

The Cyberian Chronicle

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1. Attend our Lunch and Learn

Topic: Security Products & Check-ups

When: March 22, 2017

Where: 5656 W. 74th St.
Indianapolis, IN 46278

RSVP @: <https://cyberiantechnologiessecuritylunchandlearn.eventbrite.com>

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"Lucky Charm" Keeps Hackers Out

Ralph's been a good employee for you. Shows up on time. Gets the job done. Doesn't hassle anybody.

He's also an addict to sexual content when nobody's looking, he's visiting sites – on your network – that you'd be appalled to see. IF...you knew about them. Without careful monitoring and filtering, this kind of Internet use on your network can remain hidden. Shocking? Hard to believe it could happen at your company? A survey by International Data Corporation (IDC) revealed that 70% of all web traffic to Internet pornography sites occurs during the work hours of 9 a.m. to 5 p.m. Ralph's little visits may seem harmless, but they're adding a serious level of risk to the financial health and security of your company.

Here's how. A visit to an adult website can be tracked. And if a logged-in user's identity is leaked, it can be embarrassing, to say the least,

to that user. The user may even become a victim of "sextortion" or blackmail. Just ask any of the people who used Ashley Madison, a dating site for illicit affairs. When the site was hacked, users were suddenly at risk of having their indiscretions revealed. This gives cybercriminals a powerful lever to pressure an employee into revealing sensitive company data. Considering that 60% of security breaches start from within the company, you have to wonder what someone at risk of being exposed might do to keep their little secret, well...secret.

Let's face it, if you're not carefully monitoring and managing how your network is being used, your company's data could be in serious jeopardy.

Content Filtering In Today's Web 2.0 World

Whether you're already monitoring user activity on your network or not,

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This monthly publication provided courtesy of Andy Banning, CEO of Cyberian Technologies

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you need to stay vigilant about evolving risks. And content filtering is key. If your business is like many, you may already be doing some filtering. But is it enough? As technology evolves, hackers drum up ever stealthier ways to invade your network.

Cloud-based filtering, for example, becomes a must when mobile devices tap into your network. The old concept of a static, location-based "firewall" just doesn't cut it anymore when your staff goes mobile.

Then there's social media. It's like a big window into the personal lives of your personnel. It lets cybercriminals "case the joint" before breaking in. For instance, when users log in to a personal Facebook account at work and talk about vacations, favorite hangouts or weekend activities, hackers can use that information for social engineering and other ploys.

The number of ways your network is exposed to potentially damaging content grows daily. It's no wonder that 90% of companies and government agencies surveyed by

IDC detected computer security breaches within the previous 12 months. Eighty percent of those organizations acknowledged financial losses due to these breaches. With odds like that against you, an up-to-date content filtering system could well be THE "Lucky Charm" that keeps your company, and your data, safe from all kinds of harm.

Protect Yourself From Online Credit Fraud

"The simplest way to check fraud is to monitor your financial activity."

The past couple of years have been a rough ride for anyone who relies on a credit card to make purchases.

If you are concerned about your credit card information falling into the wrong hands, there are several steps you can take to protect yourself:

1. Only give your credit card information to secure and trusted web sites. Never enter any personal or financial information on a non-secure web page. If you don't see "https" in the web address, move along.

2. Monitor all activity. Regularly check your credit card and bank statements. The simplest way to spot fraud is to monitor all of your financial activity. Many credit card providers have custom alerts you can set to notify you if certain purchases have been made.

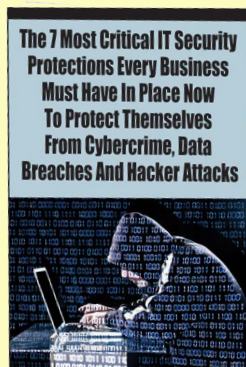
3. Never save credit card information. Many online retailers and shops now ask if you would like to save your credit card information for future use. While it may seem convenient, skip it.

4. Delete your cookies and auto-fill data. When you enter information on a web page, that data is stored in your web browser. After you complete a transaction, go into your browser's options, setting or history tab and delete the data.

5. Refrain from buying via WiFi. Consider buying from secure routers or having a secure firewall and up-to-date anti-virus softwares.

Give us a call TODAY 317-401-6500 or email us at Sales@cyberianit.com and we will help make a plan to keep your company's data secure.

Free Report: The 7 Most Critical IT Security Protections Every Business Must Have In Place Now To Protect Themselves From Cybercrime, Data Breaches and Hacker Attacks



You will learn:

- The #1 threat to your business that even the BEST firewalls and anti-virus software can't protect against.
- The biggest security risks with cloud computing and what you need to do to stay safe if you're going to store client data, confidential data and financial information in the cloud.
- A common misconception about business bank fraud that will shock you – and 3 simple things you can do to protect your bank account from unauthorized access and theft.

Claim Your FREE Copy Today at: <http://www.cyberianit.com/7securityprotections/>

Shiny New Gadget Of The Month:



Handheld? Console? No, It's...Switch!

Nintendo's long-awaited new gaming platform Switch should be available any day now, if it isn't already. It combines the best elements of handheld games with a home console. Handheld, the gamepad is the screen. Slip it into its dock and it plays on your TV.

The gamepad comes with two detachable "Joy-Cons." One player can hold a Joy-Con in each hand, two players can each take one, or bring in more Joy-Cons and multiple people can play.

