



TECHNOLOGY TIMES

“Insider Tips To Make Your Business Run Faster, Easier, And More Profitably”

April 2018

www.aztechworks.com

Today, when companies need to be lean, nimble and brutally efficient to survive in a competitive marketplace, cutting unnecessary costs is paramount. Unfortunately, it can be easy when you're on a tight budget to accidentally strip away components of your business that may seem gratuitous but are actually essential to your success.

One of the first things that often ends up on the chopping block in the frenzy to save money is IT. Instead of continually investing in managed IT services, where professionals carefully maintain, protect and update your network month to month, some businesses decide that the best way to keep their technology running smoothly is to simply leave it alone, calling up a professional only when something breaks down.

Of course, this approach forgoes monthly costs and shaves off a few dollars from your technology budget in the short run. While this approach may seem cost-effective, it opens up your business to a huge variety of



Don't Ever Let Your IT Company Do This To Your Computer Network

technological crises, from expensive network outages to cyber-attacks that may cripple the very future of your company.

The Problem With A 'Break-Fix' Strategy

It can be hard to imagine the huge list of problems that might arise within your network. So, it's an understandable strategy to wait to

do something until an issue becomes a serious problem. At that point, they bring in a professional who – charging by the hour – attempts to discover and repair whatever may be broken.

It seems like a logical approach, but unfortunately, it's littered with huge hidden costs. If you're calling an IT expert only when something in

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Free Cyber Security Seminar

15 Critical IT Security Protections EVERY Business Must Have In Place NOW To Avoid Cyber Attacks, Data Breach Lawsuits, Bank Fraud and Compliance Penalties

During This Must-Attend Seminar You'll Discover:

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- Why firewalls and antivirus software give you a false sense of security

May 8th at 11:30 AM

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April 2018



This monthly publication provided courtesy of David Carattini, President/CEO of Arizona Tech Works.

Our Mission: To build a community of successful-

mind ed entrepreneurs that inspires excellence, encourages collaboration and expands the capacity of all members to achieve great things.

your network is broken, only your most urgent technological needs are addressed. When your technician is being paid an hourly wage to fix a specific issue, there's no incentive to be proactive with your system. They won't recommend important, money-saving upgrades or updates, and they will rarely be able to detect a crisis before it happens. Think about it, how does

clamoring for your data. They're on the clock, being closely monitored to fix the problem and then go away. Meanwhile, the security landscape is constantly changing, with criminals and security experts in a back-and-forth arms race to stay abreast of the latest developments.

the latest software and updates. When you invest in an MSP, you may have to invest more funds initially, but likely you'll save tens of thousands of dollars in the long run by avoiding cyber-attacks, downtime and hourly rates wasted on a technician who doesn't really care about the future of your business. When you choose an MSP, you're not just choosing a superior and healthier network – you're choosing peace of mind.

Without someone managing your system on a regular basis, your protective measures are sure to become woefully out of date and essentially useless against attack.

To aid you in your search for a quality MSP, download my free report. "What You Should Expect To Pay For IT Support For Your Business" by going to <http://www.aztechworks.com/free-stuff/itbuyersguide>

"Instead of continually investing in managed IT services... business owners decide that the best way to keep their technology running smoothly is to simply leave it alone, calling up a professional only when something breaks down."

Why Managed IT Services Are The Answer

When you turn your IT needs to a managed services provider (MSP), you're entrusting the care of your network to a team of experts who have a real interest in your success. MSP engineers regularly

monitor the health of your system, pro-actively preventing disaster before it enters into the equation and hurts your bottom line.

Beyond this preventative care, MSPs do everything they possibly can to maximize the power and efficiency of your equipment, implementing only the best practices and



a break-fix agreement or IT company make more money? Your worst days are their best days.

What's more, the approach "If it ain't broke, don't fix it" very likely leaves huge holes in your security and drastically magnifies the costs of an IT meltdown. If they're only arriving in the midst of crisis, there's hardly ever an opportunity for the break-fix technician to strengthen the barriers between you and the hordes of hackers

Free Report Download

The Business Owner's Guide To IT Support Services And Fees

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 What Every Business Owner MUST Know About IT Support Services And Fees

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- The 3 most common ways IT services companies charge for their services, and the pros and cons of each approach.
- A common billing model that puts ALL THE RISK on you, the customer, when buying IT services; you'll learn what it is and why you need to avoid agreeing to it.
- Exclusions, hidden fees and other "gotcha" clauses IT companies put in their contracts that you DON'T want to agree to.
- How to make sure you know exactly what you're getting to avoid disappointment, frustration and added costs later on that you didn't anticipate.

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19 Ways To Live Well And Sanely In Crazy Times

There's no discounting the fact that we're living through some crazy times. With political upheavals, game-changing social media movements and chaotic world events, there's a lot going on.

I'm not about to overlook the tremendous opportunities that exist these days, but with spring cleaning right around the corner, I've been focusing on this question: how can we live well in these crazy times?

