



T. Daniels Consulting

# THE T. DANIELS TIMES



Microsoft Partner  
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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:

- **DNA Testing Company Was Hacked and Data Was Breached:** <https://www.tdaniels.com/dna-testing/>
- **Engage Employees, Improve Productivity, and Build Team Cohesion:** <https://www.tdaniels.com/engage-employees/>
- **Most Bait Fishing Attacks Target Gmail Accounts:** <https://www.tdaniels.com/gmail/>

## January 2022



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

“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.”



## The Best IT-Related Resolutions For The New Year

The past couple of years have been difficult for just about everyone. Business owners have had to adapt and evolve to survive in an ever-changing climate. There’s no telling when or even if things will go back to what we once thought was “normal.” As we enter a New Year, many business owners are putting their resolutions in place to survive and thrive in 2022.

People will focus on plans for growth and ways to bring more profit in for their resolution, but it’s important to include technology and IT-related resolutions as well. Technology might not be an obvious approach to growing your business, but it goes a long way toward making your clients and employees feel more secure about everyday interactions. This can inadvertently lead to growth as you improve customer relationships as well.

Here are a few tech-related resolutions that we think can greatly improve any business.

### Use Multiple Layers Of Cyber Security Protection

There is no security approach that covers every hole or flaw that cyber security threats are looking to exploit. The best way to keep your defenses protected is to put in place multiple approaches to cover every possible gap. By using multiple programs and layers, you will ensure that every individual component of your cyber security program has a backup to counter any issues.

Your first line of defense should be a firewall. Firewalls help monitor incoming and outgoing traffic and work as a barrier between networks you trust and don’t trust. They essentially shield you from malicious or unnecessary network traffic.

Multifactor authentication is an important layer as well. This prevents cyber-attacks that come from weak or compromised passwords. With multifactor authentication, you and your employees may have to receive a

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text to your cell phones to prove that the correct person is trying to access the network. This will help prevent the use of passwords to gain access to sensitive information.

### Back Up Your Data And Replace Old Equipment

Unfortunately, preventive measures don't always work. An unexpected disaster could cause your network to go down or someone could accidentally delete some important files. Plus, if your data is not backed up, you could lose sensitive information as well as time and money down the road. Customers will also be upset if you lose information pertaining to them. This could devastate your brand's reputation and cost you customers. If you do not have a backup plan or program in place, you should definitely get one for 2022.

In addition to backup plans, it's important to have equipment that is up-to-date. Using slow and outdated technology can take away from productivity and will make your job more difficult. If some of your equipment goes down, think about replacing it with something new rather than repairing it. While it might be more expensive at first, this decision will save you time and money in the long run.

### Employee Security Training

If you want to run a cyber security-aware business, you'll



need to train your employees in security awareness and create a culture that ensures information security. Providing your employees with training related to information security can make them more comfortable and confident in their decision-making and overall employment. This rubs off on your clients and makes them feel more comfortable about doing business with you. According to information from the UK Information Commissioner's Office, human error is to blame for 90% of cyberdata breaches. Getting your employees trained in cyber security awareness can help reduce the chance of human error.

As you lay out plans to make your business more successful throughout 2022 and beyond, ensure that your tech and information security practices are updated. There are simply no downsides to improving your technology and cyber security. Adopting these practices can go a long way toward making your employees and customers feel more comfortable and confident in your business.

**“If you do not have a backup plan or program in place, you should definitely get one for 2022.”**

## Free Executive Guide: What Every Business and Organization Leader Must Know About Protecting And Preserving Their Company's Critical Data And Computer Systems

You'll learn:

- The three most common ways IT companies charge for their services and the pros and cons of each approach
- A common billing model that puts ALL THE RISK on you, the customer, when buying IT services; you'll learn what it is and why you need to avoid agreeing to it
- Exclusions, hidden fees and other "gotcha" clauses IT companies put in their contracts that you DON'T want to agree to
- How to make sure you know exactly what you're getting to avoid disappointment, frustration and added costs later on that you didn't anticipate

### IT BUYERS GUIDE

What Every Business Owner MUST Know About IT Support Services And Fees



What You Should Expect To Pay For IT Support For Your Business And How To Get Exactly What You Need

Claim your FREE copy today at <https://www.tdaniels.com/itbuyguide-0122/>

## Shiny New Gadget Of The Month:

### Keep Cozy All Winter With BioLite FirePit+

Campfires are an American camping tradition that brings people together to talk, relax or even cook. But the main problem with campfires is the smoke. It gets in your face, hair and clothes – and can ruin an otherwise relaxing evening. For this reason, BioLite created the FirePit+. This is the upgraded model of their classic FirePit and creates hyper-efficient flames by using patented airflow technology that can erase smoke. FirePit+ is Bluetooth-operated and comes with a mesh screen that allows for visibility from any angle. It's not just a firepit either. You can put charcoal underneath the fuel rack to turn the FirePit+ into a grill. If you're looking for a device to completely revolutionize your campfire or camping experience, look no further than the FirePit+.

