



DTS

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Technology Times May 2019 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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Clock Kit

*All links in this Newsletter are safe
and tested for viruses*

Got IT Problem? - Click Here!



4 Reasons Why CEOs Should Plan For Failure and Encourage Risk-Taking

Andy Bailey, [Petracoach](#)
Founder & CEO

How a plan for failure can foster creativity and experimentation

Every successful company leader will tell you that failure is a part of business, but far fewer will admit they plan for failure. Growing a business requires taking risks, and failure is a frequent outcome on the journey to achieving success. The company I founded and sold, NationLink Wireless, started out selling pagers to retail shops like RadioShack. When we recognized that cell phones would be the future of the business, we took a calculated gamble and reallocated significant resources (human and financial capital) to compete.

In hindsight, it seems like a no-brainer. But believe me, at the time there were still plenty of pundits who didn’t believe cell phones would become an indispensable part of our life. Initially, I didn’t want to adapt and give up on the pager business because my success as a business leader was linked to the product. My hesitation resulted in our company losing a lot of money and nearly going out of business. Fortunately, thanks to support from a great team, we embraced the cellular business and saved the company.

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Get More Free Tips, Tools, and Services at [https:// www.dantechservices.com](https://www.dantechservices.com)

Is Your Phone Spying on You?



Have you ever searched for something and then suddenly an ad related to that search shows up in your social media feed?

What about an ad for something you didn't search for and only talked about buying?

It's sometimes creepy, but believe it or not, the majority of targeted advertisements aren't the result of your phone spying on you.

Companies like Facebook and Google have developed robust data mining technologies that create profiles of end users for accurate targeted ads. They don't need to eavesdrop on your phone's microphone to predict which shoes you're interested in.

They collect that information from previous purchases, previous locations, people you're friends with, pages you like, the city you live in, and on and on.

If you want to avoid or, at least, reduce targeted ads, don't allow apps permission to access your microphone (some apps do access your mic to collect data), avoid using traditional browsers and search engines, and install browser plugins that block tracking data.

Got Questions?

Call us at 907-885-0500

Attention: Cyber Attacks can Destroy Your Small Business

by [Alex Yong, Small Business Trends](#)

Predators pursue "favorite" prey. Cheetahs love gazelles. And eagles love trout. But Cybercriminals love small businesses. And we didn't make up that last example. It happens to be true. So, do you need a special Insurance Coverage to protect your business?

A Ponemon Institute report on small businesses found stolen IT assets and the expenses tied to this crime category badly hurt brands. And that damage amounted to \$1.6 million on average. Then a joint study between Ponemon and Accenture uncovered even more. It found most businesses needed 50 days on average to resolve a malicious insider attack. And it also mentioned a 27.4% rise in the average annual number of security breaches in developed countries.

Cyber Insurance Policies. Small Business Trends emailed Zeguro co-founder and president Dan Smith. The company's Cyber Safety 101 ebook looks at the dangers small businesses risk from cybercriminals. And it shows how a cyber risk insurance policy could help protect your brand's financial assets in the event of an attack. San Francisco-based Zeguro prides itself on being a small business too. And the company says their clients can think of them as an automated and virtual cybersecurity officer. Zeguro's mission is to empower every business to withstand the risks posed by cyber attacks.

Prior to founding Zeguro, Smith is a third generation entrepreneur who's worked on many sides of the infosec space. Smith's security engineering and architecture experience with government and corporate entities led to co-founding a number of companies in his native Australia. Upon moving to the United States, he applied that experience to roles at First Republic Bank and in tech companies.

* * * * *

Small Business Trends: Why add an insurance policy into cybersecurity efforts? Do brands even know that's something that can be done?

Dan Smith: A cyber attack doesn't just take information, it can destroy it. For example, a ransomware attack encrypts all your information, including operating systems, thus turning your devices into really expensive paperweights. If you can't access customer data, you can't meet consumer needs. The longer it takes you to recover and recreate your databases, the more money you lose. Cyber insurance helps protect you against financial losses arising out of cyber attacks, and at Zeguro, we believe a single end-to-end solution is the best approach for SMBs.

