

We Had an Excellent Time at the Association of Legal Administrators - Legal Expo 2016

PalmTech won an award for the Best Booth of the night!

If you had your photo taken by the professional photographer available at our booth, view your photos here:

www.palmtech.net/ala/



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

Our Mission:

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

Law Firms Are Lacking CyberSecurity And HIPAA Compliance Standards

The results of a recent poll have been released by an industry-leading provider of cloud-based work environments for law firms. These results indicate that a surprising number of law firms lack the important security measures that are required in order to ensure HIPAA compliance. HIPAA, of course, is the Health Insurance Portability and Accountability Act, and it sets the standard for protecting sensitive patient data.

The poll, which was conducted between November 2015 and January 2016, shows that only 13 percent of the 240 law firms surveyed met the HIPAA compliance guidelines. The law firms that they surveyed, of course, were the ones that would fall under HIPAA regulations – health care, elder law, medical malpractice firms, and so on.

One of the issues law firms face is the role of vendors in terms of their HIPAA compliance. The majority of surveyed firms indicated that their off-site backup providers follow HIPAA guidelines, but that isn't always the case. There are a number of important questions that must be asked in order to ensure that vendors are always operating with HIPAA compliancy in mind.

During the survey, it was discovered that law firms are very aware that they need to control access to personal health information (PHI), but that less than half of the surveyed firms actually maintain and review logs of all personnel who access PHI. This is, therefore, a critically overlooked step in terms of PHI security.

Overall, the survey also showed significant gaps in terms of the need for law firms to enhance their cybersecurity measures. Nearly half of the surveyed firms are missing critical elements including e-mail encryption and two-factor authentication. It was shown that law firms often see the technologies associated with HIPAA compliance as a burden. Clearly, more emphasis needs to be put on ensuring that firms work with providers that offer technologies that meet HIPAA standards.

Call us at **561-969-1616** for assistance on ensuring compliance and following regulations or email us at info@palmtech.net. We are happy to answer any questions you may have.



ARE YOU RELYING ON A GOOD LUCK CHARM?



Carrying a four-leaf clover might work for leprechauns. But when it comes to Internet abuse by employees, you're gonna need more than sheer luck...

Did you know that...

- 70% of all web traffic to Internet pornography sites occurs during the work hours of 9 a.m. – 5 p.m.
- Non-work-related Internet surfing results in up to a 40% loss in productivity each year at American businesses.
- According to a survey by International Data Corp (IDC), 30% to 40% of Internet access is spent on non-work-related browsing, and a staggering 60% of all online purchases are made during working hours.

The list goes on, and the costs to your company can be staggering.

What types of web sites present the greatest risk? Categories include abortion, alcohol, dating, death/gore, drugs, gambling, lingerie/swimsuits, mature, nudity, pornography, profanity, proxy, suicide, tobacco and weapons.

Risks these types of web sites expose your business to include malware, viruses, fraud, violence, lawsuits, loss of confidential and/or proprietary data and more. Even social sites, while perhaps not quite as risky, can have a major impact on productivity.

Barriers that once stood at the edges of your office network have been annihilated by digital media.

Web content filtering is now crucial to network security – not to mention employee productivity – in this emerging environment. It can be deployed in a number of ways, but

basically they boil down to two: inline and endpoint filtering.

Inline Web Filtering

One way to filter web content is to control it at the entry point or gateway to your network. This technique intercepts all web traffic and applies filters that allow or block web access requests. Because the entire network is filtered, no access to the user's device is required.

With inline web filtering, there's no need to expend resources managing content at each endpoint – your employees and their computers, whether desktop or mobile. Inline filtering not only saves bandwidth, it goes a long way toward mitigating cyberthreats. For securing activities that take place within your network, it's a critical and potent strategy.

Yet, with the shift away from traditional office-bound work routines to a work-from-anywhere culture, the effectiveness of inline filtering has diminished. When employees access the web outside your network's gateways – via home networks, hotels, coffee shops, etc. – their devices become vulnerable to attack.

And any employee can carry an infected machine into and out of your company's building and network on any given day, exposing your entire intranet to infections. And that's why so many companies are moving to endpoint-based web filtering to complement their inline filtering.

Endpoint-Based Web Filtering

Endpoint-based filtering protects employee devices from infections, no matter where they connect to the web. Software at the endpoint – your employee's device – carries a predefined filtering policy from the

central server that can be intranet-based or cloud-based.

The endpoint filter is then updated periodically from your company network. This method assures that web filtering is always active, no matter which gateway the machine connects through. The downside is that it must be rolled out and maintained at all endpoints.

That being said, one advantage of endpoint-based filtering is that it addresses stringent employee privacy regulations that are quickly becoming the norm in Europe and elsewhere around the world. Because it keeps browsing-pattern information within the user's device, endpoint-based filtering provides a fairly non-intrusive way to handle employee privacy concerns.

And finally, while endpoint-based filtering really is the only way to protect a network without boundaries, as most companies now have, ideally it works hand in glove with inline filtering.

Forget the Charms – You Can Bet On This

We highly recommend rolling out not only inline and endpoint filtering, but also an effective training program for your staff to encourage best practices and assure compliance with your company's web security policies and procedures.

Want to make sure all gaps are sealed and you won't have to count on a four-leaf clover, a rabbit's foot or knocking on wood to keep your network secure? Contact us today at [\(561\) 969-1616](tel:5619691616) or info@palmtech.net for a customized Web Content Filtering Review and Analytical Report on your system.

Shiny New Gadget Of The Month:



New App Tames Expense Tracking

Business Travel and Entertainment is one of those expenses that can bleed cash from company coffers – If you or your CFO don't keep an eagle eye on it.

