

TECHNOLOGY TIMES

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



TECHNOLOGY SOLUTIONS

Announcing...

Meet Nima Aliabadi! Nima is our new Service Delivery Manager and will be overseeing our day-to-day operations, to ensure consistently high service performance and develop quality improvement processes. He has also worked for several years in the managed IT Service world. He's a real asset, and we're happy to have him. Next time you call in, welcome Nima to our team!



Larry Burbano | CEO

“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!”

GRS Technology Solutions

How To Keep Your Employees From Leaking Confidential Information

Back in 2014, Code Spaces was murdered. The company offered tools for source code management, but they didn't have solid control over sensitive information — including their backups. One cyberattack later, and Code Spaces was out of business. Their killer had used some standard techniques, but the most effective was getting an unwitting Code Space employee to help — likely via a phishing attack.

When it comes to cybercrime that targets businesses, employees are the largest risks. Sure, your IT guys and gals are trained to recognize phishing attempts, funky websites, and other things that just don't seem right. But can you say the same thing about the people in reception, or the folks over in sales?

Sure, those employees might

know that clicking on links or opening attachments in strange emails can cause issues. But things have become pretty sophisticated; cybercriminals can make it look like someone

email, even if the content looks funny. It only takes a click to compromise the system. It also only takes a click to Google a funny-looking link or ask IT about a weird download you don't recognize.

Just as you can't trust people to be email-savvy, you also can't trust them to come up with good passwords. It may sound so 2002, but plenty of people still use birthdays, pet names, or even “password” as their passcodes — or they meet the bare-minimum standards for required passcode complexity. Randomly generated passcodes are always better, and requiring >>>

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multiple levels of authentication for secure data access is a must-do.

Remember, that's just for the office. Once employees start working outside of your network, even more issues crop up. It's not always possible to keep them from working from home, or from a coffee shop on the road. But it is possible to invest in security tools, like email encryption, that keep data more secure if they have to work outside your network. And if people are working remotely, remind them that walking away from the computer is a no-no. Anybody could lean over and see what they're working on download malware or spyware, or even swipe the entire device and walk out-all of which are cybersecurity disasters.

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Last but not least, you need to consider the possibility of a deliberate security compromise. Whether they're setting themselves up for a future job or setting you up for a vengeful fall, this common occurrence is hard to prevent. It's possible that Code Space's demise was the result of malice, so let it be a warning to you as well! Whenever an employee leaves the company for any reason, remove their accounts and access to your data. And make it clear to employees that this behavior is considered stealing, or worse, and will be treated as such in criminal and civil court.

You really have your work cut out for you, huh? Fortunately, it's still possible to run a secure-enough company in today's world. Keep an eye on your data and on your employees. And foster an open communication that allows you to spot potential - or developing - compromises as soon as possible.

Be certain that you have all 9 steps fully covered with our FREE Disaster Recovery Audit, or Contact us TODAY at 703.854.9559 or visit www.grstechnologiesolutions.com, to get it scheduled!

Free Report: "The SMB'S Guide to Cyber Security"

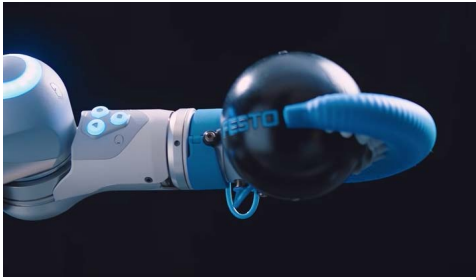
With massive data breaches making headlines on a regular basis, it's hard to ignore the fact that data security is becoming increasingly important. Unfortunately, there are still far too many SMBs that don't understand just how serious the threat is.

In this report, we take a closer look on the common cybersecurity mistakes most companies face, and how they can teach their employees and create security policies for their businesses.

Download your FREE copy today at www.grstechnologiesolutions.com/protect or call our office at (703) 854-9559.



Shiny New Gadget Of The Month:



OctoGripper, the Octopus-Inspired Robotic Arm, Is Here

"The animal kingdom is a reliable place to turn for mechanical inspiration. The German automation company Festo just made a robotic arm that takes its cue from an octopus. Meet the OctoGripper!

Festo figured it's hard to beat the octopus' flexibility. Built with a soft silicone structure that can be pneumatically controlled, the device bends inward to grip an item with two rows of suction cups. These create a vacuum, allowing the gripper to hold onto objects tightly while moving quickly — a common challenge in robotics.

