



T. Daniels Consulting

# THE T. DANIELS TIMES



Microsoft Partner

Silver Cloud Platform  
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## Did You Know?

Our Blog is filled with helpful technology tips and insights for your business.

We post new articles that provide valuable information for your business almost every day. You can sign-up to be notified of new topics when they are posted or you can visit <https://www.tdaniels.com/blog>.

Here are a few examples of the kind of information that is available:

- **How Hackers Are Profiting Off Businesses-** <https://www.tdaniels.com/hackers/>
- **Hendrick Motorsports And Microsoft Teams- A Winning Combination-** <https://www.tdaniels.com/hendrick/>
- **FREE Checklist- Move Your Business To The Cloud-** <https://www.tdaniels.com/cloud-checklist/>



## You NEVER See It Coming! But Once It Hits, Everyone Says, "I Wish I Would Have \_\_\_\_\_"

A year ago, no one could have predicted that countless businesses would shift to a remote work model. The pandemic hit hard and fast, and small businesses had to think on their toes. Many had only a few weeks to adapt. It was stressful and extremely challenging.

Looking back on it, many businesses wish they'd had a plan in place that would have made things easier. When the pandemic hit in February/March 2020, businesses had to absorb the huge cost of getting their employees up and running off-site. Not only was it costly, but it also took a lot of coordination and on-the-fly planning. This meant things slipped through the cracks, including cyber security.

As they say, hindsight is 20/20. You may wish you had a plan in place or had more time, but you didn't. A vast

majority didn't. However, you can still plan for the future! While you never know when disaster is going to strike, you CAN be prepared for it. Whether that disaster is a pandemic, flood, fire or even hardware failure, there are steps you can implement today that will put you in a better place tomorrow. Here's how to get started.

### Put Your Plan Into Writing.

First and foremost, you should have a standard operating procedure to call on should something go wrong. For example, in early 2020, many businesses didn't have a security plan in place, let alone a remote work security plan. They had to make it up as they went, which just added to the challenges they were already experiencing.

To get over this challenge, work with

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## February 2021



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"As a business owner or leader, you don't have time to waste on IT issues. That's our expertise. Call us and we will put an end to your IT problems so you can stay focused on what's important-growing your business."

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an experienced IT company that has disaster planning expertise like T. Daniels Consulting to put together a plan. This plan should include a cyber security protocol and define what malware software employees should be using, what number they should call for support, how to identify suspicious e-mails and so on.

More than that, it should outline exactly what needs to happen when disaster strikes. Pandemic? Here's how we operate. Fire? Here's what you need to know. Hardware failure? Call this number immediately. The list goes on, and it can be pretty extensive. This, again, is why it's so important to work with an IT firm like T. Daniels Consulting. We have already put together plans for other businesses and we know where to start when we customize a plan with you.

### **Invest In Security And Backups.**

While every business should have network security already in place, the reality is that many don't. There are a ton of reasons why (cost concerns, lack of time, lack of resources, etc.), but those reasons aren't going to stop a cyber-attack. Hackers don't care that you didn't have time to put malware protection on your PCs; they just want money and to wreak havoc.

When you have IT security in place, including firewall protection, malware software, strong passwords and a

**“When you have IT security in place, including firewall protection, malware software, strong passwords and a company-wide IT security policy, you put your business and all your employees in a much better place.”**



company-wide IT security policy, you put your business and all your employees in a much better place. **All of this** should be in place for both on-site employees and remote workers. With more people working from home going into 2021, having reliable IT security in place is more important than ever before.

On top of that, you should have secure backups in place. Investing in a cloud based backup solution is a great way to go. That way, if anything happens on-site or to your primary data storage, you have backups you can rely on to restore lost or inaccessible data.

### **Where Do You Begin?**

Some businesses have the time, money and resources to invest in on-site IT personnel, but most don't. It is a big investment. This is where working with T. Daniels Consulting can really pay off. You may have employees in-office or you may have a team working remotely – or you may have a mix of both. You need support that can take care of everyone in your organization while taking care of the data security of the business itself. This is where partnering with us comes into play. We will be there 24/7- even during a pandemic or other natural disaster- to support your employees and ensure your business operations continue on even during the most difficult of circumstances.

## **Free Report Download: The Definitive Guide To Choosing The Right VoIP System For Your Business**

**The Definitive Guide  
To Choosing The  
Right VoIP System  
For Your Business**



**Choosing a new VoIP phone system is a critical decision you want to get right.** Do NOT buy one for your business before reading this guide to discover:

- The uncensored facts about the VoIP phone system industry that no phone salesperson will ever tell you, but that you should know before buying.
- Why simply buying from a phone vendor is a BIG mistake and why you need to partner with an IT services firm for your VoIP system to function properly and securely.
- How to cut through all the technical mumbo-jumbo and marketing hype to know what are truly the most important attributes and features to look for.

Get your FREE copy today at: <https://www.tdaniels.com/voip-smb/>

**FREE  
Network Assessment &  
PEN Test  
(a value of \$1,945)**



Cybercriminals are very good at getting personal information from unsuspecting victims, and the methods are getting more sophisticated as technology evolves. Further complicating this is that criminal groups are increasingly switching to COVID-19 vaccine themes for phishing and exploiting employees' interest in learning about the vaccine.

T. Daniels Consulting can help protect you against these types of attacks and secure your most valuable asset- your data.