And no wonder: it often entails hand-entered data, widely disparate vendors, no real time reporting and, until now, an out-of-office transaction with no mobile reporting back to a central corporate database.

Enter Concur. This automated, mobile expense management system lets business travelers focus on their jobs while giving finance leaders complete and real-time visibility into spend.

It automatically captures and categorizes company credit-card transactions, making it simple for traveling employees to review, reconcile and submit statements for approval.

At the same time the immediate insight it provides helps you and your finance team stop bad spending decisions before they happen, manage budgets more effectively and drive better business performance.

Learn more at Concur.com.

Fitness Trackers: Who's Tracking Who?

Everywhere you go, you see people wearing those fitness trackers on their wrists. Whether they're wearing office attire or gym clothes, these devices have become extremely popular, and for good reason. They're excellent tools when it comes to keeping an eye on your fitness. There are now a number of different manufacturers that are making different variations of the same thing, in order to keep up with the demands in the market.

However, Canadian researchers have recently discovered that many of these devices are doing more than just tracking your fitness. Holes in their security are letting others track you. Really. The researchers looked at products from eight manufacturers, and all, except for the Apple Watch, transmitted a unique Bluetooth identifier that allowed them to be tracked. This was the case even when they weren't paired with or connected to a smartphone.

The Bluetooth signal being emanated by these devices is easily found by the beacons which are being used more and more by places such as retail stores who want to profile their customers. The difference between the Apple Watch and the units from other manufacturers was that only the Apple product used a feature that's built into the Bluetooth LE standard which creates changing MAC addresses, which prevents tracking from being possible.

Clearly this is probably not what was planned when fitness trackers were first becoming popular, but it is a concern that needs to be addressed by the majority of the industry.

If you have questions or concerns about any of your electronic devices, email us at info@palmtech.net.

The Lighter Side: Blarney vs. Baloney



You've probably heard of the Blarney Stone in Ireland. It is a block of limestone built into the battlements of Blarney Castle in Cork, Ireland. According to legend, kissing the stone (which must be done by leaning backward while holding onto two railings) endows the kisser with the gift of gab. That's right - planting a wet one on that block of blue stone would result in being given the gift of eloquence. Is it baloney? Or blarney?

What is the difference between Blarney and Baloney, you ask?

"Baloney is when you tell a 50 year old woman she looks 18. Blarney would be to say 'Tell me how old you are. I should like to know at what age women are most beautiful,'" which is a quote from Archbishop Fulton J. Sheen. He goes on further to say...

"There is a world of difference between 'Blarney' and 'Baloney.' Blarney is the varnished truth. Baloney is the unvarnished lie. Blarney is flattery laid on just thin enough to like it. Baloney is flattery laid on so thick we hate it. I firmly believe that if the world had a little more Blarney and a little less baloney it would not be in the mess it is today. Baloney is flattery laid on with a trowel. Blarney is flattery laid on with the lips; that is why you have to kiss the stone to get it." – Archbishop Fulton Sheen

According to Irish politician John O'Connor Power, "Blarney is something more than mere flattery. It is flattery sweetened by humor and flavored by wit."

Me thinks the world may be a much better place with less baloney and more **blarney**!

Is Google siphoning off worker productivity?

Your employees *may* be doing work-related searches online. Or they may be checking out a hot new vacation package, or the next episode of their favorite TV show. It's tempting to think of personal browsing on company time as stealing from the company. Yet cracking down can backfire on you. Instead, focus on personal work outcomes. If employees get all their work done on schedule in spite of wasting half the day, it may be time to add more duties to their job descriptions. On the other hand, if productivity is in the pits, a focus on discipline rather than policing minute-by-minute activities will likely yield a greater payoff.

-Inc.com

You, an "In-box Zero" hero!

E-mail management tool SaneBox makes it easy to keep your e-mail under control. It looks at your e-mail history when you first set it up and then drops only important e-mails into your SaneBox. E-mails from addresses you don't normally mail to go into the "SaneLater"

folder. You can drag e-mails you never want to see again into the "SaneBlackHole." SaneBox is supersmart and doesn't need training, but if you see an e-mail in SaneLater that you wanted to see now, just drag it into your in-box, and SaneBox will remember. It works with web mail as well as accounts hosted on IMAP and Exchange servers. You can try it free for 14 days at SaneBox.com.

-Entrepreneur-ideas.org

Wake up your web site with these 3 simple steps

Does your company web site reflect its current success and position it for future growth? To be sure it does, do this: 1) Focus your main message on customer needs. The only thing visitors care about is what your company can do for them. Make that clear upfront and they'll stay and engage. 2) Delete the self-praise and let your best customers speak for you with testimonials. 3) Create a single call to action. Don't just let visitors wander around. Entice them to take action by offering a low-risk, high-value item, such as a free e-book, webinar, resource list, etc., in

exchange for their contact information. Now you've got a web site that works!

-Inc.com

The future is here, with 3-D video holographics

Imagine summoning up a rotating image of the Death Star... Or, more practically, an attention-grabbing 3-D demo of your latest product... Or a striking 3-D video logo advertising your brand... London-based Kino-mo develops hi-tech smart visual displays. Their floating-in-the-air video holographics engage and fascinate prospects, increasing sales. These ultra-bright, eye-catching 3-D videos can also generate a high level of brand awareness. Until now, holograms have been extremely expensive and required time-consuming installations in a dedicated space. Kino-mo Holo Displays are the first to offer an affordable, "plug-and-play" holographic solution. And perhaps the perfect way to grab attention and boost your bottom line.

-Kino-mo.com



You Don't Need the **LUCK o' the Irish** to Win Free Coffee and an iPad!

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Details here:

www.PalmTech.net/referral-program/

