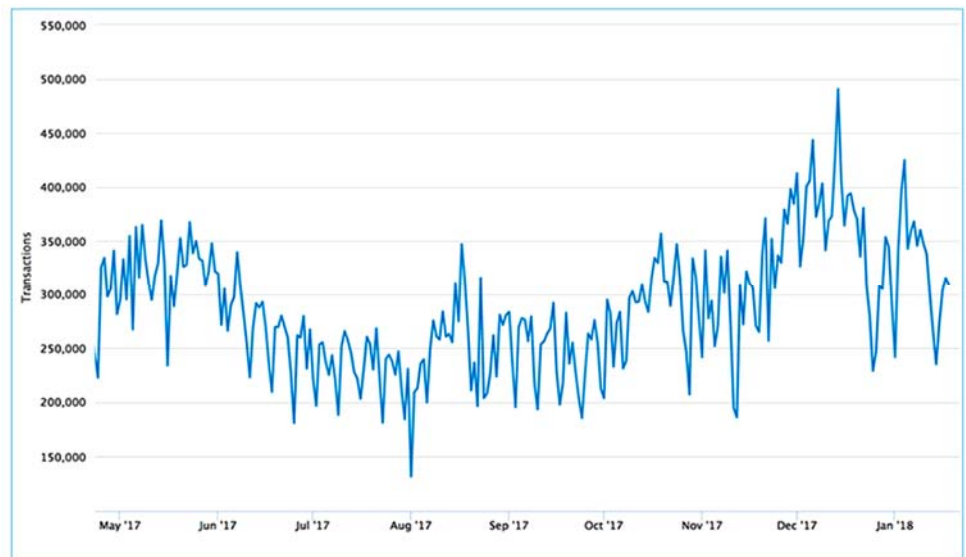
Although the company is providing more options and becoming increasingly transparent, it has no plans to stop collecting telemetry data, insisting that it is essential in terms of making incremental product improvements and rapidly solving bug reports. Like it or not, data collection is here to stay.

Please call 907-885-0500 if you need more information regarding Windows 10 policy changes or have questions about your computer network.

Blockchain for Identity Management: It's Years Away

Why It Doesn't Fix Long-Running Access Management Problems

By Jeremy Kirk



The blockchain has supported nearly 500,000 unique daily bitcoin transactions. Can it do the same for identity and access management?

The blockchain has supported nearly 500,000 unique daily bitcoin transactions. Can it do the same for identity and access management? Technologists are wrangling with an identity puzzle: Is it possible to create a single digital identity that can be seamlessly and securely used at a bank, a hospital or consumer websites?

It's the holy grail of identity. The way identity information is collected and stored today is not only inefficient but risky: Hackers have had astounding success target centralized stores of personal data, as Equifax's breach showed (see Equifax: Breach Exposed Data of 143 Million US Consumers).

"It's unreal how careless we are with this stuff [data] that's worth more than crude oil," says Steve Wilson, vice president and principal analyst at Constellation Research in Sydney. Many see the future of identity in the use of blockchain technology, the distributed computing network and ledger that verifies the transfer of a bitcoin from one computer to another.

Blockchain is the technology industry's latest term du jour lately. That's due to the meteoric rise in the price of bitcoin, which has elevated a once-obscure distributed computing technology to a market mover.

When Kodak announced earlier this month a blockchain-centered digital rights platform and virtual coin, its stock price jumped three-fold. The Long Island Ice Tea company, whose drink sales have flagged, has renamed itself Long Blockchain, with plans to mine cryptocurrency. Its shares also dramatically jumped in price.

Self-Sovereign ID

But blockchain has appealing traits for identity: Rather than lodging a virtual currency transfer, it's possible to embed identity information in the ledger. The broad vision is a blockchain could be a tamper-proof reference point to verify personal data without having to expose the actual data to a service provider.

➔ [Please click here to read a full article at the web-site of our partner.](#)

**Shiny New Gadget
Of The Month:**



August Doorbell Cam Pro

It's 3 a.m. You and your family are all tucked away in your beds, snoozing away. Suddenly, the doorbell rings, and everyone is shocked awake. Who is that? What do they want? And, most importantly, what should you do?

It's a dicey situation, but luckily, modern technology has an answer — the August Doorbell Cam Pro. Another addition to the endless list of "smart home" offerings, the device is a small, unassuming square doorbell. At any time — say, when a dark figure is looming on your porch in the middle of the night — you can open up your phone and take a look through the August Doorbell's camera. After that, if you feel like a conversation is in order, you can talk through the device's built-in microphone and speakers. With the ability to sync up to August's smart locks and Amazon's Alexa, the August Doorbell Cam Pro is a vital and convenient security addition to any smart home. cnbc.com



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Their digital vaults, though containing ludicrously attractive sums of potential money to grab, are located at the end of a virtual labyrinth covered in traps, with a final, inches-thick steel door protecting their assets for good measure. In contrast, the digital assets of small businesses are often hidden behind nothing more than a single, often weak, password. With thousands of business owners going about their day-to-day, utterly oblivious to their paper-thin security, the question turns from "Why would hackers bother with my small business?" to "Why wouldn't they?"

Though cybercriminals may come away with less than they might have had they targeted a Fortune 500 company, it certainly isn't going to seem cheap to you. According to one TechRepublic analysis, an average cyber-attack on a small business can cost as much as \$256,000. Is that a sudden cost your company can weather?

Luckily, there is hope. Though small business owners often assume that effective cyber security solutions lie far outside their budget range, robust digital security is now more affordable than ever. By investing in comprehensive protection, small businesses can deflect even the most persistent hackers.

Today, a cyber-attack on your business is almost statistically inevitable. And when that attack comes, you'll definitely want to be prepared. If you haven't needed a doctor for the past two years, does that mean you're going to abandon your health insurance coverage? Of course not. What about car insurance? Does it become unnecessary in the absence of a crash? No, because even if you're the best driver in the world, sometimes a collision is out of your control. What's more, both your body and your car require regular upkeep and maintenance to remain in peak condition. It's no different with your network security. As technology hurtles forward at an ever-increasing speed, the ways that hackers can infiltrate your network multiply. The best digital security platforms constantly update, enabling them to anticipate these shifts and prevent them from becoming liabilities. This way, you can be proactive prior to a digital crisis, ensuring that no matter what comes, your network is protected.

Even as digital crime climbs at a staggering rate, and hundreds of small businesses are forced to close their doors for good, thousands of owners fail to notice, assuming they'll somehow be spared from an attack. Don't be one of them. Invest in regularly maintained, powerful cyber security, and ensure the future of your company.

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