

# TECHNOLOGY TIMES

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

## We Won!

We're excited to announce that ET&T was selected by Lehigh County Pennsylvania to provide their new telephone system.

They have decided to leverage their existing (virtualized) data center by adding Unified Communications and Collaboration software and tools.

We'll be merging all the communications under one network, while making sure all the pieces are secure with redundancy and resiliency built in. The County wide system includes the Lehigh County Government Center, Court House and Prison, both Cedarbrook Nursing Homes, Children Services and all of the District Magistrate Offices.

It's been our privilege to serve Lehigh County over the years, and we know they'll be a client for life because of talented group of people here at ET&T.

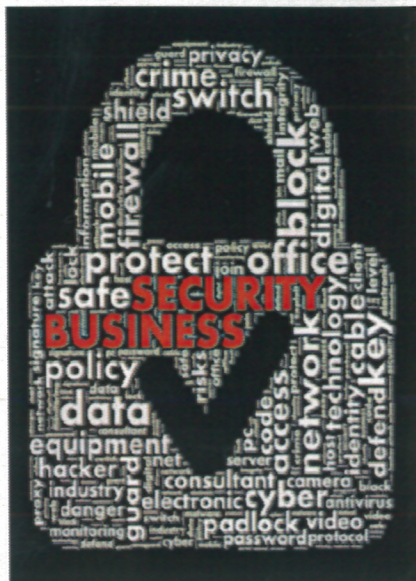
Our Shout Out Loud Special Thanks to the Lehigh County Team for Trusting ET&T to help bring this project come together.

## December 2016



This publication brought to you by Michael and Fusun Bubernack, CEO and President, ET&T

Started in 1968, ET&T is a complete technology solution provider. We are 100% committed to making sure business owners have the most reliable and professional IT service in Pennsylvania. Our team of talented IT professionals can solve your IT nightmares once and for all.



**E**fficient Escrow of California was forced to close its doors and lay off its entire staff when cybercriminals nabbed \$1.5 million from its bank account. The thieves gained access to the escrow company's bank data using a form of "Trojan horse" malware.

Once the hackers broke in, they wired \$432,215 from the firm's bank to an account in Moscow. That was followed by two more transfers totaling \$1.1 million, this time to banks in Heilongjiang Province in China, near the Russian border.

The company recovered the first transfer, but not the next two. They were shocked to discover that, unlike with consumer accounts, banks are under no obligation to recoup losses in a cybertheft against a commercial account. That meant a loss of \$1.1 million, in a year when they expected to clear less than half that. Unable to replace the funds, they were shut down by state

## \$1.5M

## Cyber-Heist Typifies Growing Threat

regulators just three days after reporting the loss.

Net result? The two brothers who owned the firm lost their nine-person staff and faced mounting attorneys' fees nearing the total amount of the funds recovered, with no immediate way to return their customers' money.

### Avoid Getting Blindsided

While hacks against the big boys like Target, Home Depot and Sony get more than their share of public attention, cyber-attacks on small and medium-sized companies often go unreported, and rarely make national headlines.

Don't let this lull you into a false sense of security. The number of crippling attacks against everyday businesses is growing. Cybersecurity company Symantec reports, for example, that 52.4% of "phishing" attacks last December were against SMEs - with a massive spike in

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November. Here are just a few examples out of thousands that you'll probably never hear about:

- Green Ford Sales, a car dealership in Kansas, lost \$23,000 when hackers broke into their network and swiped bank account info. They added nine fake employees to the company payroll in less than 24 hours and paid them a total of \$63,000 before the company caught on. Only some of the transfers could be canceled in time.

- Wright Hotels, a real estate development firm, had \$1 million drained from their bank account after thieves gained access to a company e-mail account. Information gleaned from e-mails allowed the thieves to impersonate the owner and convince the bookkeeper to wire money to an account in China.

- Maine-based PATCO Construction lost \$588,000 in a Trojan horse cyber-heist.

They managed to reclaim some of it, but that was offset by interest on thousands of dollars in overdraft loans from their bank.

### Why You're A Target - And How To Fight Back!

Increasingly, cyberthieves view SMEs like yours and mine as easy "soft targets." That's because all too often we have:

1. Bank accounts with thousands of dollars.
2. A false sense of security about not being targeted.
3. Our customers' credit card information, social security numbers and other vital data that hackers can easily sell on the black market.

If you don't want your company to become yet another statistic in today's cyberwar against smaller companies, and your business doesn't currently have a "bullet-proof" security shield, you **MUST** take action without delay - or put everything you've worked for at risk. The choice is yours.

