

**PalmTech Computer Solutions Ranked Among Florida's Most Elite 501 Managed Service Providers**

We are proud to announce that PalmTech Computer Solutions has been named as one of the world's premier managed service providers and one of the top MSPs in Florida on the prestigious 2020 annual Channel Futures MSP 501 rankings.



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

**Our Mission**

To equip small and mid-sized 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 #1 Mistake Companies Make With Their IT**

If you're like many businesses today, there's a good chance you've made this one mistake with your IT security: you don't budget for it.

Or if you do budget for it, it's not enough to *really* protect your business.

Time and time again, business owners decide NOT to invest in IT services. Instead, they go it alone or skip it completely.

Or they might approach an IT services company and ask, "What do you charge for your services?" They don't ask, "What will I get for my money?" or "How can you meet the needs of my company?"

This is a backward approach to IT – and it's a big mistake.

The fact is that a lot of business owners don't take IT seriously. They think that because they haven't been hit by a data breach or a malware attack that it will never happen to them. That's another big mistake. Just because a business hasn't fallen victim to a cyber-attack DOES NOT mean they're safe.

It's the opposite.

When you hire an IT services company, what *do* you get for your money?

The honest answer is that it depends on your specific needs. Many IT services companies offer everything from basic to advanced network security. You can expect services like:

- Cloud backup

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- Data protection
- Data monitoring
- Threat detection
- Technology maintenance
- And more!

Everything is designed to protect you, your network, your technology, your employees and your business as a whole. It's all about giving you the information and resources you need so you can worry less about outside threats and focus on your customers and the success of your business.

When you're invested in good IT security, you shouldn't even know it's there. It runs in the background like a quiet but powerful electric motor. It's there when you need it, and it's there when you're not even thinking about it.

For some business owners, this is a tough pill to swallow. They don't have something tangible in front of them that they can see 24/7. A lot of business owners like to be more hands-on. They like to see what their money is buying.

The great thing is that a good IT services company will provide you with something tangible. If you want to see what is going on behind the scenes of your IT security,

**“We can't wait to react until something happens. Because when something does happen, it's often too late.”**

they will give you a complete report. Every day (or week or month), you can have an e-mail delivered to your inbox that breaks down exactly what your IT services firm is doing for you.

You can see things like the threats they blocked from getting through. You can see when they performed system maintenance or when your data was backed up. You can customize these reports to your needs. Basically, you can see what you're paying for and how it's working. This is the very definition of “peace of mind.”

Today, none of us can afford to skip out on good IT security. We can't wait to react until something happens. Because when something does happen, it's often too late. The cybercriminals have done their damage and moved on. Meanwhile, your business comes to a screeching halt, and you have to pay the big bucks to get everything back on track – if you *can* get back on track.

Some businesses don't get back on track. They are forced to close after a cyber-attack because they don't have the money or resources to recover. The damage is simply too much and the cost too high. If they had invested in IT security upfront, it might be a different story.

Don't get caught off guard by a data breach, malware infection, hacker attack or data loss due to technology failure or natural causes like flood or fire. It's time to take your IT to the next level. Protect your business the right way and avoid the mistake so many others make when they avoid the investment in good IT.

Work with an IT services firm that takes your business as seriously as you do. Contact PalmTech at 561.969.1616 for details on how we can help.

**ARE YOUR EMPLOYEES' CREDENTIALS SAFE?**  
**DON'T RISK THE UNKNOWN**

WE'LL MONITOR THE DARK WEB FOR COMPROMISED EMPLOYEE DATA AND NOTIFY YOU WHEN THEY'RE FOUND AT RISK

PalmTech Computer Solutions  
 561-969-1616

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## The Rest Is My Job

How would you like to be in the position to create the largest army that the world has ever seen (*over 13 million soldiers*) and do it mainly with people who have NEVER commanded troops in their life?

That was exactly the position General George C. Marshall found himself in during World War II. Not only did he have to assemble this incredible army, but he also had to do it in the shortest amount of time possible. He appointed over 600 people to positions of general officer or division commander, with few “slackers.”

So, what was his secret to being so successful in putting the right people in the right positions? Smart leaders hire people based on their strengths – what the person *can* do, not what they *can't* do.

For example, General Marshall’s aides were worried about him putting a certain colonel, who was known for **not** getting along with his superiors and being terribly rude, in charge of training. They told Marshall, “If things go wrong and he has to testify in front of Congress, he will be a disaster for you and your reputation.”

General Marshall asked his aides, “What is his assignment ... what do we need him for?”

They responded, “To train troops – an entire division.”

Marshall then asked, “Is he a first-rate trainer?”

His aides responded, “Yes sir, General. He is the best we have.”

He said, “Well, give him the assignment. The rest is my job.”

THE REST IS MY JOB. What a great statement. Sometimes a good leader will have to protect, and even defend, some of their subordinates who may have some rough edges when it comes to diplomatically communicating with other bosses or departments. These leaders know they have a

high achiever, a real winner, when it comes to getting the job done, and they will do everything they can to protect their asset.

