

# THE PROBLEM SOLVER

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

## What's New

We are excited to announce a new look and feel to our homepage, which is available at [www.dpsolutions.com](http://www.dpsolutions.com).

Our goal with this new look is to create a user-friendly browsing experience for our trusted clients and prospective customers.

The new page features the wonderful staff of DP Solutions, gives better access to our five core services, and provides a nice snapshot about what makes DP Solutions special.

We hope you enjoy our fresh look and more user-friendly navigation.

**December 2018**



This monthly publication is provided as courtesy of Karyn Schell, President of DP Solutions.

"As a business owner, 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!"



## How to Keep Your Security Posture Strong When Moving to the Cloud

There has clearly been a major shift towards businesses hosting their critical applications in the cloud. Software as a Service (SaaS), as well as cloud-based servers from Amazon or Microsoft, have changed the way we build networked business systems for any size organization.

Cloud-hosted solutions can simplify local management, save money, provide flexibility, and generally simplify the planning for a system life cycle. However, a shift to the cloud can also have an impact on your company's cybersecurity.

Below are a few security and risk considerations to take when moving to the cloud.

### Disaster Recovery and Redundancy

For most organizations, the benefit of cloud-hosted disaster recovery (DR) and

redundancy solutions exceeds anything that they could reasonably build and host themselves. *However*, there are still other considerations to take into account.

With a cloud-hosted DR solutions, the very definition of a disaster changes. Instead of worrying about a server failure in the local network closet, a disaster might now mean a telephone pole getting knocked out, severing the ability for the office to talk with the cloud servers. For many applications that were once hosted locally, a disruption to Internet connectivity might have resulted in a yawn, but when companies depend on the cloud, a lost Internet connection means that business comes to a halt. Therefore, it's important that to invest in a redundant Internet connection, or "MiFi" style cellular connections as a backup.

It's important to re-examine what defines a disaster now that you're in the cloud,

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and what kind of redundancy you now need. As always, first define the incident or disaster, and then consider the business challenges it would bring to help clarify the right kinds of solutions needed.

### Device Security

Even in hosted environments, sensitive data still often resides on a device, at least temporarily. This means there can still be a breach risk. But more importantly, the user behind the keyboard, as well as the accounts accessed by that user, could be compromised, leading to significant consequences.

Fortunately, a comprehensive device security plan is still manageable. In addition to proper user rights and authentication rules, organizations moving to the cloud should consider solutions like multifactor authentication, disk encryption, or a personal VPN. Traditional security tools like proper patch management, Antivirus software, and common sense rules like not connecting to unsecure WiFi connections, can improve security in a mobile, cloud-based environment.

Finally, it's important to perform regular vulnerability testing on the devices used to access sensitive data in the cloud to ensure that the security approach is correct.

### Network Monitoring and Endpoint Detection

Depending on the nature of the consequences from a security incident, or specific compliance rules due to the type of data

**"It's important to re-examine what defines a disaster now that you're in the cloud, and what kind of redundancy you now need."**



you are working with, you may need to go a bit further in your approach to security and risk.

One approach is to collect logs, and look for suspicious incidents on a network level. With this approach, we try to detect early signs of an attack or data breach so that actions can be taken to thwart the incident with minimal consequences.

Another approach focuses on monitoring the endpoint devices (i.e. PCs, switches and routers) for the processes running on the devices themselves. This provides another way to quickly identify and respond to a cyber-threat.

These kinds of solutions are sophisticated and require investment, so it is best to discuss the right approach with an expert. Most major mistakes with cyber security are occur on the planning side, rather than with the technology itself. Make sure that the investments you make in cyber security are put into the right risk management tools so you can get the best possible outcomes.

## Free Report Download:

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

You'll learn:

- The three most common ways IT 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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What Every Business Owner MUST Know About IT Support Services And Fees



What You Should Expect To Pay For IT Support For Your Business And How To Get Exactly What You Need

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## Client Spotlight



**House of Ruth  
Maryland**

House of Ruth Maryland (HRM) leads the fight to end violence against women and their children by confronting the attitudes, behaviors and systems that perpetuate it, and by providing victims with the services necessary to rebuild their lives safely and free of fear.

House of Ruth Maryland was founded in May of 1977 by a coalition of women's organizations, religious groups, service providers, and elected officials to provide a safe haven for victims of domestic violence and their children.

In November of 1977 HRM opened Baltimore's first crisis shelter for these victims in a row house on North Calvert Street. The shelter was staffed by one paid staffed person and a voluntary Board of Directors. In November 1998 a new 84-bed shelter and 6 apartment transitional housing, featuring expanded services and programs, opened. As time has progressed, our shelter now includes a holistic health and wellness program and an on-site health clinic staffed by the Johns Hopkins University School of Nursing.

Today, House of Ruth Maryland is recognized as one of the nation's most comprehensive domestic violence centers and has a staff of more than ninety. Our voluntary leadership consists of a thirty-member Board of Directors.

House of Ruth Maryland joined DP Solutions family of Managed IT Services clients this past summer. To learn more, visit <https://hruth.org/>.

# 90 Ways To Be Better

Would you believe that there is an organization in America today that lists 90 traits, characteristics and soft skills they want their employees to have? Well, there is. My first thought when I saw the list was, "These folks are nuts!" But, after actually reviewing the list, I changed my tune. All of them are doable and warrant our attention. Success is always all about constantly becoming a better version of ourselves. The question is: What do we have to go by? How do we grade ourselves?

