
THE IT INSIDER

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

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“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!”
Earl Foote,
Nexus IT Consultants

What To Do If A Hacker Attacks Your Network

It’s like any other day at the office until you get an e-mail from a client saying he received several strange e-mails from you, and suggests that you may have been hacked. You check and, sure enough, you’ve been compromised. So what do you do now? How many other clients have gotten the same message? Should you e-mail the rest of your clients with the news? And what else have the hackers gained access to? What do you do NOW?

Don’t dismiss it or ignore it. Just because only one or two unauthorized e-mails were sent doesn’t mean the problem is small. Often, hackers will start out doing minor things to test the security of your network and the speed of your Internet connection, and watch to see whether or not they get caught and blocked. If they aren’t, their activities escalate quickly, so don’t delay in taking steps to regain control of your network.

Change ALL your passwords immediately. Time is NOT on your side on this, so as soon as you discover a breach, change ALL your passwords to every online application and device. Then notify your bank that your laptop or computer was compromised and to put your account on high alert for fraud.

Get professional help immediately. A true pro will have the tools and expertise to regain control and run diagnostics to find out exactly what’s going on. They should be able to determine what applications and data were compromised and what damage has been done so you can take appropriate action from there. DO make sure you find out why your system was compromised, so you can beef up security or fix the problem before it happens again.

Seek legal counsel. If data was stolen, or if there’s a chance any sensitive personal information on clients, employees or patients was accessed, you should seek professional legal counsel for what you are required to do by law, and how to communicate the breach to those involved.

Finally, get serious about cybersecurity. With more data being stored online, and more and more employees using personal devices to access your network, you cannot simply install antivirus and a firewall and hope all will be well. The sophistication level of cybercriminals is on the rise, and you absolutely need a unified threat management system in place to protect yourself.

If you aren't absolutely certain that your network is safe from cyber-criminals, we'll be happy to discuss that with you. Just give us a call today at 435-487-9099.



Is “Convenient” Technology Silently Killing Sales In Your Company

With mobile devices, e-mail, Facebook, LinkedIn and countless other ways to communicate with clients, there is a temptation for sales pros to get sloppy and thoughtless – even reckless – about how they respond to and communicate with clients and prospects.

For starters, just because you can take a client phone call from anywhere on a mobile phone



doesn't mean it's a good idea to do it. Do you really think your sales team can be at their best and

conduct a serious, strategic and thoughtful conversation in a noisy restaurant or airport terminal, or while distracted and driving? Hear this: environments matter. If you wouldn't select one of these places to sit down and conduct a serious business negotiation (which is what

selling is) because it would be chaotic and full of distractions that are counterproductive to concentrating – even listening – why on earth would you take a client's unscheduled call on a cell phone in the very same environment?

Further, communicating to important people about important things is rarely best done through instant messages sent through Facebook, Twitter or even a hastily typed e-mail. While technology is fantastic for responding fast and to a massive number of people quickly, hear this: don't fall into “autopilot” mode and carelessly respond to clients and prospects. If you see an important client call or e-mail, don't respond immediately. Find a quiet, productive environment first where you can concentrate, take notes and even engage in a bit of prep BEFORE you call them back. Clients will appreciate it and you will come across as a consummate professional.

FREE Report: The Ultimate Small Business Guide To Setting Up A Work-From-Home System For Your Staff

You will learn:

- What telecommuting is and why so many small businesses are rapidly implementing work-from-home programs
- The single most important thing you MUST have in place before starting any work-from-home or remote office initiative.
- How one company slashed its turnover rate from 33% to nearly 0% – and increased productivity by 18% – by implementing a “work-from-home” program.
- How to get a FREE “Home Office Action Pack” (a \$97 value).



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One-Minute Habits To Supercharge Your Day

One minute is all it might take to make your day a lot more productive. Here are some ways:

1. Take a minute to set the stage for success. Before you start doing something – before you start doing anything – answer this question: “What can I do to make this awesome?”

That might sound cheesy, but it’s the perfect question to ask dozens of times each day.

Intend to be awesome and more often than not you will succeed. Always take a minute to decide how you will make whatever you’re doing turn out awesome.

2. Take a minute to summarize meaningful interactions. You talk. You share. You agree on plans. There’s an outcome. Something happened – but all too often you forget what happened.

Don’t. Take a minute and make a few notes. The habit of summarizing creates a self-reinforcing loop: When you need to take notes later, you’ll listen a lot more closely now.

3. Take a minute to prepare before every meeting. Surely you’ve walked into a meeting where the first time you really thought about that meeting was when you actually sat down.

Take a minute to think about who will attend. Consider their agendas, their perspectives, what they are likely to say and do, and create a plan for how you will make the biggest impact.

4. Take a minute to write down your ideas. How many good ideas have you forgotten? How many ideas have you forgotten that you forgot?

As soon as you have an idea, take a minute to write it down. Carry a small notebook, use a Notes app on your phone, keep a Word doc open at all times on your laptop, or do all three.

5. Take a minute to ensure you hit tomorrow’s ground running. Every day has two or three most important tasks you definitely need to complete. Don’t wait until tomorrow to figure out what those tasks should be. Write them down before you leave work.

That way you won’t get distracted by other stuff, and you’ll set the stage for a great day by accomplishing something important first thing.



How To Avoid The "Cash-Flow Crunch" Of A Network Upgrade

If you're facing an expensive server refresh, network upgrade or expansion, there are two options you should consider to cut costs. The first is moving your network to the cloud. Doing this can often reduce hardware, software and support costs significantly over time, not to mention giving you more flexibility to work remote and from various devices.

If you're just not ready for cloud computing or if your specific environment (applications, systems, etc.) won't work well in the cloud, another option to consider is HaaS or "hardware as a service." HaaS is essentially a way to pay for hardware, software and services bundled together in a lower, predictably monthly fee, avoiding

a hefty one-time cash outlay. You won't own the hardware or software outright, so you can also write off 100% of the costs in the year you're purchasing them because it's defined as a "service" and therefore an operational expenditure versus a capital expenditure.



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"Yep, that seems right."



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