Who would you rather have in a position: **1)** the most polite communicator who ruffles no feathers; challenges no person, policy or procedure and has an average performance rating, or **2)** a highly focused, determined, loyal, “tells it like it is – good or bad” leader who occasionally upsets those who hindered their progress and is known for always getting the job done? Give me #2 any day – the **rest is my job to keep the peace.**

Leadership is not about authority. If you are taking the position because it gives you power, supremacy or authority over people, please do not apply. It is a servant position. You are there to help others succeed. **It isn't about you; it's about them.** Hire others for their strengths and let them at it. Learn about the man who created the largest army in the history of the world and who understood we are graded on results ... The rest was his job.



*Geoff Smart is chairman and founder of ghSMART. Geoff is co-author, with his colleague Randy Street, of the New York Times best-selling book *Who: A Method For Hiring* and the author of the #1 Wall Street Journal best seller *Leadocracy: Hiring More Great Leaders (Like You) Into Government*. Geoff co-created the Topgrading brand of talent management. He is the founder of two 501(c)(3) not-for-profit organizations. SMARTKids Leadership Program™ provides 10 years of leadership tutoring, and the Leaders Initiative™ seeks to deploy society's greatest leaders into government. Geoff earned a B.A. in economics with honors from Northwestern University and a master's and doctorate in psychology from Claremont Graduate University.*

## The “Not Me” Problem

Remembering 24 different passwords, memorizing four PIN numbers and installing updates all the time is frustrating enough. Many of us also have to remember the code for the door, the alarm code for the alarm panel next to the door, the secret password to tell the alarm company, the passcode to your phone, the garage code ... You get the idea.

This logic is based on a time when threats were more “real,” like the idea of someone robbing our house. In 2020, these types of threats are statistically less likely to happen than virtual threats like fraudulent credit card charges, data loss and identity theft. In fact, cyberattacks occur three times as often as home

burglaries in the United States, according to a 2016 study by the University of Kentucky.

It's important to avoid the “Not me!” approach to this shift. Businesses say this all the time: “I'm too small for anyone to want to steal my data. I have a good firewall, hourly backups and a great IT support partner – no one will steal my files.”

But the truth is that businesses with under 100 employees are low-hanging fruit for cybercriminals – yes, that's a lot of you! It can happen to you, so you must approach all aspects of physical and electronic security with the attention they deserve in today's business world.

## Local Non-Profit Specializing in Social Immersion Program Reaches Out To PalmTech To Assist with Distance Learning during COVID Pandemic

**August 19, 2020: PalmTech Computer Solutions donated technical assistance to Oakstone Academy to prepare for distance learning.**

Schools across the globe are faced with the responsibility of providing a quality and safe education amidst the COVID pandemic. It is even further challenging for schools like Oakstone who provide research-based programming that is fully inclusive to all children, including those with autism spectrum disorder.

Naturally, Oakstone Academy's bandwidth requirement increased rapidly as the decision to adopt distance learning quickly became a necessity. As a result, they were experiencing slow WiFi connections and bandwidth issues. Joe Landy, an advocate for the school and partner at Lesser, Lesser, Landy, and Smith, reached out to PalmTech Computer Solutions for assistance.

*"When Joe told me about the issues the school had been experiencing and knowing that all non-profits are facing severe funding shortfalls, we felt compelled to help get the program off on the right foot before the school year began", said PalmTech's CEO, Chuck Poole. "I sent a team of engineers over to analyze the bandwidth and WiFi coverage and we quickly developed a plan and solved the problems. My team loves helping the community and the mission at Oakstone Academy is one that all of us believe in."*

### **About Oakstone Academy:**

Oakstone Academy is dedicated to providing an excellent education for all children, inspiring and empowering them to reach their own unique potential. This is a school like no other in the nation. It was founded on the concept of providing a challenging academic experience partnered with high standards for social behavior, while including children on the autism spectrum. The result is a highly rated private school that offers a competitive college preparatory curriculum. In this unique environment, they have found that all students thrive. Students without disabilities benefit by developing leadership and service skills that not only build self-esteem, but act as a basis for future success. Those with disabilities are immersed in daily activities with peers and are supported to maximize their membership and overall success. Oakstone's faculty and parents work together to help each child towards fulfillment as a total person: one who has a sense of understanding and compassion for others, as well as courage to act on their beliefs.

### **About PalmTech Computer Solutions:**

Established in 2003, PalmTech Computer Solutions solves core-business problems that are cost-effective. After all, business owners and managers want technology that "just works" and allows them the opportunity to be great at what they do. Two of PalmTech's core values are compassion and being a critical thinker. CEO Chuck Poole, CSSI firmly believes embracing a core set of values is best conveyed through outreach in the community and solving problems for our clients. These values set us apart from the competition.

