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### The Real Lesson of the Colonial Pipeline Ransomware Attack



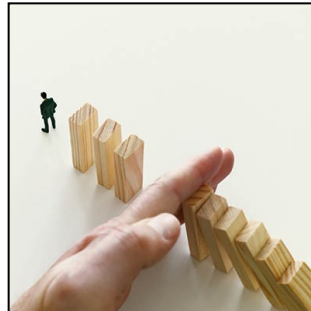
Most businesses are aware of the recent rash of ransomware attacks. Attacks have recently shut down

gas flow to several states, meat processing plants, and even government agencies such as the MTA. However, what many businesses may not realize is that one thing could have prevented the pain, loss, and disruption from an attack like this: a solid back-up solution...



Read the Rest Online!  
<https://dti.io/attacklesson>

## Prepare Your Business to Avoid Disaster



Businesses were just hit with one of the worst disasters possible, and many of them were not prepared. It's not often that a global pandemic hits, but businesses that were prepared to react to it were much more successful than ones that were forced to shoot from the proverbial hip. So while many businesses were overrun with new costs brought forth by the pandemic, the businesses that considered a situation like the one we've been facing for well over a year, and had a strategy for what they needed to accomplish to keep continuity during an event such as the COVID-19 pandemic, are faring quite a bit better than those that didn't have a plan. This month we thought we'd outline a few ways your business can improve its disaster preparedness.

### Learning to Identify Risk

The first thing you will want to do for your disaster preparedness plan is to identify risk. As we were starting earlier, not many businesses had contingencies specifically for "worldwide pandemic" but you can bet they will now. It doesn't matter if it is a worldwide pandemic that significantly alters your business plan seemingly overnight, a natural disaster that literally tears the roof off your business, or a data loss disaster that stems from one of your employees getting hacked, you need to have a contingency plan that helps you maintain continuity.

Identifying them and building a plan to overcome these problems is key to the continuity process. Otherwise, the downtime that comes with an event like this could conceivably ruin your business. Some disasters include:

*(Continued on page 2)*

## 3 Ways Your Business Can Avoid or Minimize the Impact of Downtime



The phrase "time is money" is something that you hear a lot, especially in the business environment. While this might be applied in small ways, such as employees taking one or two minutes longer on their breaks or leaving early for the day, the major issue with wasted time manifests itself in much larger and more unpredictable ways. The true silent killer of businesses is downtime, and you need to be aware of its impact on your organization on a holistic level.

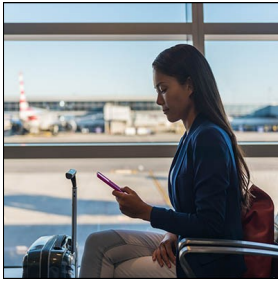
### What is Downtime?

Downtime is notorious for being a business killer, but it's easier to run into downtime-related issues than you might think. In reality, downtime occurs any time your business is not operating as intended for any reason. This includes issues like your Internet going down, your technology not working properly, your employees not having access to important resources, etc. The important thing to know about downtime is that it means your business is not being as effective as it could be, meaning wasted profits and resources, all of which can add up over time.

Here are some ways that you can mitigate downtime and decrease the odds of it impacting your business in a significant way.

*(Continued on page 3)*

## 4 Ways to Keep Your Mobile Devices Safe While Traveling



The world might still be suffering from a pandemic, but travel is slowly starting to pick up once again. When

you feel safe and comfortable traveling again, it is of critical importance that you take steps to secure your technology while out of the office—especially your mobile devices. Here are some big ways that you can prioritize security while traveling.

### Keep Your Phone Locked and Protected

Do you have any friends or coworkers who don't lock their smartphones? This is such a huge mistake to make. What would they do if they lost the device, or if it were stolen by someone with malicious intentions? Your phone should be protected by both a passcode and some form of biometric technology, whether it's a fingerprint scanner or face recognition software. It's the same with any other device; we always recommend multi-factor authentication for just

about any account or device, provided it is available.

### Use Your Business' Virtual Private Network

It's a good idea to avoid public Wi-Fi, but that's not always going to be in the cards. When it comes to traveling and staying connected to the workplace, you have a small dilemma to manage. On one hand, you need to connect to the Internet to interact with your office's online infrastructure. On the other hand, public Wi-Fi connections are notorious for being cesspools of threats. When possible, you should be using a Virtual Private Network, or VPN, when connected to the Internet. This will help you keep your sensitive information safe while out of the office.

