

What's New

**PalmTech's
Executive
Cybersecurity
Breakfast
August 31st, 2017**

**See *Page 4* for
Details!**



July 2017



This monthly publication provided courtesy of Chuck Poole, President of PalmTech Computer Solutions.

Our Mission

To equip small and midsize businesses in the West Palm Beach area with a smooth running and seamless IT platform that enhances productivity, improves efficiency, and creates a competitive advantage.



The Dirty Loophole That Lets Insurance Companies Refuse to Cover a Cybercrime Theft in Your Business

As hacking hit the headlines in the last few years — most recently the global hack in May that targeted companies both large and small — insurance policies to protect businesses against damage and lawsuits have become a very lucrative business indeed. Your company may already have cyber insurance, and that's a good thing. But that doesn't mean that you don't have a job to do — or that the insurance will cover you no matter what.

When you buy a car, you get the warranty. But in order to keep that

warranty valid, you have to perform regular maintenance at regularly scheduled times. If you neglect the car, and something fails, the warranty won't cover it. You didn't do your job, and the warranty only covers cars that have been taken care of.

Cyber insurance works the same way. If your company's IT team isn't keeping systems patched and up to date, taking active measures to prevent ransomware and other cybercrime attacks, and backing everything up in duplicate, it's a lot like neglecting to maintain that car. And when something bad happens,

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like a cyber attack, the cyber insurance policy won't be able to help you, just as a warranty policy won't cover a neglected car.

Check out this real life policy exclusion we recently uncovered, which doesn't cover damages "arising out of or resulting from the failure to, within a reasonable period of time, install customary software product updates and releases, or apply customary security-related software patches, to

computers and other components of computer systems." If your cyber insurance policy has a clause

like that — and we guarantee that it does — then you're only going to be able to collect if you take reasonable steps to prevent the crime in the first place.

That doesn't just mean you will have to pay a ransom out of pocket, by the way. If your security breach leaves client and partner data vulnerable, you could be sued for failing to protect that data. When your cyber insurance policy is voided because of IT

security negligence, you won't be covered against legal damages, either. This is not the kind of position you want to be in.

All of this is not to say that you shouldn't have cyber insurance, or that it's not going to pay out in the case of an unfortunate cyber event. It's just a reminder that your job doesn't end when you sign that insurance policy. You still have to make a reasonable effort to keep your systems secure — an effort you should be making anyway.

If you want to know for SURE that your current IT company (or IT person) is truly doing everything they can to secure your network and protect you from ransomware, bank fraud, stolen and lost data and all the other threats, problems and costs that come with a data breach, then you need to call us for a FREE Security And Backup Audit (no cost or obligation required).

For details, visit:

www.palmtech.net/cyber-secure/
or call us at (561)969-1616.

"If your company's IT team isn't keeping systems patched and up to date, taking active measures to prevent ransomware and other cybercrime attacks, and backing everything up in duplicate, it's a lot like neglecting to maintain that car."

Free Cyber-Security Audit Will Reveal Where Your Computer Network Is Exposed and How to Protect Your Company Now



At no cost or obligation, our highly skilled team of IT pros will come to your office and conduct a comprehensive Cyber Security Audit to uncover loopholes in your company's IT security.

After the audit is done, we'll prepare a customized "Report Of Findings" that will reveal specific vulnerabilities and provide a Prioritized Action Plan for getting these security problems addressed fast. This report and action plan should be a real eye-opener for you since almost all of the businesses we've done this for discover they are completely exposed to various threats in a number of areas.

**To get started and claim your free assessment now
call our office at (561) 969-1616.**

**Offer available to organizations with 10 or more computers, a minimum of 1 server and their headquarters located in Palm Beach County.*

Shiny New Gadget Of The Month:



Alexa, Who's Winning the Virtual Assistant War?

There are multiple companies trying to break into the "smart home hub" market, but Amazon's Echo (and its sultry Alexa) are holding on to 70 percent of the market share, and it doesn't look like that's changing any time soon. That's a clear sign of victory for Amazon - and a wake-up call for its competitors.

The voice-activated home assistant market is growing, with almost a third of millennials likely to use a home assistant this year. While it might take a decade or more for the devices to find their way into the homes of older demographics (a situation Saturday Night Live has already mined for comedy), it seems that smart hubs will only increase in popularity from here on out, and that Alexa is poised to rule them all.

Do You Have a Business or a Job? How to Succeed as an Entrepreneur

Turning Your Job Into a Business By Andy Bailey

To put it simply, if you can't take a month off to travel to Italy (or to write the great American novel or do some other time-intensive activity), you've got a job.

