



T. Daniels Consulting

THE T. DANIELS TIMES

Microsoft SMB Cloud Champions Club

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What's Inside

The ringing in of a "New Year" carries more meaning now more than ever.

While the events of 2020 caught many by surprise and pushed the limits of our day to day business operations, we have all learned valuable lessons on pivoting and adapting in order to survive. Technology and how it is implemented and used within your business is no exception to this change.

We now take those lessons into 2021. Remote workforce, cloud services, and cybersecurity solutions are just some of the technology items which need to be taken into consideration when planning for 2021.

We are here to help with any of your 2021 technology needs. To learn more, call us at 810-629-0131 or send an email to: info@tdaniels.com

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This monthly publication provided courtesy of Timothy D. Ricketts, President

"Thank you for the confidence you have given our entire team to manage and protect your valuable assets. We take great pride with our goal to exceed your expectations every day!"



Cybercriminals Confess: The Top 3 Tricks And Sneaky Schemes They Use To Hack Your Computer Network That Can Put You Out Of Business

Cybercriminals and hackers are rarely shy about the methods they use to attack their victims. Many of them are more than happy to share how they broke into a business's network or how they walked away with thousands of dollars after successfully extorting a business owner whose company is now destroyed.

There are new stories out there to get your blood boiling as cybercriminals work to ruin people's lives and livelihoods. These criminals don't care what kind of damage they do. They only care about one thing: money. If they can get away with it - and many do - they'll keep on doing it.

It's up to you as business owners (and employees) to stay at least one step ahead of these cyberthugs. The single best way to do that is to **stay educated on the latest threats**. The second-best

way is to **stay up-to-date with the latest technology designed to combat cyber-attacks**.

Here are three tricks of the trade cybercriminals are using right now in an attempt to get their hands on your money:

Ransomware. This is very common. It's a form of malware, and it can sneak onto your network and into your computers in a number of different ways:

- **Ad Networks.** These ads can appear on social media sites and on familiar websites. Someone clicks a compromised ad or pop-up, and it initiates a file download. It's quick and it can be confusing. This is where anti-malware and anti-ransomware come in very handy.

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- **Malicious Links.** The cybercriminal sends you a legitimate-looking e-mail, supposedly from your bank or a familiar online store. It may even be disguised as an e-mail from a colleague. The e-mail contains a link or file. If you click the link or file, it installs the ransomware.
- **Hidden Files On Thumb Drives.** This happens way too often where someone brings a thumb drive from home. While the user doesn't know it, the drive has a malicious file on it. When the thumb drive is inserted into a networked machine, the file is installed.

No matter how the ransomware gets onto your devices, the result is basically the same. The ransomware goes to work and begins encrypting your files. Or it may completely block you from accessing your computer altogether. You'll get a full-screen message: *Pay up or never access your files again.* Some ransomware programs threaten to delete all of your files. Others say they will never restore access.

DDoS Extortion. Short for distributed denial of service, DDoS attacks are a relatively easy way for hackers to take down your business's online presence and wreak havoc on your network. These attacks mimic online users and essentially "flood" your network with access requests. Basically, it's as if millions of people were trying to access your website at once.

Your network simply can't handle that kind of traffic and, as

"You can put the cybercriminals in their place and have a digital defense wall between your business and those who want to do your business harm."

a result, it goes down. The hackers can continue the attacks until you take action. That is to say, until you pay up. If you don't pay up, the hackers will do everything they can to keep you offline in an attempt to destroy your business. If you rely on Internet traffic, this can be devastating, which is why many businesses end up paying.

Direct Attacks. Some hackers like to do the dirty work themselves. While many cybercriminals rely on bots or malware to do the work for them, some hackers will see if they can break through your network security in a more direct way. If successful at breaking in, they can target specific files on your network, such as critical business or customer data.

Once they have the valuable data, they may let you know they have it. Sometimes they'll ask for money in return for the sensitive data. Sometimes they won't say anything and instead simply sell the data on the black market. Either way, you're in a bad position. A criminal has walked away with sensitive information, and there is nothing you can do about it.

Except, that last sentence isn't true at all! There *are* things you can do about it! The answer is preventative measures. It all comes around to these two all-important points:

- Stay educated on the latest threats
- Stay up-to-date with the latest technology designed to combat cyber-attacks

If you do these two things and work with an experienced IT services company, you can change the outcome. You can put the cybercriminals in their place and have a digital defense wall between your business and those who want to do your business harm.

Help Us Out And We'll Give You An Apple Watch For Your Trouble



We love having you as a customer and, quite honestly, wish we had more like you! So instead of just wishing, we've decided to extend this special "refer a friend" event through the end of the year 2020.

Simply refer any company with 10 or more computers to our office to receive a FREE Computer Network and Security Assessment. After reviewing the assessment, if your referral signs a contract with us, we'll rush YOU a brand new Apple Watch Series 6. Simply call us at 810-629-0131, visit our website at <https://www.tdaniels.com/referral-apple-watch/> or e-mail us at info@tdaniels.com with your referral's name and contact information today!