If I gave you a list of things that would help make you more successful, would you do them all? Well, here is an excellent list to start with. Now all you have to do is be really honest with yourself and decide if you live by each of the listed traits.

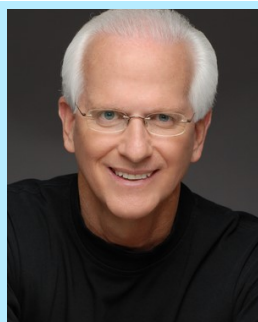
After reviewing the list several times, you may decide you want to add to it. There's nothing wrong with that! Personally, I would add "Be nice" to the list. In fact, I would start with that



one. But maybe they think "compassionate," "respectful" and "empathic" cover that. I like it stated in simpler terms: be nice!

Good luck with grading yourself. The list sure does make you think. I am working on several of them right now!

Ability to compromise for the greater good • **Accepts criticism constructively**  
 Accountable • **Adaptable** • Analytical • **Applies current best practices** • Approachable  
**Assertive** • Attentive to detail • **Belief in the dignity of others** • Calming • **Candid**  
 Community-oriented • **Compassionate** • Confident • **Consistent** • Constant learner  
**Courageous** • Customer-focused • **Decisive** • Dependable • **Detail oriented**  
 Disciplined • **Discreet** • Effective communication skills • **Embraces change**  
 Emotionally healthy • **Emotionally intelligent** • Emotionally resilient • **Empathetic**  
 Energetic and enthusiastic • **Ethical** • Flexible • **Focused** • Frustration-tolerant  
**Honest** • Humble • **Informed** • Shows initiative • **Innovative** • Inquisitive • **Displays integrity** • Intelligent • **Excellent interpersonal skills** • Judicious • **Knowledgeable**  
 Leadership • **Learns from mistakes** • Level-headed • **Logical** • Loyal • **Good memory**  
 Moral fortitude • **Motivational** • Good at multitasking • **Non-impulsive** • Open-minded  
**Organized** • Patient • **Perceptive** • Perseverant • **Has perspective** • Is physically fit  
**Is prepared** • Preserves confidentiality • **Proactive** • Problem solver • **Professional** •  
 Protective • **Reasoning ability** • Resilient • **Resourceful** • Respect for diversity • **Respect for the individual** • Respectful • **Responsible** • Self-motivated • **Self-restraint** • Good sense of humor • **Sense of service to others** • Skeptical • **Exhibits sound judgment** •  
 Strong work ethic • **Tact** • Teamwork • **Tolerance** • Trustworthiness  
 Verbal communication skills • Written communication skills



*Robert Stevenson is one of the most widely recognized professional speakers in the world. Author of the books How To Soar Like An Eagle In A World Full Of Turkeys and 52 Essential Habits For Success, he's shared the podium with esteemed figures from across the country, including former President George H. W. Bush, former Secretary of State Colin Powell, Anthony Robbins, Tom Peters and Steven Covey. Today, he travels the world, sharing powerful ideas for achieving excellence, both personally and professionally.*



## ■ These Recent Phishing Attacks Can Cause Your Business Serious Harm

According to Symantec's 2018 Internet Security Report, the number of reported blocked phishing attacks increased by 92% over the last year. Many of those were due to Ryuk, a variation on Hermes, the first known ransomware plague. The malware has been targeting law firms, convenience store chains, and even medical facilities, netting hackers as much as \$640,000.

Then there are state-sponsored attacks hitting small businesses across America, funded by hostile governments. In addition, there has been a Facebook e-mail scam going around, masquerading perfectly as an e-mail from the massive company, but leading victims into

downloading malware. The same goes for false e-mails from FedEx, as well as Bank of America. Hackers have even begun offering false SEO services to get victims to click a link! Teach your team how to spot phishing attacks and stay vigilant. You never know when they might show up in your inbox. *SmallBizTrends.com*, 9/19/2018

## ■ The Ugly Truth About Apps Sharing Your Kids' Data

It's always unsettling when apps secretly gather your data. But when it comes to apps for kids, that's doubly true. Recently, the attorney general of New Mexico filed a lawsuit against Tiny Lab, which develops games for kids like *Fun Kid Racing*, and other companies, including Google and Twitter. The suit alleges that numerous applications violated

child privacy laws by tracking and sharing data for users under 13. *The New York Times* looked into it and found that dozens of other kid-targeted apps may be doing the same thing. Keep an eye on the apps your child is using, as well as the data they're sharing. You don't want them becoming a victim of this gross data-sharing. *Wired.com*, 9/15/2018

## ■ All Great Leaders Obsess Over This One Thing

Tales abound in the news about leaders treating their employees like trash, discriminating against women or minorities, or just simply being ignorant of the policies that hurt or hinder their teams. At the core of all these problems, argues Donna Hicks, is the concept of human dignity. Her book *Leading With Dignity: How to Create A Culture That Brings Out The Best In People*, focuses on the core of all successful human interaction: recognizing that every human being has inherent value and worth. By creating a safe, comfortable space for their teams, being fair to the entire organization, and accepting the particularities that make their employees unique, excellent leaders create an atmosphere where everyone is allowed to be themselves. Success follows pretty easily after that. *Inc.com*, 8/6/2018

