

**DTS**

DanTech Services

Computers under control!™

Technology Times January 2021 Issue

“With over 20 years of experience providing remote support to clients that rely on technology, I know what it takes to deliver business continuity. Add to that another 20 years of support in the service industry you’ll not find another company that takes customer service to heart as I do. Find out for your business what a difference it makes.”



Dan Foote
Owner/President

What’s Inside:

Page 2

DanTech Services Response to SolarWinds® Orion® Platform Attack

State of the Internet / Security: 2020 – A Year in Review

Co-Managed IT Services

Page 3

Shiny New Gadget Of The Month: Click and Grow Smart Garden 3 Indoor Herb Garden (Includes Basil Plant Pods)

“How Covid-19 Is Transforming the Business World”
- Continued from Page 1

Page 4

Modern Tool Repair

“Lessons from 2020” - Continued from Page 3

Got IT Problem? - Click Here!



How Covid-19 Is Transforming the Business World,

Scott Galloway, entrepreneur, professor, and author, reveals the best parts of his latest book.

The pandemic is accelerating existing trends.

Covid-19 has initiated some trends and altered the direction of others, but its most enduring impact will be as an accelerant. Take any trend--social, business, or personal--and fast-forward 10 years. Even if your company isn't living in the year 2030 yet, the pandemic has spurred changes in consumer behavior and markets. This is clear in the rapid increase in online shopping, in the shift toward remote delivery of health care, and in the spectacular increase in valuation among the biggest tech firms.

The more disruptive the crisis, the greater the opportunities--and the risks.

Some firms, like big tech, are positioned on the right side of business trends and will be the primary winners of the pandemic. There's also an opportunity for positive changes in society.

Remote learning, for example, could reverse the shameful trend toward scarcity and exclusion that has dominated higher education for 40 years. My optimism on this is tempered, however: many of the trends the pandemic has accelerated are negative, chiefly the widening inequalities of wealth, health, and opportunity. Policymakers will need to take concrete action to prevent a flawed economy from becoming a free-for-all.

- Continued on page 3



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

DanTech Services Response to SolarWinds® Orion® Platform Attack

December 31, 2020

DanTech Services has been tracking the news since the evening of Sunday, December 13 regarding the attack by a nation state actor on the SolarWinds® Orion® Platform.

DanTech Services can confirm that it does not use the Orion monitoring platform and that DanTech Services has not identified similar intrusions as those reported based on available information at this time.

State of the Internet / Security: 2020 – A Year in Review



Internet traffic surged in 2020 and criminals took advantage, using their time at home to change the threat landscape forever.

There were huge jumps in credential stuffing, web application, DDoS, phishing — just about every type of attack that Akamai, Internet security company, tracks.

DDoS extortion came of age, an age-old phishing tactic snagged 5 million victims, and much more. Review the security stories that shaped a year like no other, and how they're likely to change the security landscape for years to come. [Download our report now.](#)



CO-MANAGED IT SERVICES

- Outsourcing some or all of IT can allow businesses to eliminate or reduce the need to pay for in-house IT employees and the many expenses that come with hiring full-time positions.
- Some companies just need extra support for their already established in-house IT departments. That's where Co-managed IT services comes in. This kind of arrangement allows businesses to bring on only the IT resources needed and nothing more.

www.dantechservices.com

Our team is ready for you

CALL 907-885-0500

- Access to our managed services dashboards
- Advanced systems documentation
- Backup support for small IT staffs
- Service desk
- Patch and asset management
- Security monitoring and threat protection
- Backup and recovery services

info@dantechservices.com



Is Home your Business or is Business your Home?

Where do you compute from? What info needs protection? Or, maybe, you suffer from IT anxiety. When it comes to sorting out technology issues, wallowing in the midst of the battle can raise blood pressure, create UFO's, scare spouses, children and pets. Get help. Professional help. We're here for you! **Ask us how!** More information can be found at <https://at-home.protecttheclick.com>.

What does "protect the click" mean? A mouse click can cause irreversible actions. Our goal in keeping *Computers Under Control!* is to protect the click. To make sure that every mouse click that wants to unleash a digital kraken on your system fails. DanTech Services has a tremendous success rate at protecting systems, whether in a business environment or a home. Find out how.—**907-885-0500**

Shiny New Gadget Of The Month:

"How Covid-19 Is Transforming the Business World"
- Continued from Page 1



Click and Grow Smart Garden 3 Indoor Herb Garden (Includes Basil Plant Pods)

- Grow Fresh Herbs and Vegetables Indoors: energy-efficient LED grow lights ensure your plants thrive no matter the weather.
- Get Started Right Away: Just drop in the included plant pods, fill the water reservoir, and plug the self watering planter in - your herb garden starter kit is good to go.
- Explore New Plants: Choose from over 50 pre-seeded plant pods for your herb garden like cilantro, basil, lavender, wild strawberries, thyme, and even chili peppers.
- Grow Anything and Everything: Try the seedless plant pods and give your indoor garden kit the power to grow whatever you like. No green thumb needed!
- Your Own Plant Nursery: Transplant your herbs and veggies once grown to your favorite wall, hanging or window planter indoor or outdoor.

Key traits will determine who survives the crisis

Companies with variable cost structures and asset-light models are more likely to make it through revenue declines. Products and services that give back time to people juggling work and schooling at home will be highly valued. And leaders who can increase employee satisfaction and innovation during the "great dispersion" of remote work will emerge with a potent new tool in their management toolkit. Most businesses that endure will benefit from some or all of these characteristics.