When I started my first company, I thought I was out of the grind of a job. Sure, my company was successful, but after nine years, I realized that I still had a job, not a business. My stress level was still high, and I hadn't made myself any happier than if I had a regular job. So, I made some changes.

Do you want to make the shift from job to business and realize your dreams of independence? Here are five steps to help get you there:

1 MAKE A PLAN. It's best if you can define your priorities by breaking them down into daily, weekly, monthly, and quarterly activities. Figure out where you are as a company right now, where you want to go, and how you want to get there.

2 SURROUND YOURSELF WITH THE BEST. If you think you can do it alone and not end up having a job, you're mistaken. You've got to be intentional about surrounding yourself with great people.

3 ONCE YOU HAVE THE BEST, LEAVE THEM ALONE. Relax. Resist the temptation to micromanage your team. Warren Buffet said it best: "Hire well. Manage little." If you've succeeded with steps one and two, you've already set your team up for success. So, let them do what they do best without hovering.

4 MAKE YOUR BUSINESS INDEPENDENT OF YOU. As I said earlier, if you can't take a month long

vacation, you've still got a job. Develop processes that allow your business to run without you. Instead of holding onto knowledge, share what you've got and teach your employees to be problem solvers, rather than come to you for answers.

5 WALK YOUR TALK. Be fair and reasonable with your employees and your clients. Make sure to show up on time and do what you say you're going to do. You'll reap the rewards through inspired loyalty and customer referrals.

Odds are, you're going to have to start with a job to turn your company into a business. It won't happen overnight. But, little by little — if you do it right — things will come together. In musical terms, think of yourself as a conductor. You're not sitting first chair in the orchestra, and you're not playing an instrument. Your job is to get the best players, decide who's going to play what and how, and then let them perform the symphony. Pretty soon, you can put down the baton, listen to the music, and take that much-needed long vacation.



As the founder of Petra Coach, 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 we all use to avoid doing what needs to be done. Andy learned how to build great organizations by building a great business, which he started in college. It then grew into an Inc. 500 multimillion-dollar national company that he successfully sold and exited.

Register for PalmTech's August 31st FREE Executive Breakfast Cybersecurity Seminar!

**"9 Critical IT Security Protections
EVERY Business Must Have In Place NOW
To Avoid Cyber-Attacks, Data Breach Lawsuits,
Bank Fraud and Compliance Penalties"**

We will show you how to protect your business and yourself by taking simple precautions! Join us for this *FREE event!

***Free gourmet breakfast. *Seating limited. *Registration required.**

Visit www.palmtech.net/august31-seminar/ for details!

**Seminar available to current clients and organizations with 10 or more computers, a minimum of 1 server and their headquarters located in Palm Beach County.*

See What Past Attendees Are Saying...

"Great info!" - Jeff Meldrim, Lightning Electric

"Today's briefing was interesting, useful & educational." - Paul Burkhart, Law Office of Paul Burkhart

"Excellent, informative, and keeps you thinking." - Ceci Cifuentes, The Everglades Club

"Very informative and put together well." - Jeff Farwell, Zappolo & Farwell

"This was fantastic! Good information. Will be contacting you for the assessment." - PB Packard, The Club at Admirals Cove

"Very informative. Learned some very valuable info that I will put to use immediately." -- Debra Allen, RC Hatton, Inc.

**FREE
Executive Breakfast Seminar**

9 CRITICAL IT SECURITY PROTECTIONS EVERY BUSINESS MUST HAVE IN PLACE NOW

AVOID CYBER ATTACKS, DATA BREACH LAWSUITS,
BANK FRAUD AND COMPLIANCE PENALTIES

**DURING THE SEMINAR
YOU WILL DISCOVER**

- ✓ The scary risks of mobile and cloud computing.
- ✓ Nine critical IT policies, procedures and protections EVERY business must have in place NOW to protect themselves.
- ✓ The #1 security threat to your business that antivirus, firewalls and other security protocols are defenseless against.
- ✓ A SHOCKING truth about bank fraud that most businesses don't know about that could (literally) wipe out your bank account.
- ✓ Why firewalls and antivirus software give you a false sense of security – and what it REALLY takes to protect your organization against new threats and today's sophisticated cybercrime rings.

● COMPLIMENTARY SEMINAR ● CONTACT: BRIAN@PALMTECH.NET 561.939.8237 ● RSVP REQUIRED

Get More Free Tips, Tools and Services At Our Web Site: www.PalmTech.net

(561) 969-1616