This isn't the only thing Festo is taking from nature. They want to see the OctoGripper incorporated into their BionicMotion Robot, which is inspired by an elephant's trunk. These could work side by side with humans, perhaps speeding up work.

Or they could pair up with Boston Dynamics and start the best robotic zoo this side of "Horizon: Zero Dawn."

Goal Setting Doesn't Work

(And Santa Claus May Not Exist)

By Darren Hardy

When we were kids, we thought we could write down a list of everything we wanted and mail it to the North Pole. When we grew up, we realized there wasn't really a big roly-poly guy who delivered presents. A real person had to earn the money, march through shopping malls, wrestle the presents home, wrap them up, and place them under the tree. But I think many people still believe in Santa Claus. Why else would they write down a list of wants on New Year's Day, stick it in a drawer for the rest of the year, and wait around for their lives to change?

Sorry, but it's time to grow up. Most people know how to write down goals, but few ever achieve them. Want to stop chasing rainbows, wishing on stars, and rubbing lamps, and instead achieve real results? This article will help you start.

WARNING: Achievement requires work, discipline, commitment, and maybe some heartache and a stiffened spine. If any of that makes you queasy, I invite you to continue reading.

The Cause of All Your Problems — and the Solution

When I ask people what they want to improve in their lives, I hear things like, "I need to make more money," or "My marriage is unhappy," or "I need to lose weight."

But these are simply symptoms or outcomes of the problem. The cause of the problem is you — and this is probably one of the most sobering understandings you can reach as you work toward your stated goals. Whatever it is you want to change, whether it's your marriage,

never achieve lasting change until you change. Once you improve, everything else around you will improve.

In life, you don't get what you want; you get in life what you are. The success you have in life correlates with your level of self-worth. But the human tendency is to engage in the study of effects, while giving little attention to causes.

I see this travesty play out every day. People complain about their terrible marriage, so they leave it. Oddly enough, they end up with similar problems in the next relationship. Why? Because they didn't address the real problem. The same set of circumstances and patterns of behavior will create the same outcome. Some people go from diet plan to diet plan, losing weight and then gaining it all back. Why? Because the plan and the weight aren't the issues or the solutions; they are effects, and the weight will ultimately meet them back where they are.

Wherever you are in life right now is your own doing — good or bad.



Darren Hardy is the creator and visionary behind SUCCESS

magazine as well as the New York Times best-selling book "The Compound Effect". His newest book is "The Entrepreneur Roller Coaster".

For more, visit: www.darrenhardy.com

LEAD GENERATION THROUGH "SEO"

Half the battle in finding customers or clients in your local area is making yourself "findable" online. Every day, thousands of people seek local services for their homes and businesses, many are actually desperate (or at least eager) for your service and these days, more than you might imagine use the internet to seek a solution.

For better or for worse, it's amazing how many people think that a business close to them is the best choice. The internet, through local search, puts a priority on proximity and thus you need a strategy to make your business appear close no matter where in your service area you're actually located.

To do well online, FIRST you need to THINK like a customer (your customer). Think what they would do, think where they might look, think what they most desire to know and who they most want to hear it from. Then PLANT YOURSELF (and

your message) in those "FINDABLE" spots. NEXT, don't think of the internet as an advertisement medium, rather think of it as a relationship building medium - plus a bit of a rumor mill if you like - SO... whenever possible let OTHER people and other sites deliver your message and tell your story.

Most searches are done by typing in a KEYWORD or PHRASE to a search box, clicking the search button and scanning through the resulting SERPs (Search Engine Results Page). Since we know this is what people do, all that's left for us to determine is WHAT the heck they are typing into that little search box. If we can make an educated guess about that, then our job becomes more defined. All we must do is PLANT

ourselves (our service, our listing, a site, a page or a blog) so we pull up on the SERPs where they are looking.

SEO stands for "search engine optimization". It is the process of getting traffic from the "free", "organic", "editorial" or "natural" search results on search engines.

How to Implement a Basic SEO Plan?

With GRS, we can help you jump search engine rankings for profitable keywords and drive qualified traffic to your website, just with 7 basic tactics:

7&7 Build My SEO Business with 7 Tactics in 7 Hours

1. Install Google Analytics
2. Enable Google Search Console
3. Install Open SEO Stats
4. Create your SEO plan & send to GRS Technology Solutions
5. Ensure your site is fast & mobile friendly
6. Create your content strategy
7. Optimize Google My Business

CREATE YOU SEO PLAN!

Let us set-up this for you! Contact Us at 703-854-9559 or send us an email at myseoplan@grstechnologysolutions.com for more information.

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