To get you started, for a limited time only, we are offering a free, no obligation, equipment and network assessment including a PEN Test (which simulates a real-world cyber-attack to identify security issues). Visit <https://www.tdaniels.com/assessment/> to take advantage of this limited time offer (valued at \$1,945).

## Why VoIP is Smart Business Technology for 2021

No matter the size of your business, one thing is for certain, you rely on a telephone to support your operations. And if you have been in business for any length of time, you know that historically, a traditional business phone system did not come without a significant investment. Did you also know that with advancements in telecommunications, there is a much more cost-effective option for your phone services. It's known as Voice Over Internet Protocol (VoIP).

### What is VoIP?

Without getting into too much detail, a VoIP system is truly very similar to the traditional on premise phone system most of us are accustomed to. The difference is that VoIP uses broadband rather than a phone line. In turn, you can better leverage your existing Internet investment while eliminating the costly expense to your telephone provider.

It is also likely you have already had some experience with VoIP and didn't even know it. If you have ever been on a call with someone via Skype or Facetime you've used a VoIP connection. The good news is that there are VoIP platforms designed for businesses like yours that offer business class functionality and advantages including:

### Lower Cost

While we've already touched on cost, VoIP delivers enough of an immediate cost reduction that it bears revisiting. Consider the investment you have previously made into a traditional phone system. Not only are there on premise infrastructure costs to account for, but a traditional phone system also doesn't include many features that a VoIP platform does. These additional features are included as part of a flat rate monthly fee that makes it simple to control your costs. Typical savings of over 50% a month is not unreasonable to expect. In other words, it's costing you money to not make the switch to VoIP.

### Simplicity

No new cables to be run or phone lines installed. What once took weeks to install can now be done in hours.

And consider this, if you want to move away from a physical phone all together, VoIP seamlessly works between your mobile devices, laptop and desktop PC.

Finally, administration is easy. It does not require a specialized person to add and remove users/employees.

**Functionality** There are many features with VoIP that help boost your business' ability to communicate. Here's a list of just some:

- Call forwarding and recording
- An application which runs on mobile devices and PCs allowing for anytime/anywhere access to company phones
- Call queues and routing
- Automated receptionist
- Instant and text messaging
- Audio and video conferencing
- Line-of-business integration

Finally, it's important to note that 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 you must work with a cloud certified specialist as well. Therefore, working with a partner like T. Daniels Consulting provides you the peace of mind that we are network and cloud certified.

VoIP makes it far easier for your business to communicate effectively, helping to boost your sales and reinforce your internal collaborative processes. Interested in finding out more? Download our free guide: The Definitive Guide To Choosing The Right Phone System For Your Business at: <https://www.tdaniels.com/voip-smb/> or give us a call at 810-629-0131.

## The T. Daniels Difference



For over 25 years, T. Daniels Consulting has provided our customers with excellent customer service. Our Microsoft Certified Professionals and Engineers have an average of OVER 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.

## ■ 3 Ways To Protect Your Data During COVID-19

### 1. Manage Your Passwords.

You've heard it before, and you'll hear it again – one of the best ways to keep intruders out of your data is to lock it behind strong passwords that are updated every 60 to 90 days. Use passwords that are a mix of letters, numbers and special characters. Make passwords long and confusing.

**2. Secure All Data.** Who are you sharing your data with? Do former employees still have access? What about former clients? Take time to see who has permission to access your network and data. While you're at it, clean up old or useless data that

may be just taking up space. When you know what data you're saving – and who has permission to access that data – you can better protect it.

### 3. Adopt Best Practices.

When was the last time your team received IT security training? Never? Five years ago? It's time to get back on it. Train your team on the latest cyber security threats and how to handle them. Then, adopt best practices so your team knows what to do when they receive a phishing e-mail or there's a threat to your network. *Inc., Nov. 20, 2020*

## ■ Confidence Is Key: How To Self-Promote For Greater Success

We often don't like to talk about ourselves. But there are many times when it is important to talk about yourself and to convey your accomplishments. Maybe you're applying for a new position within your organization, you're trying to establish a partnership with another company or you want to expand your professional network. Either way, here are a few ways to self-promote without sounding like a brag.

### Lean Into Your Expertise.

Call on your experience. If someone is dealing with an issue you're familiar with, walk them through it. Or, take on the role of mentor with others in your organization or community.

### Be Receptive To Feedback.

This is how we grow. Listen to what people have to say and respond by taking action. Make adjustments as they make sense. When you receive positive feedback, accept it graciously.

### Emphasize "Together."

Don't make things just about you. Share credit when it deserves to be shared. Be a supportive and motivational voice. Uplift others. *Forbes, Nov. 23, 2020*

## Shiny New Gadget Of The Month:



### FitTrack: A Revolutionary Scale Lets You Look Inside Your Body

Right now, countless people have gotten lax on their New Year's resolutions and given up on their goals. One of the most popular resolutions is to get fit. It is also one of the most challenging ones to see through to the end. The FitTrack smart scale is here to make that a little less challenging!

FitTrack has earned its designation as a smart scale. It does much more than tell you your weight. With a number of other sensors, as well as data you input into the FitTrack app, it can tell you all sorts of things. Yes, it will tell you your weight, but it will also tell you things like body mass index, muscle and bone mass and hydration levels, to name just a few. In total, it can track 17 key health insights.

As you work toward your fitness goals for the year, don't miss out on a companion that will give you crucial data along your fitness journey. Discover more about FitTrack at [bit.ly/2VOg7Vs](https://bit.ly/2VOg7Vs).