

# THE PROBLEM SOLVER

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

## What's New

For the sixth year in a row, CRN®, a brand of THE CHANNEL COMPANY, has named DP Solutions to its 2019 Managed Service Provider (MSP) 500 list in the Pioneer 250 category.



This annual list recognizes North American solution providers with innovative approaches to managed services. These services help customers improve operational efficiencies, maximize return on IT investments, and continuously help them navigate the complexities of IT solutions.

We are honored to once again receive this acknowledgement!

## March 2019



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!"



## 3 Ways Your Employees Will Invite Hackers Into Your Network

### ... And What You Must Do To Prevent It TODAY

No matter how professional they are, members of your team – yourself included – are going to make mistakes. It's true of every organization on earth. They'll spill scalding coffee into the company copier. They'll work overtime until the office is empty, then head home without thinking to arm the security system. They'll neglect key accounts, muck up workflows and waste hours developing convoluted solutions to simple problems. And, worst of all, they may unknowingly bumble into the cyber-attack that forces your business to go belly-up for good.

In the majority of cases, that will be by design. There's a saying in the cyber security industry, coined by renowned cryptographer Bruce Schneier: "Only amateurs attack machines; professionals target people." When it comes to repeating the same process safely and autonomously, machines are less fallible than the average person sitting at a desk. Savvy hackers

looking to boost funds from unsuspecting small businesses know this. So instead of developing a complex program that dances around the security measures baked into sophisticated modern technology, they target the hapless folks on the other side of the screen.

The strategy works disturbingly well. According to IBM's 2018 X-Force Threat Intelligence Index, more than two-thirds of company records compromised in 2017 were due to what they call "inadvertent insiders" – employees who left the front door wide-open for the bad guys without even realizing it. Negligence, lack of awareness and sheer bad luck put the best-laid plans to shame on both sides.

But how does it happen? There are three primary causes of employee-related breaches, each of them contributing to a sizable portion of hacks across the country.

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## 1. SOCIAL ENGINEERING

Phishing remains one of the most prominent strategies deployed by hackers to lift data from small and midsize businesses. The majority of these attacks stem from an employee clicking on a suspicious link that is embedded in a dubious or absolutely convincing e-mail. To lure your team into the trap, cybercriminals often use data gathered from cursory investigations of your organization from the Internet or social media. Maybe they pose as a security expert contracting with your company or a member of a customer support team behind one of your employees' personal devices. Whatever mask they wear, it doesn't take much to convince an uninformed individual to click on anything at all, resulting in a high success rate for phishing attacks.

## 2. CIRCUMVENTED OR INCORRECTLY IMPLEMENTED SECURITY MEASURES

Even if you do everything you can to protect your business from digital attack, your team may just dodge those measures anyway. According to a report by cyber security firm Dtex Systems, around 95% of companies have employees who will attempt to override previously implemented security processes. And that's if the security measures are configured, patched and installed properly in the first place. The IBM X-Force report lists "misconfigured cloud servers and networked backup incidents" among the chief concerns of last year.

**"Negligence, lack of awareness and sheer bad luck put the best-laid plans to shame on both sides."**



## 3. INSIDERS WITH MALICIOUS INTENT

Hell hath no fury like an employee scorned. A strikingly large number of breaches come not from error at all, but from insidious tactics by disgruntled employees or undercover criminals looking to make a quick buck. It's not quite a "you can't trust anyone" scenario, but there are definitely folks out there who would sell your business right out from under your nose.

With each of these in mind, it's vital that you incorporate extensive employee training and vetting protocols to maximize their cyber security know-how. In addition, you need to implement safe practices that reduce the room for human error, alert employees when something is amiss and protect them from the worst.

We can help. It's difficult to overhaul your cyber security, especially on the people side, without a round-the-clock team dedicated to pinpointing the weaknesses in your organization and working to patch them up. In 2019, human error is poised to take an even more central role on the stage of digital crime. Don't leave it up to chance.

# An IT Risk Assessment Will Reveal Where Your Computer Network Is Exposed And How To Protect Your Company Now

Your organization undoubtedly relies heavily on technology. From your PCs and mobile devices, to your printers and scanners, it's important to know that the data stored in your IT environment is safeguarded from potential threats. Let our team of highly skilled team of IT pros conduct a comprehensive IT Risk Assessment to uncover loopholes in your company's IT security. After the assessment is done, we'll prepare a customized "Report Of Findings" that will reveal specific vulnerabilities and provide a Prioritized Action Plan for getting these security problems addressed fast. This report and action plan should be a real eye-opener for you since almost all of the businesses we've done this for discover they are completely exposed to various threats in a number of areas.

**To Get Started visit [www.dpsolutions.com/RiskAssessment](http://www.dpsolutions.com/RiskAssessment)**

Get More Free Tips, Tools and Services At Our Web Site: [www.dpsolutions.com](http://www.dpsolutions.com)

(410) 720-3300





## Client Spotlight



Established in 1971, Comsource Management is one of the largest locally owned property management companies in the Washington metropolitan area with properties from Annapolis to Reston and Springfield to Frederick. Their diverse portfolio of over 20,000 units includes condominium associations, planned unit developments, homeowner associations, cooperatives and other multifamily housing.

Comsource has the market knowledge and management experience to oversee every facet of community management. From the daily supervision of the property and maintenance to the longer term planning of renovations and green technology, they will diligently execute every task with the utmost professionalism and expertise.