How Spear Phishing Almost Ended Small Business

Small Business Trends: What sort of tips are included in the ebook? Have you found most small businesses take a "do-it-yourself" approach to cyber safety?

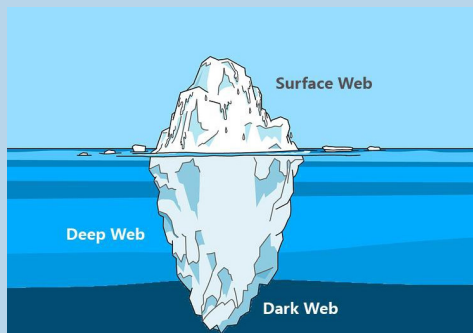
Dan Smith: The ebook, which is free, contains everything small and midsize enterprises need to know to protect their business, but were afraid to ask. It's 20 pages and covers everything from basic encryption and multifactor authentication, to cryptomining, securing assets hosted in the cloud and ransomware. It was fun to write, and we tried to keep things as approachable as possible for all audience levels.

Honestly, most SMBs probably aren't even thinking about cybersecurity. Or if they've started to explore it, it got shelved due to a more pressing need. It's understandable, but not healthy to the long-term success of your business. A personal friend, whom both my co-founder and I knew, ran her own medical practice and experienced a breach. The technique was called "spear phishing" where the hacker then used data to file tax returns on behalf of all employees! to get the employees back on their feet. It almost put them out of business.

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DTS Announces Two New Services

Two new services are being added to the DanTech Services portfolio, both having to do with your knowledge and/or security. Existing clients will benefit through both services and we will offer one service for individuals and companies that are looking for information related to what might exist on the Dark Web.



Dark Web exposure has been highlighted by ads in most all mediums. Knowing what is known about you personally that can be bought by criminals for nefarious purposes allows you to better protect yourself. Our tools tap into these hidden markets to find where your email address is found and, quite often, which breach of information leaked it. On the public-facing side, darkwebexposure.com will soon be online to provide valuable information about data breaches that put your data at risk. DTS clients will have the opportunity to get this same information directly from us, your support team. Because of the sensitive nature of this data, there will be restrictions in place to control its release.

One of our "go to" tools now has a version designed for companies like ours. We've used Malwarebytes for over 10 years as a tool to clean up computers of adware, spyware, and other threats. Our plans are to incorporate this powerful suite of tools into our ongoing operations to help us protect your company and personal data. Malware can get onto your PC simply by going about your day to day operations. Allowing this junk to exist on a computer puts users at risk as it can track your use of the Internet or, worse yet, provide an entry portal for more malevolent malware to take hold of your PC. This addition will be another layer of protective services in our ongoing quest to protect network, data, and users.

More information about these services will be released in the near future. Stay tuned for more to come! And, as always, if there any questions, please let us know!

907-885-0500

In their best-selling book "Switch," co-authors and brothers Chip and Dan Heath describe how world-renowned design firm IDEO (perhaps best known for its work with Apple) plans for failure during its design process. The company's designers even created a process chart that factors in the excitement and hope at the beginning, the emotional lows of when things aren't going as planned and the joy of victory at the end.

It's a brilliant way to view risk-taking and how leaders can plan for failure while on the road to success. It's an approach I embrace at Petra Coach and recommend to the member companies that we consult.

Here's how you do it:

1. Plan For Failure By Knowing the Risks

When taking a risk, make sure it's a calculated one. Evaluate the upside and downside and what they mean to your business. Have answers to key questions such as: Does the undertaking align with your company's vision and mission? Do the activities and tasks support company goals and priorities? Did we plan for failure, and do we know how to respond if things go sideways? Remember, a failure that is aligned with your business's goals is still a step in the right direction. Don't let avoiding risks and being resistant to change hold back your team.

2. Learn From Your Mistakes

Every failure experienced will provide important lessons that can be applied to your business. Roll up your sleeves and find out what went wrong. Were your expectations incorrect? Did you misjudge market demand? Was your strategy not on target? Be brutally honest about the hows and whys, but don't dwell on it or point fingers. Get your team together to determine the necessary changes and move forward.