The takeaway

There is no better time to start a business than about six months into a recession. Talent, rent, and operation costs are low, and prudence and grit are embedded in each new company's DNA. Founders who start in lean times throw nickels around like manhole covers, even when the revenue starts rolling in, and learn by necessity the virtue of hard work. With the most venture capital available in 20 years, it's a great time for entrepreneurial talent to shine.

Lessons from 2020 that MSPs Can Take to the Bank in 2021

The past year has presented one challenge after the other, from the rapid transition to WFH (Work from Home) to the continually shifting cybersecurity landscape. Of course, the problems didn't begin or end with the COVID-19 pandemic. Cybercriminals took advantage of all the confusion by ramping up a flurry of new attacks and changing their social engineering tactics.

It would be an understatement to say that 2020 has been a year where business owners just can't catch a break. Thankfully, with every trial comes the chance to learn and grow. This case perfectly describes the current situation for most MSPs.

Unlike many other occupations, IT professionals have a significant opportunity to grow their practice and increase recurring revenue thanks to the evolving business landscape. Looking back, the lessons learned in 2020 will allow service providers to prosper more than ever in the new year.

Let's dive into some of the most significant milestones of the past 9+ months.

Cybersecurity is Essential

MSPs knew cybersecurity was critical far before the pandemic. That situation did, however, ensure many of the most resistant decision-makers would start taking data protection more seriously. As cyber criminals took advantage of COVID-related fears, phishing and spam attacks increased exponentially. Combined with the number of unsuspecting employees working from home on unsecured networks, there was no stopping cyber threats without a good action plan and layered solutions. The recent changes underscore the need for more advanced cybersecurity services and the support of a good MSP.



- Continued on page 4

Modern Tool Repair



Smart phone repairs can be expensive, not to mention a bit anxiety provoking. With screen replacement costs running two or three hundred dollars, you want the job done right—and with quality parts.

On the SE corner of East 36th & Old Seward sits **High Frequency Wireless**, and I'd like to give a big shoutout to the team there! While I won't go into all of the details, it was clear to me that they're honest, ethical, and—best of all—a quality operation.

Dave, one of the brothers who operate the business, was my guide to getting an iPhone repaired. That poor phone got quite the beating when it flew off the roof of a car, yet when I retrieved it after repairs it looked virtually new!

We rely on our smart phones like we rely on coffee in the morning and our beds at night. Daily rituals revolve around these devices and, in some cases, our lives and livelihoods require their use. These are high dollar tools that keep us functioning in today's hectic world.

If you're in need of their services, stop in and tell them DanTech Services sent you!

Remote Work is Here to Stay

When everyone began to realize the pandemic would stick around far longer than initially expected, it became evident that a "return to normal" may never occur. IT services providers will need to maintain the capabilities that continue to benefit their clients, such as cloud offerings, endpoint protection, and collaboration tools. Whether businesses decide to stay fully remote or adopt a hybrid model, most will never fully return to their previous workplace, so MSPs will need to support a larger population of remote workers moving forward.

Monthly Recurring Revenue is Critical

It's been hard for anyone to understand how the world would change from day to day. Uncertainty became a familiar feeling for organizational leaders in 2020. Business needs are always evolving and changing, even without a pandemic. With those factors in mind, managed service providers need to focus more on securing monthly contracts and generating MRR to properly build out their offerings and effectively support the WFH movement. Securing that recurring revenue will ensure MSPs can develop resiliency and fulfill more predictable long-term commitments.

Castle-and-Moat is Out, Zero-trust is In

Once employees began working from home networks, the perimeter became increasingly irrelevant. On top of that situation, many of those workers utilized suspect networks and devices, leaving MSPs with their hands full trying to manage and gain visibility into these vulnerable situations. Zero-trust is nothing new. However, the pandemic is forcing MSPs and their clients into switching to this type of security approach.

Building Relationships with Customers is A Must

In times like these, businesses have no choice but to grapple with immense uncertainty and fear. MSPs need the 'we're in this together' mentality more than ever. Providers can strengthen relationships with their clients by asking more people more questions, including end-users. What are the company's strategic plans? Where are they struggling, and how can you help? Even in good times, it is vital to maintain excellent customer service levels, demonstrating how much your team cares and can support their essential needs. IT professionals that fail to capitalize on those conversations and commitments will put their future growth plans at risk.

Embrace Change, Or Else

If there's anything we've learned this year, it's that business situations can change in an instant. MSPs must be more flexible and be willing to adjust to survive and thrive. Those that delay and don't adapt quickly to new business models are bound to fail, and taking weeks or months to respond to these changes will surely not be acceptable. Luckily, MSPs are already adept in enabling business transformation, utilizing new tech, and supporting remote workforce environments. The importance of adaptability and maintaining composure under pressure cannot be underestimated going into 2021.

The New Normal

2020 was rough, and while there is no guarantee that 2021 will be exceptionally better, MSPs can still look to the new year with optimism. Making it successfully through one of the most challenging years in the tech era is an accomplishment and gives providers an excellent foundation from which to build.

People often say that "life is what you make of it." When it comes to providing IT services during a pandemic, at least for MSPs not wholly reliant on restaurant and hospitality clients, that statement seems to hold up well.

The massive workplace changes in 2020 can either be seen as a detriment or an opportunity. MSPs will have to decide what it will mean moving forward. The future looks quite bright for those able to navigate the new norm and provide the product, services, and support their clients truly need.