## 4 Reasons Small Businesses Need To Be Cybersecurity Compliant In 2022

There is no question that modern technology has significantly improved business operations. From optimizing efficiency and the productivity of day-to-day operations, technology has paved the way to make the storage and exchange of data easy and convenient, enabling smoother and faster transactions with clients.

However, as much as there are advantages to the advancement of technology, there are some disadvantages too and some may potentially hurt your growing business. Cyber-attacks are one of them.

Contrary to what you may think, it is believed that hackers are starting to target small and medium-size businesses over large and enterprise-sized corporations. One of the reasons for this is that most small businesses do not have cybersecurity infrastructure in place. Also, cyber criminals are said to be adapting to increased pressure from police agencies that have launched a number of successful operations to dismantle criminal networks responsible for large-scale attacks. In other words, they are more likely to target small businesses because they are less likely to draw coordinated action from law enforcement. If this is not enough for you to reconsider your cybersecurity posture, here are a few more reasons why being cybersecurity compliant is important for your small business.

### 1. Regulatory Measures And Non-Compliance Repercussions

As threats against data privacy continue to be a concern among consumers, authorities have enacted relevant regulations to ensure that certain cyber standards are adhered to. This not only aims to protect the consumers but the business owners as well. Non-compliance can lead to fines and penalties, or even legal action.

### 2. To Protect Business Reputation

Businesses that obtain trust and loyalty from their clients thrive. Consumers are now becoming increasingly aware of the type of information they share with businesses and their rights when it

comes to their personal data. Keeping your consumers' data safe and secure should be your priority as a business owner.

### 3. Growing Cyberattack Concerns

If you own a business in the healthcare, legal, retail, or the financial sector, your business might be at more risk compared to other industries because of the nature of information you hold. Even if you are in a different industry, with the advent of the internet of things (IoT), your business is highly at risk, as your customers use their mobile devices to access your website. In addition to that, some of your customers might be using unsecured public internet that might further put your business at risk.

### 4. To Ensure Confidentiality of Business Data

Data leaks can be due to an employee- either on purpose or accidentally. Whichever the case is, access to sensitive data within your company should be limited only to employees who need it.

To accomplish this, you can implement a password policy to limit data access to sensitive data systems such as your CRM or financial systems. You can also automate your infrastructure to track processes to know who accessed certain information, the time, and if it is transferred and how.

There is a lot to take into consideration so, where do you start? You can work with a company like T. Daniels Consulting that specializes in supporting small businesses like yours. And because we know the risks that small businesses face, for a limited time, we are offering a chance to win a Network Assessment and PEN Test \* Visit <https://www.tdaniels.com/assessment> to take advantage of this limited time offer (\*valued at \$2,995-\$19,995\*) and be well on your way to securing your most valuable asset, your data.



## The T. Daniels Difference

For over 27 years, T. Daniels Consulting has provided Small and Medium sized organizations with excellent customer service. Our Microsoft Certified Professionals and Engineers have an average 15 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.

## ■ Work Smarter, Not Harder

In many cases, entrepreneurs try to do as much work as possible in order to meet their standards and succeed in their industries. Sometimes, these entrepreneurs do way more work than is necessary. Unfortunately, this may involve more busywork, on a daily basis, which will put any entrepreneur on the fast track to burnout and may even reduce profits.

If you feel like your days are bogged down with busywork, you should look into business automation tools. These will help get your business back on a profitable track while also alleviating stress.

Automation tools are available to boost nearly any aspect of a business. Google Workspace and Office 365 can help with various tasks, Mailchimp and Constant Contact can make e-mailing a breeze and FreshBooks can help automate billing. If you're not using any automation tools in your business, you should start now. Do your research and find the programs that will benefit your business the most.

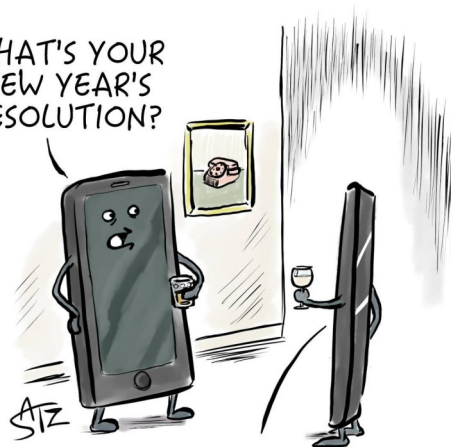
## ■ The Keys To Quality Content Marketing

If you're interested in starting a marketing campaign, you're probably wondering how to make the best possible content. A strong marketing campaign

does not rely solely on flashy images and strong keywords. There are a few things you need to do to ensure that your marketing content is quality.

Start by deciding on a few potential topics and performing extensive research. Use Google Trends or similar sites to find related keywords that will expand your search. You also need to brainstorm ideas related to your keywords and research. It's also very important to focus your research on areas that relate to your clientele. A marketing campaign will never be strong if your customer base can't connect with it. In addition to this, your title should be clear and thought-provoking while using strong keywords that drive search engine optimization. Put your content together and design it before finding the perfect place to publish. Take advantage of social media to also help expand your audience. By following a proven system, anyone can create widespread and meaningful content for their campaign.

WHAT'S YOUR  
NEW YEAR'S  
RESOLUTION?



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