### Turn Off Wi-Fi and Bluetooth When Not in Use

Some folks keep their Wi-Fi and Bluetooth enabled on their devices even when they are not actively using them. This can be a dangerous practice, especially considering the fact that your device might automatically connect to these networks as it encounters them. Hackers tend to lurk on open public

connections, so don't put your device at risk needlessly; just disable these connections when they aren't in use. Plus, your battery will thank you—when you are not connected to Bluetooth or a wireless network, most smartphones will actively search for one, putting unnecessary strain on your battery.

### Use a Mobile Device Management System

A lot of things could go wrong when you bring your mobile device on the road. You never know if your employees (or even you) might set your device down, forget about it, and put your data at risk. A quality mobile device management solution can get around some of these concerns and help you prepare a contingency plan on the off chance that something goes wrong. Your mobile device management solution should include capabilities for whitelisting and blacklisting applications, remote wiping of lost or stolen devices, and device location services...



Read the Rest Online!  
<https://dti.io/mobdevsafe>

## Prepare Your Business to Avoid Disaster

*(Continued from page 1)*

- Worldwide pandemic
- Hurricane
- Snow and ice
- High winds
- Fire
- Flood
- Tornadoes
- Earthquakes
- Chemical spill
- Malware attacks
- Hardware failure

There are more, but you get the idea. Anything that can knock your business off the proverbial rails can be considered a disaster, especially if it holds the potential to have long-term negative impacts on your ability to do business. Let's run through some considerations you need to have to keep your business running after a "disaster".

### Implement End-to-End Plans

Sure, your business continuity is at stake in every disaster scenario, but more importantly than that, your employees are likely at risk as well. This is why any disaster preparedness plan has to address employee safety first. You need to develop a workable evacuation plan that includes maps and routes for people to get to safety. This seems pretty self explanatory, and in most places it's part of the health and safety inspection, but even if it weren't, doing your part to keep your staff, customers, and other people safe has to be a major consideration.



Every organization needs to have a contact strategy. This includes:

- Whom employees should contact inside or outside of the company for additional information.
- Who is required to stay onsite in a particular situation.
- Who is required to manage rescue and medical issues.
- Who is required to contact employees to address situations

The organization will also want to have a plan for dealing with employees or customers that have special circumstances such as mobility issues...



Read the Rest Online!  
<https://dti.io/preptoavoid>

## 3 Ways Your Business Can Avoid or Minimize the Impact of Downtime

(Continued from page 1)

### Plan for the Worst

It is a difficult conversation to have, but you need to prioritize business continuity and ensure that operations can continue even under the worst of circumstances. This involves implementing a data backup and disaster recovery system that is capable of minimizing downtime. When implementing this, you should consider how much time it takes for your organization to get back to proper working order and plan that into your budget. In other words, you are budgeting for an acceptable loss of operations; this prevents you from being caught unawares when it does inevitably come to fruition.

### Streamline Operations

A lot of time is wasted when employees

do not know what exactly needs to be done or how to do it. Therefore, streamlining operations and tasks makes a lot of sense from a downtime perspective. If an employee wastes half an hour trying to find documents in your document management system, that is half an hour that isn't being spent getting things done. You can implement various technology solutions that can document processes and files in an easy-to-find place, allowing your employees to locate them as needed without any hassle. Better yet, you can automate certain processes to take some of the guesswork out of their day-to-day tasks (like with your data backup solution, for example).

### Take Care of Your Technology

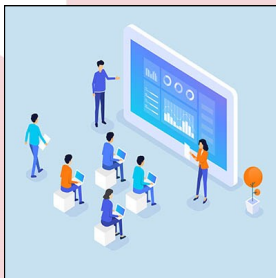
Imagine working on a project and

making a ton of great progress on it only to be disrupted by a major downtime event, like a software solution crashing or your laptop freezing up out of nowhere. These small issues can take you out of that flow state that is so great for productivity, leading to time wasted while you refocus on the task at hand—and that's assuming that your technology only has a minor hiccup and not a major technical failure! Administering the proper patches and maintenance in a proactive way is the best way to make sure that your technology does not bring about major downtime events...