1. **Don't add to the craziness.** Be civil to those with whom you disagree. Balance your heart and your head, so emotions don't outweigh reason.
2. **Separate fact from opinion.** Don't get excited about things that either aren't true or are wildly exaggerated to get attention. Daniel Patrick Moynihan said, "Everyone is entitled to their own opinion, but not to their own facts."
3. **Act with integrity even when others don't.** Just because others are behaving badly doesn't mean you should too.
4. **Slow down.** The longer I live, the more convinced I am that you accomplish more of real importance by slowing down. Speed is necessary at times, but make sure you're not chasing rabbits when you could be tracking the big game.
5. **Eat slower.** A friend's father-in-law was a doctor, and when asked what was the most important thing a person could do to improve their health, he said "Chew more."
6. **Get enough sleep.** Lack of sufficient sleep is a major influence on poor health, both mentally and physically.
7. **Read for education and entertainment.** The best novels aren't

just engaging, they teach us something about the world and about ourselves. In addition, read about current events and personal development to keep well-rounded.

8. **Limit your news intake.** Being saturated with more of the same, day in and day out, can be fatiguing and frustrating. Be informed, but not inundated.
9. **Exercise.** It's as simple as that.
10. **Have deeper conversations with friends.** Go beyond, "How's it going?" to "What are you thinking?" Move past the superficial and really connect.
11. **Take a trip.** The best way to enlarge your perspective is to travel abroad. But if you can't, for whatever reason, visit a new state or spend time in a museum.
12. **Be civil.**
13. **Be kind.**
14. **Count your blessings every day.** To be precise, list at least three. No matter how bad it gets, there are always things to be thankful for.
15. **Spend less than you make.**
16. **Invest more in experiences and less in stuff.**
17. **Live intentionally.** Be specific about what you want to accomplish each day. Don't sleepwalk through your life.
18. **If you can't take action to deal with something, don't worry about it.** And if you can, then do it and stop worrying!
19. **Tell people you love that you love them.** You'll rarely regret telling someone that you love them, especially when you no longer have the chance to do so.



Mark Sanborn, CSP, CPAE, is president of Sanborn & Associates, Inc., an idea studio dedicated to developing leaders in business and in life. Mark is an international best-selling author and noted authority on leadership, team-building, customer service and change. Mark is the author of 8 books, including the best seller *The Fred Factor: How Passion in Your Work and Life Can Turn the Ordinary into the Extraordinary*, which has sold more than 1.6 million copies internationally. Learn more about Mark at www.marksanborn.com.

Shiny New Gadget Of The Month:



4K HDR Projector Can Beam A 150-Inch Picture Onto Your Wall

A 65-inch OLED TV is a beautiful thing. But can it compare to a crisp, bright 150-inch display in the comfort of your home?

That's what LG is offering this year with its new 4K HDR projector, the HU80KA. Clocking in with a 3840 x 2160 resolution, 2,500 lumens and a stunning picture, the portable device is an attractive offer indeed.

The device is only a few feet tall, but it looks like it will be the ideal piece of equipment for home theater enthusiasts. It's the closest you can get to the big-screen experience, and you won't even have to plonk down 20 bucks for a tub of popcorn. It remains to be seen, though, whether it'll be worth the price tag. At the time of writing, the price has not yet been released, but bulkier, less portable competitors cost a little under \$2,000 currently.

Why A Security Assessment Is A Must!

Its natural for business owners to think, "we have our security covered, there's no problem." I hear this from a number of people that I meet with to discuss cybersecurity. Frankly, their sense of well being is rooted in ignorance and that is okay. Business owners are typically not security experts so they simply don't know of the myriad of dangers and threats that are out there. For this reason, I insist on performing a security assessment.

After an assessment is performed, I will discuss items of concern that have been discovered, such as:

Are user names and passwords for you and your employees being sold on the Dark Web? (You bet they are!...You WILL be shocked.)

First, what is the Dark Web? Well its easily accessible from a web browser but it is a special part of the World Wide Web that is accessible only by means of special nefarious operators to remain completely and totally anonymous and untraceable. This is why notorious cybercrime rings around the globe live to use the Dark Web.

Thanks to new threat intelligence and ID-monitoring services we have partnered with, we can run a report on your company to see what credentials are actively being sold on the Dark Web.

Have your technology systems such as servers, network switches, firewalls, wireless and computers been truly secured from hackers, cybercriminals, ransomware, inadvertent deletions or sabotage? How can you know unless tracking software is utilized to aggregate information from all of these sources to track what is really happening with your network from the inside out.

Would your current backup allow you to be back up and running again quickly if ransomware locked all of your files? In most networks that I have assessed over

the years, owners were shocked to learn the backup they are using would **not** survive a ransomware attack.

Ransomware is crafted to scramble not only your working files and documents, but your backups as well, leaving you a sitting duck. There are only a handful of backup solutions that are not vulnerable to ransomware attacks.

Does your team truly understand how to spot a phishing email? I can optionally put that question to test. To date, I've never seen an organization pass 100%.

Are your IT systems, backups and devices in sync with compliance requirements such as HIPAA, FENRA, SOX, and PCI? Most organizations fall under some type of regulating authority and many are not in compliance and don't even know.

If we do find problems like overlooked security loopholes, inadequate backup protection, compromised user accounts & passwords, out-of-date firewalls or even active, running malicious software, we will propose an Action Plan to resolve the issues. You can take this Action Plan to a competent IT provider for remediation or have us implement it. Don't worry about your confidential data! Everything we discuss and discover is covered under a mutual non-disclosure agreement that is in place before the assessment even takes place.

You've spent a lifetime working hard to get where you are today. Don't put off an assessment and worry about it "later". Hope is not a solution. Now is the time before some low-life thief operating outside the law in another country makes your life miserable. Get the facts and be certain you are protected.

To schedule an assessment, call 480-750-4000 or email info@aztechworks.com

Ask About Our Services

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