Here are three things you can do

right away:

1. Remove software that you don't need from any systems linked to your bank account.
2. Make sure everyone with a device in your network NEVER opens an attachment in an unexpected e-mail.
3. Require two people to sign off on every transaction.

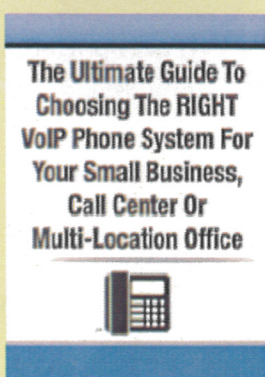
### Let Us Help

When it comes to defending your data, whether it's bank account information, customer and employee records or proprietary intellectual property or processes, Do NOT take chances.

We'll answer all of your burning questions and determine which technology system is **BEST FOR YOU**, based on your specific needs, budget, Internet connection and existing network. No charge and no obligation! Simply call us today at (610) 433-1000 to get started!

*"If they're THAT confident, have them guarantee it in writing..."*

## FREE REPORT: "The Ultimate Guide To Choosing The RIGHT VoIP Phone System For Your Small Business, Call Center Or Multi-Location Office"



### Read This Report To Discover:

- What VoIP is, how it works and why the phone company may force you to switch to a VoIP phone within the next 3-4 years.
- 4 different ways to implement VoIP and why you should never use 3 of them for a business phone system.
- Hidden costs with certain VoIP system that can negate any cost-savings you might gain on your phone bill.
- 7 revealing questions to ask any VoIP salesperson to cut through the hype, half-truths and "little white lies" they'll tell you to make the sale.

Claim Your FREE Copy Today at [www.ET-T.com/7voipquestions](http://www.ET-T.com/7voipquestions)



## Shiny New Gadget Of The Month:



## Your Desk Is Killing You: Do This Instead

The evidence is piling up that sitting all day is bad for your health. Though not perfect, Varidesk offers a compelling solution.

On the plus side, The Varidesk sets up right out of the box – no assembly required. With its weight-balancing system, you don't need any hardware to fasten it to your desk. And it features an attractive, sturdy design. You can lean on it and your monitor won't go crashing to the floor. Springs and levers make it easy to raise or lower it to one of 11 preset levels.

The main flaw is that when you raise it, it also moves forward – a problem if you're in a tight space. All in all, though, it's worth looking at, especially if you have a wireless keyboard and mouse – and enough space in your office or cubicle to back up a bit.

## At The Office: Be The Adult In The Room

There's a reason people refer to the office as a "sandbox," because some folks refuse to act like adults. And, if the level of childish behavior rises to tantrum pitch and the culture becomes toxic, there's no chance for communication or growth. But the office is not a playground, and we're not children. So it's important that we enter into an "adult agreement" when we walk through the doors at work and begin our day.

When I work with companies looking to improve their business, one of the things we start with is our adult agreement. It informs the work we do for the entire day, and hopefully beyond.

Here are three agreements to make sure you're acting your age in the workplace:

### Don't shoot each other down.

When a colleague brings an idea to the table – even if you disagree with it – don't shut them down just to be "right." If we want to be collaborative, we've got to consider that those around us have something valuable to offer. If you make it a habit to cut people off or discount what they're saying out of hand, you'll not only guarantee that they won't share their ideas with you again, but you'll likely miss out on insights that could help you and your company.

### Own up to mistakes and bring them to the table.

Nobody is perfect – not you, not me, not Bill Gates or Mark Cuban or any-

one you might admire in business. We all make mistakes, and the worst thing we can do is deny that they exist. Instead, own up to your mistakes and let everybody know what they are. We only grow and learn when we're vulnerable with each other. Admitting error is often considered a risk, but it's really an opportunity. Our mistakes let others understand who we are, what risks we're willing to take and what lessons we've had to learn. Share freely to engender trust and understanding among your teammates.

### Don't hide problems.

Maybe you want to stay focused on the positive and don't want to highlight "problems." Wrong. You're not a negative person just because you bring problems to light or point out conflicts where they might exist. More likely, you're finally saying what everyone else is thinking and is afraid to say. Or you're bringing something up that's important for everyone to understand in order to improve and move forward. Put problems up for discussion and brainstorm solutions. Hiding problems only makes them grow.

As you seek to master these three steps, remember one more thing: adults don't crush each other just for acting like adults. We've got to support each other in our efforts to be truthful and vulnerable. A team is only as strong as its weakest link, so it's critical that we lift each other up.

When we act like adults – especially in the sandbox – we all win.