Read the Rest Online!  
<https://dti.io/avoiddowntime>

## You'll Want to Have a Training Plan to Improve Your Employees' Skills



When businesses onboard new employees, they typically have a series of qualifications they need appli-

cants to meet in order to get to the interview process. Once they interview and are chosen from a list of applicants, the new hire does his/her entrance training and then it's time to get to work. If your business doesn't have the right training platforms in place, however, this process can take a lot longer than you'd like. This month, we thought we'd take a bit to go over this process and how getting the right training protocols in place upfront can have a positive effect on the way your new employees hit the ground running.

### Education vs. Experience

We'll start during the hiring process. Many of today's businesses hire people that completed at least an Associates degree program at an accredited college or trade school. On the surface this is

fine, but what many organizations find out is that by choosing candidates by their educational background rather than their work experience, they'll need to have a more strenuous and comprehensive training program in place. This is because many college programs, while teaching fundamental skills, don't always provide on-the-job skills needed to effectively solve problems. Additionally, hiring people right out of college can sometimes come with higher salary demands, as many students are saddled with large swaths of student loan debt and are just looking for a way to more effectively pay back their loans. In fact, studies have shown that people who have graduated from college since 2010 have averaged four job changes in their first nine years.

Training is costly for any business, and the more a new hire needs to learn before actually being able to successfully do a job, the less value an organization will see from them. When choosing a...



Read the Rest Online!  
<https://dti.io/trainingplan>

## Cybersecurity Tips

### Facts and Tips for Cyber-Safe Travel

Traveling should be fun, not stressful. Knowing what cyber threats are out there and how to avoid them can help ensure your travel plans run smoothly.

Learn some facts and tips to use as you're traveling this summer to ensure your travels remain secure and stress-free. <https://dti.io/cybersafetravel>

### Get our Cybersecurity Tips to your inbox weekly!

Each week we send an email with **FREE** cybersecurity tips to help you to avoid a data breach. These tips can be used to educate yourself and your employees on security best practices.

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## Marketing Ideas & Tips for Your SMB

### How Metrics Can Bring Your Marketing To New Heights



When enacting a marketing strategy, it is of considerable benefit to pay

attention to metrics—key data and measurements that can provide you with invaluable insights. However, not all data qualifies as a metric, and not all metrics will make sense for all of your initiatives. As a result, it is crucial that you identify the metrics and key performance indicators that apply to each initiative.

#### Selecting Your Metrics

Not all of your initiatives will be the same, so there will be some metrics that will do you no good to track in one initiative while the same metrics are key to another. The easiest way to decide which metrics to track is to consider the purpose behind each initiative and select metrics on a case-by-case basis.

For example, consider blog content. The reason that blogs are posted is not to convert the readers, they are meant to foster trust and commitment in an audience so they will be willing

to take the next steps down the marketing funnel. Therefore, it makes the most sense to track metrics that focus on engagement and repeat visitors in this case. Again, in this case—you should focus on different metrics, say, pay-per-click activities. PPC metrics should focus on conversions and return on investment, as a campaign that may have otherwise seemed ineffective based solely on traffic may have been the...



Read the Rest Online!  
<https://dti.io/metrics>

We partner with many types of businesses in the area, and strive to eliminate IT issues before they cause expensive downtime, so you can continue to drive your business forward. Our dedicated staff loves seeing our clients succeed. Your success is our success, and as you grow, we grow.



Chris Chase  
CEO

### Take Control of Your Phone System

Telephone communication remains hugely useful in the business world, but its costs can add up very quickly. Between paying for the service, running the necessary lines around your office, adjusting them, and adding more if there are changes or additions to the office, traditional telephony is expensive, both in financial cost and time invested. VoIP offers an alternative that offers more, for less.

#### Why VoIP is So Business-Friendly

VoIP empowers your company to push beyond the restraints of a legacy phone system solution. Our solutions are scalable to accommodate your company's growth by:

- No Geographic Restraints
- Mobility and Flexibility
- Ensure Business Continuity
- Expand as Necessary
- Improve Production with Real-Time Collaboration and Voice Conferencing
- Lifetime Support with Less Maintenance
- Cost Consolidation

Interested in learning more about how we can help you save money with VoIP?

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Or Scan Me!



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COO

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