3. Celebrate Failure

Failure is part and parcel of running a business, so don't feel ashamed when things don't go as expected. Failure means you're taking action to grow your business. Celebrate each failure by publicly applauding team members who had the courage to take a chance and accept the consequences. Hold a "failure party" or create an award for the biggest risk taken. It will foster a positive attitude toward smart risk taking.

4. Encourage Open Discussion About Failure

All business leaders have failed at some point during their careers. To foster a culture of smart risk-taking, encourage team members to share their highs and lows about projects where they took a chance. Make it acceptable to talk about mistakes so team members are encouraged to share their experiences and ideas. It will create a more open and creative environment and help build healthier teams.

In today's world where business seems to move at the speed of sound, the biggest risk is not taking any risk at all. Few, if any, business leaders have succeeded by sticking to their original idea. A pre-planned, detailed strategy to deal with failure will keep your team energized and in a positive mindset when they tackle the next big idea.

Shiny New Gadget Of The Month:



LIFE CLOCK Disaster Preparation Clock Kit

This all-in-one set comes with everything you need in case of an emergency. LIFE CLOCK includes five basic relief goods, a disaster and safety manual, and an In-Case of Emergency card.

The five goods include an Emergency Chemical Light, Emergency Rescue Whistle, Emergency Blanket, Emergency Compressed Bandage, and SOS Emergency Flag. When using the Emergency Chemical Light, simply break it in half for it to generate light for up to 12 hours.

Likewise, it produces a ticking sound to accompany the light. Featuring a watch design, LIFE CLOCK seamlessly blends in with your living space during everyday life. Complete with a cradle, the LIFE CLOCK case comes in three colors including red, gray and blue. You can [get it here](#).

datto

The Leader in Backup and Disaster Recovery

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Recovery Solution?

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Data backup and recovery with DanTech Services in Anchorage is the most important service you could ever sign up for, as DanTech Services specializes in computer, data, and hard drive backup, as well as system recovery.

[Click Here for more details.](#)

#ProtectTheClick!



CYBER SAFETY 101

Everything Small and Midsize Enterprise
Leaders Need to Know to Protect Their
Businesses but Were Afraid to Ask

*“Attention: Cyber Attacks can Destroy Your Small Business”
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How Can You Protect Your Business?

Small Business Trends: Can't someone just go with a big insurance giant? What's unique about choosing Zeguro over a larger insurance firm?

Dan Smith: With us you get a platform for identifying and mitigating cyber risk, a compliance tool, and tailored dynamic insurance. What I mean by that is we use the data collected on each business to provide tailored cyber insurance coverage, which is unique in the fast growing insurtech sector. Thanks to our Managing General Agent (MGA) status — which is an underwriting authority for large insurance carriers that have excess capacity — we bring the same quality of insurance as a big carrier, but make it customizable to an individual small business.

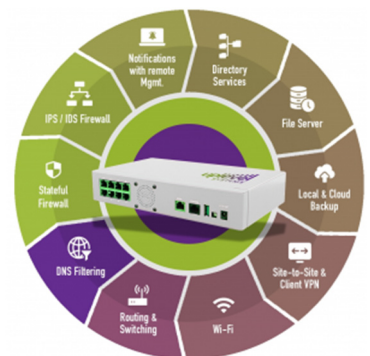
Small Business Trends: Sort of like the in-dash equipment some auto insurers are doing to give drivers the lowest premiums on auto insurance?

Dan Smith: Right, exactly. This is an ongoing and dynamic field and offering, and I hope the ebook helps to shed more light into the playbooks of the bad actors out there targeting small businesses and medium-sized enterprises.

[Get your eBook Now](#)

Millions of businesses with 5 to 25 employees are often forced to put up with inferior IT infrastructure due to the high cost of enterprise-grade equipment. The DTS Unbox delivers the essentials that small businesses need most, at an affordable price.

Please contact us if you have any
questions regarding DTS Unbox
907-885-0500



Get More Free Tips, Tools, and Services at [https://: www.dantechservices.com](https://www.dantechservices.com)