If you're on the go, pull out the "kickstand" on the back of the gamepad and prop it up on an even surface for easy viewing. There's a slot on the side for game cards and a USB-C port for quick charging.

Because it has greater processing power than the Wii U, you'll have no trouble playing Legend of Zelda: Breath of the Wild, Super Mario and a host of your other favorite Nintendo games.

Are You Selling to Your Third Easiest Customer?

Third easiest? You're probably wondering "What about the first and second easiest customers to sell?"

The first easiest customer to sell is your existing customer; those folks who have already bought into you, your company, your products and services. There's a saying I heard from my good friend, mentor and coach, Scott Manning that goes like this ... A buyer is a buyer is a buyer. For simplicity, I am using the word customer but it could be client or patient just as easily.

The second easiest customer to sell is a referral from an existing customer. Someone who has experienced you and all of your offerings and then invites a friend, family member or associate to do business with you is almost as good as it gets.

Before I clue you in on the third easiest customers to sell, I want to share a couple of points that I heard from Jay Abraham, one of the highest paid consultants on the planet. Jay said that there are only three ways to grow your business:

1. To get more customers.
2. To get your existing customers to buy more.
3. To get your existing customers to buy more often.

I've added a fourth to his three, which is simply to improve on any one of the three. Those four are foundational and you should have an established strategy behind each one for your business to make sure they happen on a regular basis.

Of the four, the first one, to get more customers is the one that most people focus on in their business. Sometimes it is the only customer businesses work to get. It's the most difficult and the most expensive to execute successfully. Knowing that, why does getting customers to buy more, to buy more often and to improve on all three take a distant back burner to getting more customers?

Now to the promise of the third easiest customer to sell ... it's the lost customer. Those customers that for whatever reason have left you or you have left them; they no longer buy from you.

You need to have a strategy, a campaign, to communicate with these people in an effort to win them back. It makes sense. They know and are familiar with you, your company and your products. You should keep track of why people stopped doing business with you and categorize those reasons and act on them.

Just so you know, when price is given as the reason, it's probably not. I'll bet you a cup of coffee on that one. Get around the price issue: When you hear it as the reason they left simply ask, why else or why in addition to price they left. Usually price is the proverbial straw that broke the camel's back. Something else happened somewhere else. Find it!

Give your attention to all the easiest customers if you want to increase sales and business.



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Imagine careening through a virtual forest on the back of a Pegasus in a race against other fitness buffs... VirZOOM hopes their stationary, VR-equipped exercise bikes will soon be coming to an arcade or fitness center near you. They've already installed the bikes in over a dozen venues in the US, from Connecticut to California. Walk into any of these places and you can strap on a VR headset and compete in live, multiplayer matches. Plans are already being hatched for full-blown tournaments, complete with prizes and onlookers. You can ride your way to fitness with the aforementioned Pegasus, straight bike races or even a good old-fashioned tank battle... Who'd'a thunk doing something so good for your health could be so much fun? *Engadget.com, 01.05.17*

Uber has added a new destination: people. Let's say you just flew into Phoenix and

you want to meet a friend there for drinks before heading to your hotel. It used to be that you'd ask them, "Where are you? ... Where's that again?" then try to quickly type in the address before you forgot any of the details, hoping you didn't misspell anything. With Uber's new "People" feature, instead of typing in your destination, you simply enter the person's name, skipping all the back and forth. Uber then locks in their destination and directs the driver to take you there. It also sends your ETA to the person you're going to see. Just sync your contacts with Uber before your next trip, and enjoy the ride. *Mashable, 12.21.16*

The Furbo Dog Camera lets you play with your pet from miles away. Missing your pup while you're at work or on the road? Pull out your Android or iPhone and check in. Furbo delivers 720p video in a 120-degree field so you

see what's going on at home. Call your dog through the microphone and even flip her (or him) a treat for responding to your command. Just swipe your phone's screen in "Dispense" mode and Furbo launches a treat out onto the floor – or right into your dog's mouth, if she's clever enough to catch it. Furbo can be placed anywhere with an electrical outlet nearby. And with its sleek white hourglass design and bamboo wood top, it blends in with any decor.

NerdTechy.com, 12.5.16

Introducing the mercenary software that powered Trump and Brexit. NationBuilder was built for any person or organization with a supporter or donor base who cares about what they're doing. It helps activists cast their influence into the wider world via e-mail, social media and campaign website updates. Its goal is to convert interest into tangible support such as voting intent, monetary donations or volunteered time. Yet NationBuilder isn't the only platform used by politicians to carry out their vision. Nor is it just for political or advocacy groups; in one case a woman used it to help raise money for her fiancé's fight against cancer. What NationBuilder and other similar programs do is help people make a difference – no matter what their beliefs.

DigitalTrends.com, 12.21.16

Who Else Wants To Win A \$25 Gift Card?

The Grand Prize Winner of last month's Trivia Challenge Quiz is Corey Bell from E. E. Equipment Company, Inc. He was the first person to correctly answer my quiz question from last month: **Who was the classic Hollywood film star and avant-garde composer who helped invent WiFi?**

a) Hedy Lamarr b) Arnold Schwarzenegger c) Clint Eastwood d) Judy Garland

The correct answer was a) Hedy Lamarr. Below is this month's challenge. The winner will receive a gift card for a FREE lunch!

Simply refer any company with 15 or more computers to our office to receive a free IT Assessment. If they become our client, we'll send you BOTH an additional \$100!*

Call or email us right now with your referral!

(317)-401-6500

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*Limit to one use per customer.