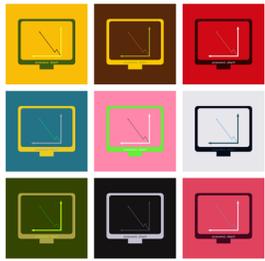


Technology Business Review



We all need the technology in our office to be productive and profitable. To make sure you are still on the right track and your technology

infrastructure meets the needs of your business and expected growth we will be scheduling Technology Business Reviews this year.

We will discuss topics with you such as:

1. Are the solutions we previously implemented still optimal for your business needs? Have there been advances in technology that will improve your productivity, security, and compliance?
2. Are there any processes that are hindering your operations and what solutions are available to let you work faster and smarter?
3. Have security risks emerged that threaten you? Is your business subjected to data regulations like HIPAA or PCI-DSS? We can help.

New threats and new technologies are being released at breakneck speed. It is prudent to review and adjust practices periodically.

A TBR gives you the opportunity to stay current. Call us to schedule now, we will sneak you into the front of the queue: (845) 237-2117



Sneaky Ways Cybercriminals Access Your Network And What You Can Do To Prevent It TODAY

Hackers prefer the little guy. The high-profile data breaches you read about in the news — your Facebooks and Equifaxes and T-Mobiles — are only the tip of the iceberg when it comes to the digital crimes being perpetrated day after day, especially against small businesses.

Today, according to a report by the National Cyber Security Alliance, 70 percent of hackers specifically target small businesses. Attracted by the prospect of easy money, they search for those organizations who underspend on protection, who have employees untrained to spot security risks, and who subscribe to woefully out-of-date practices to protect their data. As a result, more than 50 percent of small businesses have been hacked, while 60 percent of companies breached are forced to close their doors within six months.

Most business owners have no idea the danger they're putting

their livelihood in by leaving cyber security up to chance. According to a survey conducted by Paychex, 68 percent of small-business owners aren't concerned about their current cyber security standards, despite the fact that around 70 percent of them aren't adequately protected. In the face of an imminent, global threat to the very existence of small businesses everywhere, most CEOs offer up a collective shrug.

The tactics and software available to hackers become more sophisticated by the day, but with so many unwitting victims, most criminals don't even need to work that hard to net a six-figure income. By sticking to two tried-and-tested tools of the trade — phishing, ransomware and the subtle art of guessing users' passwords — they leech comfortably off the earnest efforts of small businesses all over the world.

So, what's to be done? Well, first



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things first: You need to educate yourself and your team. Protect your organization against phishing by fostering a healthy skepticism of any email that enters your inbox. Make it a habit of hovering over hyperlinks to check their actual destination before you click. If an email is coming from someone you know, but the email address is different, verify it with the other party. And never, ever send passwords or personal details to anyone over the internet if you can avoid it.

“In the face of an imminent global threat to the very existence of small businesses everywhere, most CEOs offer up a collective shrug.”

Speaking of passwords, you probably need to upgrade yours. The majority of folks use the same password for everything from their Facebook account to their business email. The fact that this includes your employees should make you shudder. It may not seem like a big deal — who’s going to take the time to guess SoCcErMoM666? — but aside from the fact that simple software enables hackers to guess even complicated passwords in minutes, that’s not even usually necessary. Instead, they can just look at the data dumps from a recent more high-profile breach — think the Equifax fiasco — pull your old website from there and type it into whatever profile they want to access. If you keep all your passwords the same across sites, it won’t take them long to dig into your most precious assets. To avoid this, implement a strict set of password regulations for your business, preferably incorporating two-factor

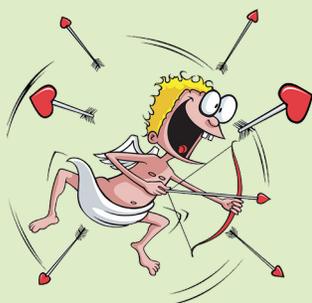
authentication and mandatory password changes every few weeks.

Of course, you can read up on hacking techniques and teach them to your team until you’re blue in the face, and a data breach can still occur. Cybercrime is constantly evolving, and staying abreast of its breakneck pace takes a dedicated awareness of the latest protective tools and measures. That’s why your single best weapon to defend you against the hackers at your door is to find a managed service provider (MSP) with a background in defending against digital threats to partner with your organization. These companies not only regularly monitor your network, they also keep it updated with the latest patches and measures to prevent the worst. And if crisis somehow still strikes, they’ll be able to get your network back up in minutes rather than days, equipped with an expert knowledge of your systems and years of experience in the field.

In today’s digital world, leaving your cyber security up to a subpar antivirus and some wishful thinking is more than irresponsible — it’s an existential threat to your company. But with a little savvy, a bit of investment and a second opinion on the circumstances of your company’s security, you can rest easy knowing that no matter what comes, you’re protected.



Can We Bribe You To Do Us A Favor?



We love having you as a customer and quite honestly, wish we had more like you! So instead of just wishing, we’ve decided to hold a special “refer-a-friend” Valentine’s Day month special for the clients we love the most – YOU!

Simply refer someone you know needs our help and we’ll send you a special Valentine’s Day box of delicious triple fudge brownies plus we’ll give the person you refer a FREE Technology Tune-Up to make their systems run faster, cleaner and with fewer problems (that’s a \$397 service...absolutely FREE!)

You can refer someone by simply sending us an e-mail at: mduci@meetingtreecomputer.com with the name of a friend (or two) that you’d like to refer to us, or call us at (845) 237-2117 and just tell us who you’d like to refer.