Andy Bailey can cut through organizational BS faster than a hot knife through butter, showing organizations the logjams thwarting their success and coaching them past the excuses. After all, as he tells his clients, 100% annual growth is only 2% growth every week. It's not easy. But possible. Andy learned how to build great organizations by building a great business, which he started in college then, grew into an Inc. 500 multi-million dollar national company that he successfully sold and exited. He founded Petra to pass on to other entrepreneurs, business owners and leaders the principles and practices he used to build his successful enterprise, which are rooted in the Rockefeller Habits methodology.

## IT Services Spotlight

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## Being "smart" isn't just for phones and TVs anymore.

Soon, Microsoft's Cortana will be able to see inside your fridge. With cutting-edge, fridge-safe technologies, Cortana can identify the foods you place there. After spending some time with your fridge's contents, Cortana learns your food preferences. It can even offer up recipes or shopping lists to make your life easier. While other smart fridges have cameras that show users what's inside without opening the door, the Cortana version actually helps you keep your fridge stocked. By the time this fridge hits the market, it will have captured thousands of photos of food packages from around the world. And that means you may soon have a smart new helper when it comes to shopping and fixing meals.

-TechCrunch

## Ditch the meeting, get more done.

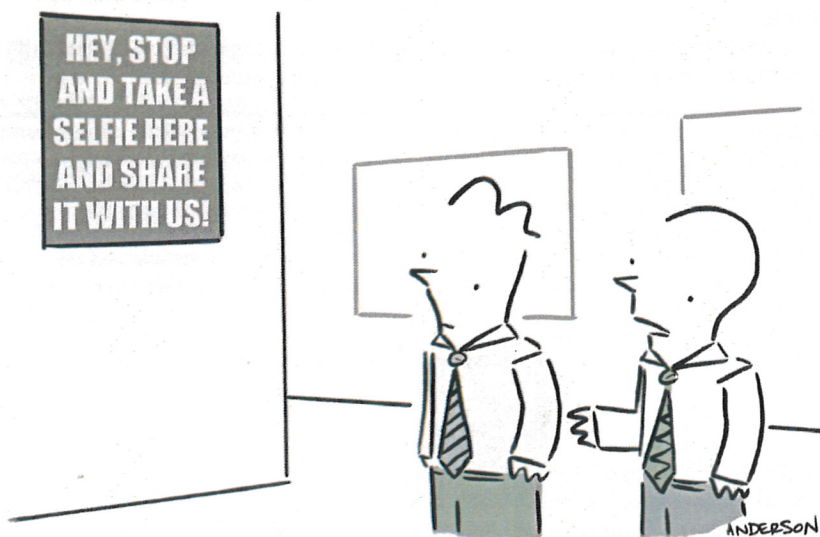
The average manager spends 30%-50% of their time in meetings. And most feel 67% of meetings are an utter waste. So what can we do to stop killing time? Quit having meetings. Here are three ways to tell if a meeting is worthwhile. 1) Compare cost to benefit. Take the number of folks attending times their average pay rate. Multiply that by their time spent meeting. Is the desired outcome worth it? 2) Will this be a one-sided affair? A dead giveaway is the conference call when the boss puts everyone else on mute. 3) Is the meeting a guise for "communication"? Instead, send an e-mail, point to a website or suggest someone to consult with. Now you're talking...

-Entrepreneur

## Want earbuds that last - and sound great?

Bragi's new earbuds, named simply The Headphone now have "bragging rights" on both

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"It's cheaper than a security cam."

battery life and sound quality. At six hours of battery life, these buds shred all competition. That includes Erato's Apollo 7 and the Earin buds - both of which wimp out at three hours. Bragi's Headphone also delivers a crystal-clear sound that beats most Bluetooth and Wi-Fi earbuds. And they let sounds come through from whatever space you're in. They also receive phone calls and respond to voice commands. Plus, all of this is 100% wireless. They even include a sleek-looking lanyard-style carrying case. All that being said, The Headphone is well worth a look if you're looking for a great pair of earbuds.

-DigitalTrends

## Google's Chromebook Pixel may have faded into a high-resolution sunset...

But the good news is, some great new challengers will soon take its place. The Dell Chromebook 13, for instance, sports a 1080p touch-screen display, aluminum chassis, glass trackpad and a (very fast) Intel Core i3 processor. Meanwhile, weighing in at just 2.9 pounds, the Toshiba Chromebook 2 delivers nearly the same performance as the Dell. Yet at a full two pounds less, you'll appreciate its light weight. And the new kid on the block, the Acer Chromebook 14, offers a high-end feel and near top-of-the-line specs for just \$300. Any of these challengers will fill the bill for you if you love the low price of a Chromebook, but want something a little more premium.

-AndroidCentral.com