Shiny New Gadget Of The Month:



SelfieSpin360 For GoPro

A GoPro camera is great for a crystal-clear, wide-angle video of yourself or your subject, and you can attach it to the end of a selfie stick for some nice static shots, too. But if you're ready to take things up a notch and capture even more truly awesome moments, then you need the SelfieSpin360.

It's all there in the name: the SelfieSpin360 gives you a way to get incredible 360 degree footage of yourself in any setting. You attach your GoPro or smartphone to the end of a sleek and secure base, which is attached to a long cord with a handle for camera controls on the end. Hit Record, then start swinging the device up and around your head lasso-style to capture a unique version of yourself in a special moment. The SelfieSpin360 kicks boring old selfies to the curb. Visit SelfieSpin360.com to purchase yours.

3 Reasons You Should Upgrade Your Telecommunications System...And Why A Certified Network Specialist Should Help You

Telecommunication technologies have rapidly advanced in recent years with the maturity of Voice over Internet Protocol (VoIP), the strategy of software virtualization, and the birth of Unified Communications (UC). How do you know if it is time for your business to make a change? Read the 3 signs that it's time to upgrade your telecommunications and why it is important you use a certified network specialist:

1. VoIP can save 50% or more over your current phone plan.

You are wasting money on what it takes to keep your current system up and running. As your old



systems age, go end of life, and become obsolete with the advancement of new technologies, you are faced with the challenge of maintaining functionality and more importantly, security and associated cost.

Older telecommunications products were built with proprietary hardware and software that can be cost prohibitive to maintain. Often, vendors that provided you with these systems can only offer expensive overhaul solutions.

2. You Have Outgrown Your Current System.

Your business has grown since the time when you bought your current system. Maybe you have expanded to new locations, hired more employees, or have additional feature



requirements. Any and all of these circumstances were not considered in the deployment of your current system. **Are you are trying to stretch the old technology to do things that it was never meant to be capable of doing?** Much like a pair of pants that shrank in the wash, your current system just doesn't fit like it used to.

3. You Should Partner With A Network Expert not a "Phone Technician".

Have you had to call your IT folks to fix a non-functioning printer the copier company just installed? With today's technology, every device at your company needs to be configured correctly to work seamlessly with your computer network. If not, they don't work right and are an open invitation for cybercriminals to hack your business.



The same theory applies to a VoIP system. To avoid problems like dropped calls, echoing and to ensure a secure system to prevent hacks, you need a VoIP provider that knows your network and the unique settings of it. Most VOIP systems are cloud based which means your provider must also be an expert in cloud infrastructure as well. Therefore, working with a partner like T. Daniels Consulting provides you the peace of mind that we are network and cloud certified. That's the T. Daniels difference.

To learn more and get a free VoIP assessment, visit: <http://www.tdaniels.com/voip> or call us at 810-629-0131.

The T. Daniels Difference



For over 25 years, T. Daniels Consulting has provided Small and Medium sized organizations with excellent customer service. Our Microsoft Certified Professionals and Engineers have an average 10 years' experience benefiting you by fixing problems quickly and correctly the first time. No other competitor comes close to our level of knowledge, experience and professionalism. We are continuously adding new and improved services to meet your ongoing needs. We never stop improving. That is the **T. Daniels Difference**. Thanks to all of our customers for making us one of Michigan's fastest growing IT consulting and service companies.

■ Top Business Apps To Get Organized And Back On Track

If you're struggling to stay on top of your work tasks, there are some great apps available to help out.

- **Asana** helps your business improve communication and collaboration. You can view all tasks and projects and follow progress on a communal board so you can communicate without having to rely on e-mail.
- **Proven** helps organize your hiring process by posting listings to multiple job boards with one click. You can also review and sort applicants with ease.
- **Boxmeup** organizes and tracks your packages, containers and bulk storage

items to make storing and shipping a breeze.

- **Evernote** keeps all your notes organized in one place and allows you to easily share notes and lists with co-workers.
- **Trello** tracks your team's workflow. Whenever you make a change to a project or task, the app notifies each team member involved so you don't have to.
- **KanbanFlow** helps managers visualize overall workflow. It gives overviews of work status, tracks progress and assigns tasks to team members.

Nerdwallet, Apr. 21, 2020

■ Top 5 Ways To Overcome Setbacks and Grow

After you encounter a setback, it can be hard to start again. But simply believing in

yourself is the best way to get back on track.

- 1. Recognize when failure is your fault and when it isn't.** Some setbacks are entirely out of your control. Learn to recognize the difference in your faults and what you can't control, then move forward.
 - 2. Learn from your mistakes and don't repeat them.** Immediately letting go of the regret of making a mistake can be hard, so instead, focus on what caused the mistake, then learn from it.
 - 3. Focus on your new goal.** Failure often comes from going after something we don't truly want. Discover what you really want so you understand what you need to work on.
 - 4. Celebrate small wins.** You don't have to wait to celebrate, even if you haven't reached your end goal. Validate yourself for completing smaller tasks, and you'll empower yourself to keep going.
 - 5. Find the right mentor.** This is someone who believes in you, even when you don't believe in yourself, and who can support you in reaching your goals. Find someone with the right knowledge and experience to learn from.
- Business Insider, Sept. 16, 2020*