We promise to be extremely respectful to the people you send our way and will treat them with ‘kid gloves.’ That means we won’t put any heavy sales pressure on them, and we promise to deliver the same top-notch service to them that you’ve come to expect from us. After all, we don’t want to harm our relationship with you in any way.

Buying a New Computer?



We are often asked to help our clients procure computers.

These are our evaluation criteria:

Is it Business Class? Is there excellent support? Is the cost competitive? Can we customize the components?

Business Class: Computers come in 2 flavors: Consumer and Business. A Consumer computer, like you find at Best Buy, will cost less, however, Business Class computers use higher quality components, are tested rigorously, and have business relevant features. Generally, they are way more reliable.

Support: Sometimes bad stuff happens. Computers regardless of brands are really similar and use the same components. We choose companies that answer the phone, when we need help, and solve the problem right away.

Cost: We don't like companies that cost our clients more.

Components: We find some configurations to be more practical and efficient than others. It is important to us that we can specify what components to include to insure a better user experience.

We have had great success with a few models of computers that meet these criteria. If you are looking for new computers, call us today: (845) 237-2117

Watch Your Doors



When was the last time you looked at the doors to your business? It isn't just about who comes in; it's also about how.

Let me give an example. A new restaurant opened near my office. It's been very successful, and I eat there regularly. The only problem is the horrendous door you have to go through to get in. Opening it causes an obnoxious grating sound, not unlike a few metal tomcats duking it out in an alley. The pull is hard and inconsistent. At first I thought they'd fix it, but since it hasn't been dealt with in months, it's clear to me that the owners don't give much thought to the first impression it creates.

Actual doors are important, but the metaphorical doors to your business are even more important. These "doors" are entry points, drawing people in or keeping them out. They can welcome or they can warn.

What about the doors to your business?

Your website is your online door. Is it aesthetically pleasing? Easy to navigate? Up-to-date? Can a visitor quickly find contact information? Does it just advertise, or does it make it easy for visitors to actually take action?



Mark Sanborn, CSP, CPAE, is the president of Sanborn & Associates, Inc., an "idea studio" that seeks to motivate and develop leaders in and outside of business. He's the bestselling author of books like Fred Factor and The Potential Principle and a noted expert on leadership, team building, customer service and company change. He holds the Certified Speaking Professional designation from the National Speakers Association and is a member of the Speaker Hall of Fame. Check out any of his excellent books, his video series, "Team Building: How to Motivate and Manage People," or his website, marksanborn.com, to learn more.

Your phone is a door too. Whether answered by a person or a recorded message, it speaks volumes about your professionalism and punctuality.

The way you handle service and support is yet another door. How easy is it for a customer to schedule a repair? Do techs arrive when promised? Are they professional in appearance and friendly in demeanor?

Then there's your social media accounts. What image do your various platforms convey? Does your social media support or detract from your brand?

Your office environment is another. Is it a place customers enjoy or endure? If you serve coffee, how good is it?

Gordon Hinckley said, "Eternal vigilance is the price of eternal development." Paying attention consistently will allow you to develop and achieve success. Ignoring the doors, literal and metaphorical, can be costly.

A good door makes it easy for customers to enter. A great door invites them in and sets the tone for what follows. Make sure yours immediately conveys everything you want others to know about your business.

■ 4 Reasons You Should Move Your Data To The Cloud TODAY

If you're one of the skeptics holding out on incorporating cloud technology into your business, you're in the minority. Today, a full 93% of businesses now use the cloud in their day-to-day operations, according to RightScale. Here's why.

- The cloud increases profits. The nimble, location-flexible nature of the cloud enables lean, remote operation from anywhere in the world, increasing the bottom line of SMBs.
- The cloud boosts efficiency. Without the need for data silos, cloud applications can drastically reduce bottlenecks and failures.
- The cloud saves money. Instead of paying to maintain unused hardware, the cloud allows you to pay low monthly fees, reducing wasted funds.
- The cloud is more secure. Backups are that much easier to



implement and access, meaning that your business can be up and running after a data breach in minutes rather than days.

Smallbiztrends.com, 11/27/2018

■ Top Tactics To Improve Company Culture

A healthy company culture does more than make work life bearable – it draws in talent and increases productivity. But contrary to what some CEOs may believe, culture begins with leadership. To bolster a positive, winning environment in your business, make sure that above

all, your team embodies the core values of your organization. Hire and fire by the standards you've set, and build an organization that seeks to bring meaning to the business you do.

Also, be sure to maintain transparency at every turn. Nothing erodes trust and good vibes like secrets or the rumors they spawn, yet many leaders struggle to understand that, when faced with a difficult situation, a thorough explanation will win the loyalty and consideration of those you work with.

Finally, keep your vision locked on your organization's long-term goals. With a clear focus in mind for your employees, it's that much easier for everyone to stay on the same team and continue to push forward in earnest. Short-term wins are important, sure, but it's the visionary in you that will become someone to rally around for the long haul.

This Month We Would Like To Welcome To Our Family:



Rob Bowen Farmers Insurance in Chester, the Black Rock Fish & Game Club, and the Sullivan County Partnership for Economic Development in Monticello.

We look forward to supporting you!

Follow Us On Social Media!



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<http://bit.ly/MTC-LinkedIn>

*A referral from a friend,
Client, or colleague is the
highest compliment
we can receive.*

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