Comsource joined DP Solutions family of managed IT services clients in August 2018. They were in need of an IT partner that was aligned with their business goals and could provide them with guidance and strategy, and DP Solutions was a perfect fit!

To learn more, visit  
[www.comsource.com](http://www.comsource.com)

# Still Not The Person You Always Wanted To Be?

## 3 Steps To Get You There In 2019

We all aspire to be better people, but too many of us hesitate to roll up our sleeves and tackle the roadblocks that prevent us from achieving that goal. We stay in our comfort zones, fall back on old habits and then question why our life isn't improving.

When I'm coaching CEOs and they tell me they're stuck in a rut, I always have the same response: start changing what you are doing in your life, because the person you are today will not get you to where you want to be.

Here are three guidelines to do exactly that.

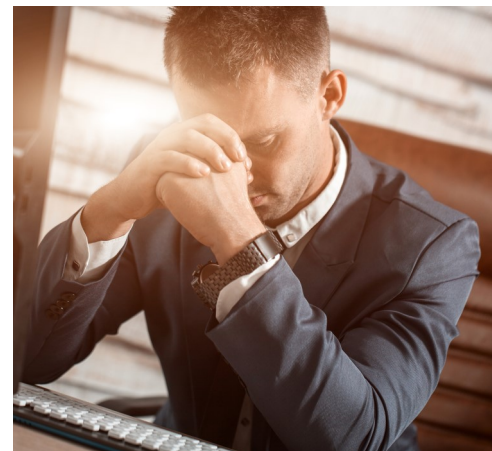
### 1. START BY GETTING FOCUSED.

When planning any journey, the first thing you need to know is where you are. In business, you hold monthly and quarterly meetings to review operations and financial statements so you know how the company is doing. You should be doing the same thing for yourself.

Then you need to figure out where you want to go. What do you want your life to look like one, two or three years down the road? Map out specific goals to achieve this, and then follow them religiously. Stay on task, but don't multitask. Limit your distractions, and control your time.

### 2. WRITTEN, MEASURABLE GOALS ARE A MUST.

The first and most important step toward achieving and exceeding your goals is to write them down. I cannot stress this enough. Writing down your goals and priorities serves as a reminder of what you need to accomplish. As much as you can, keep them SMART: specific, measurable, attainable, relevant, and time-bound. Carry your list around with you and act



on it every day. Do it for 30 days, and you'll be amazed at your progress.

### 3. LAY A FOUNDATION FOR EXECUTION EXCELLENCE.

If you've ever played sports, you are probably familiar with the phrases "in the zone" or "in the flow." It applies to any profession, from songwriting and acting to computer programming and engineering. When you're in the flow, you feel good, have a ton of energy and get a lot of work accomplished. Find the things you need to do on a daily basis to stay in the flow – whether that's exercise, meditating, reading or anything else – and write them down.

It's also essential that you hold yourself accountable along this path. Find an accountability partner and share with them your tasks, priorities and deadlines to accomplish your goals. You are much more likely to succeed when you have someone watching your progress and ensuring you cross the finish line.



*Andy Bailey is the founder, CEO and lead business coach at Petra, an organization dedicated to helping business owners across the world achieve levels of success they never thought possible. With personal experience founding an Inc. 500 multimillion-dollar company that he then sold and exited, Bailey founded Petra to pass on the principles and practices he learned along the way. As his clients can attest, he can cut through organizational BS faster than a hot knife through butter.*

## 4 Steps To Protect Your Business After The Marriott Data Breach

Last November, Marriott announced some bad news: the data of up to 500 million customers may have been compromised in an attack. If you travel regularly for business and are a customer of the Marriott chain –including Westin, Sheraton, the Luxury Collection, Four Points, W Hotels, St. Regis, Aloft, Element, Tribute Portfolio and Design Hotels – there are some things you need to do.

First, change your passcodes. This should include your potentially compromised account and any accounts that, for some reason, still use the same login or passcode in 2019. Then, start keeping a close eye on your credit card and bank accounts. You may even want to consider freezing your credit. Finally, be very careful about opening e-mails. Cybercriminals love piggybacking on actual customer contacts from big

corporations to send out phishing e-mails. *SmallBusinessTrends.com*, 12/13/2018

## 3 Ways To Turn Your Culture Into A Competitive Advantage

It's easy to focus on metrics like profit and market share when you're working to succeed. But when you fixate on these numbers instead of the people in your organization, folks start to feel like nothing more than cogs in the machine.

According to a recent study by FTSE Russell, all the companies that have received the prestigious "FORTUNE 100 Best Companies to Work For" have a single thing in common: keeping employee experience at the top of their list of priorities. These companies have stock market returns up to triple than the market average and lower turnover rates than their competitors.

But what does turning your organization into one where "employees come first" actually look like? The first step in this massive undertaking is to pick a "champion" who understands the goals of the project and the value of their team. Then, they can begin to assess where the problems are in areas like your mission, transparency, trust, communication and core values.

Soon they'll enlist the team on the project, creating regular rituals that reinforce your budding company culture. After a firm, long-term commitment to a new culture, you'll find your company, and the people who drive it, to be healthier than ever. *Inc.com*, 12/2/2018

## Welcome New Clients!

DP Solutions is thrilled to welcome the following organizations who recently joined our family of clients:

