

CE BITS & BYTES

INSIDER TIPS TO MAKE YOUR BUSINESS RUN FASTER, EASIER, AND MORE PROFITABLY

APRIL NEWS



We Celebrate Reed's 10 Year Anniversary

Reed, CETech's dedicated Technical Operations Manager, has been an invaluable asset for ten years. We'd like to extend our heartfelt congratulations to Reed on his 10-year work anniversary!

His deep-rooted passion for technology, coupled with a decade of honed customer service skills, consistently enhances the work lives of those he supports. He possesses a natural ability to connect with customers, patiently addressing their concerns and translating complex technical jargon into easily understandable solutions.

"For a decade, Reed's hard work has been marked by exceptional leadership. He has been instrumental in the growth of our company. Thank you for being such an integral part of our journey. Here's to many more years of continued success together!" -Fred & Sue Brumm

585-441-0055



Hackers Hate These 6 SMB Cybersecurity Tricks (And Why They Work)

The perception that SMBs have limited resources, smaller budgets and often a "that won't happen to us" mindset makes them attractive to hackers. Although it's true that SMBs don't have the resources of Fortune 500 companies, you don't need that kind of money to protect your business. Here are six simple strategies hackers hate because they're affordable, surprisingly easy to set up and highly effective.

1. Two-Factor Authentication

The #1 way hackers get access to business accounts is through stolen credentials. Two-factor authentication (2FA) and multifactor authentication

(MFA) have existed since the mid-2000s and remain among the best ways to protect your information. 2FA requires 2 things to log in – your passwords and a second factor, like a text message code. If a hacker guesses or steals your password, they still can't get past that second layer of protection. Many platforms, including Google Workspace and Microsoft 365, already offer 2FA for free. Still, it's underutilized by SMBs, with an MFA adoption rate of only 34% or less, compared to 87% among large companies, according to JumpCloud's 2024 IT Trends Report. 2FA is very simple and effective – don't sit this tip out!

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“Over 90% of data breaches start with phishing e-mails.”

2. Updates

Cybercriminals love outdated software because it's full of unpatched vulnerabilities they can capitalize on. Ransomware attacks are notorious for targeting vulnerabilities in operating systems and applications months after security patches are available. Set up automatic updates for your systems, apps and software so you're always running the latest version. Employee awareness training, regular reminders and even revoking access until patches are installed can help hold employees accountable.

3. Employee Training

Over 90% of data breaches start with phishing e-mails, CISA reports. Designed to look like real e-mails from banks, retail companies or coworkers, they are stuffed with harmful links designed to steal your passwords and data. Cybercriminals bank on naive employees who can't tell real e-mails from fake ones, and AI is making these e-mails even harder to detect. Regular employee awareness training is one of the top defenses against phishing attacks and can reduce phishing risks from 32.5% to 5% in 12 months, according to a recent study by KnowBe4. Research shows that the most effective employee awareness training includes real-world examples, simulated attacks and regular reinforcement through short, interactive training sessions.

4. Data Encryption

The modern world operates on data, and encrypting this data is the most effective method to protect it. In fact, most cybersecurity insurance policies require it. Encryption is like turning your information into code that only authorized people can unlock. Even if hackers intercept your e-mails or customer data, encryption keeps it useless to them. SMBs often hesitate due to costs or complexity, but modern tools like Google Workspace and Microsoft 365 make it simpler and more affordable.

5. Limit Employee Access

Every employee with open access to every folder, file and document significantly increases the risk of accidental (or intentional) changes to your system. Setting up limited access can feel inconvenient initially, but it doesn't have to disrupt employee workflows. An experienced IT team will ensure that employees can run all the applications they need while having access only to what's necessary. For example, a marketing intern doesn't need the ability to access payroll data or network settings. If employees need access to complete specific tasks or projects, consider using a system that grants temporary admin access.

6. Data Backups

Ransomware is one of the biggest threats facing SMBs today, with 46% having experienced attacks, according to a recent report by OpenText Cybersecurity. Hackers lock up your data and demand payment to get it back, but even payment isn't a guarantee you'll see your data again. Use the 3-2-1 rule – keep three copies of your data on two different types of storage media, with one stored off-site, such as in the cloud or on an external hard drive disconnected from your main network. Nothing's worse than restoring your data after an attack, only to discover that your backups are incomplete or corrupted.

These simple, cost-effective strategies are a nightmare for hackers and a boon for SMBs looking for more peace of mind. If any of these strategies are missing from your cybersecurity, now is the time to integrate them into your business...

“Always top notch support when needed quickly!”

**—Debra Dambra,
Conway Beam**

FREE REPORT: Cyber Security Audit Will Reveal Where Your Computer Network Is Exposed

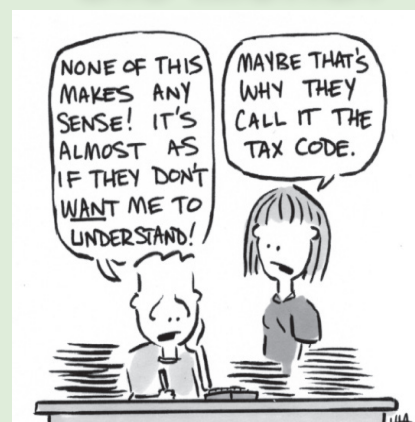
At no cost or obligation, our highly skilled team of IT pros will come to your office and conduct a comprehensive cyber security audit to uncover loopholes in your company's IT security.

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 discovered they are completely exposed to various threats in a number of areas.

To Get Started And Claim Your Free Assessment
Call Our Office at **585-441-0055** or Visit
www.cetechno.com/risk/



Cartoon of the Month



GADGET OF THE MONTH

Halliday Smart Glasses

The highly anticipated Halliday Smart Glasses were a massive hit at the Consumer Technology Association's annual CES conference at the beginning of the year. It's easy to see why, as the AI-packed, pocket-sized tech (weighing only 35 grams) can handle everything from hands-free directions to translating foreign languages in real time. Featuring an invisible, discreet display, they seamlessly deliver information without compromising privacy. With over 12 hours of battery life and compatibility with prescription lenses, they are as practical as they are stylish. Even better, their preorder price of \$369 (\$499 MSRP) makes them surprisingly accessible compared to most smart glasses on the market.



CLIENT SPOTLIGHT

STITCHED WITH TRADITION: H. RISCH'S 90-YEAR CRAFT



Crafting Excellence for Nearly a Century: The Legacy of H. Risch, Inc.

For nearly 90 years, H. Risch, Inc. has been a trusted name in the hospitality industry, providing high-quality, custom-made menu covers and tabletop accessories to restaurants, bars, hotels, and casinos nationwide. As a family-owned business spanning four generations, Risch has built a legacy of craftsmanship, innovation, and unwavering commitment to its partners, right here in the heart of Rochester.

A Family Tradition of Quality and Service

Founded in 1935, H. Risch, Inc. has remained at the forefront of menu cover manufacturing, evolving with the changing needs of the industry while staying true to its core values. Under the leadership of CEO Sara Tartaglia and President Scott Tartaglia, Risch continues to thrive, offering an extensive range of customizable products that combine durability, aesthetics, and functionality.

Vice President Matt Tartaglia, a Rochester native, has played a key role in advancing Risch's operations. With a background in corporate retail buying, he brings a fresh perspective to the company, enhancing product offerings and optimizing internal processes.

"H. Risch has always been a pillar of quality in the hospitality industry," Tartaglia explains. "Unlike many of our competitors who have moved their production overseas, the majority of our products are handcrafted in the United States by skilled artisans. We take great pride in supporting American manufacturing, ensuring that every menu cover and tabletop accessory we produce upholds the highest standards of quality and craftsmanship."

A Commitment to Manufacturer Representatives

Unlike many manufacturers, Risch operates exclusively through a network of trusted manufacturer reps, ensuring that its products reach the right customers with the highest level of service. This model has allowed the company to foster long-term relationships with industry

leaders, including national and regional E&S and food service suppliers across North America.

"Our manufacturer rep network is the backbone of our business," says Tartaglia. "We understand the importance of trust and collaboration, and we are committed to supporting our partners with quality products, consistent service, and innovative solutions tailored to their needs."

Innovation and Customization at the Core

Risch's product line is designed with versatility in mind. From classic leather-bound menus to contemporary hardboard and vinyl styles, every item is crafted to meet the unique demands of the hospitality industry. The company's ability to offer a wide array of materials, colors, and branding options ensures that restaurants, hotels, and hospitality venues can showcase their brand identity through elegant and functional designs.

The company's ongoing investment in technology and domestic manufacturing capabilities ensures that it remains a leader in the industry. "We are always looking for ways to enhance our product offerings and improve efficiency," says Tartaglia. "Our goal is to help our distributors provide their customers with the best possible solutions."

Looking Ahead

As H. Risch, Inc. continues to grow, its focus remains on strengthening relationships with its manufacturer rep. network, expanding its product lines, and maintaining the high standards that have defined the company for nearly a century. With a firm commitment to quality, service, and innovation, Risch is poised to remain a leader in the menu cover and tabletop accessory industry for generations to come.

"Working with H. Risch over the years has been a true partnership. We've enjoyed watching their business grow and evolve, and we're proud to have played a role in supporting their IT infrastructure along the way. Their team is terrific, and we've loved supporting them over the past several years." - Sue Brumm, CETech Owner

Innovative Tech Trends To Explore In 2025



2025 brings AI-powered communication coaches, advanced collaboration tools, and next-level wearable tech.

1. AI Communication Coaches: These tools provide real-time feedback on tone, body language, and phrasing during video calls, helping professionals improve communication and engagement.

Why it matters: They democratize professional development, leveling the playing field for smaller businesses.

2. Advanced Collaboration Tools: AI-driven meeting summaries, instant translation, and integrated team chats streamline remote work. **Why it matters:** They break language barriers and improve team efficiency.

3. Wearable Tech: Smart glasses, watches, and sensor-embedded clothing enhance productivity and safety in industries like logistics and healthcare. **Why it matters:** Wearables provide instant data, reducing errors and improving response times.

Embrace these innovations to future-proof your business and simplify your life in 2025!



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Win a \$25 Gift Card!

The Grand Prize Winner of last month's Trivia Challenge Quiz is **Chris Fink from Gallina**. Q: This year, nine new emojis are expected to drop, including which of the following?

The answer was: A. Sasquatch will join eight other emojis, including an apple core, orca, trombone and fight cloud, that will be released throughout 2025

One person will be the Grand Prize Winner of this month's Trivia Challenge Quiz! The winner will receive a \$25 gift card to Amazon.

This Hollywood actress is also the co-founder of a technology called "frequency hopping" that laid a key foundation for future communication systems, including GPS, Bluetooth and Wi-Fi.

- A. Grace Kelly
- B. Veronica Lake
- C. Hedy Lamarr
- D. Ann Sheridan

Email your answer to jmorgan@cetechno.com

One winner per company per quarter

📌 April Cyberside Chat 📌

Fluffy Robot For Your Bag: Cute Or Creepy?

One of CES 2025's quirkiest (creepiest?) reveals was the Mirumi robot – a part-owl, part-sloth companion that clips to your bag and swivels its head to watch others as they stroll by. Created by Yukai Engineering, it's equal parts adorable and unsettling – perfect for sparking conversations or just freaking out strangers on your commute.

Smart Sharing: Location Updates Without Oversharing

Instead of sharing your location 24/7, choose "Share trip progress" in Google Maps or "Share ETA" in Apple Maps to

send updates only when you're on the move. It's a simple, practical way to keep friends or family in the loop and stay safe during late-night rides or busy travel days.

Are You Using AI To Create Charts Yet?

You don't need to be a design expert; you just need to know how to ask the right questions. Try prompting, "What type of chart or visual would work here?" to let AI help you turn data into clear, impactful visuals in seconds.

Fitness Apps Are Tracking More Than Your Heart Rate

Apps like Fitbit, Strava and Nike Training Club don't



just track your workouts – they also sell your data to advertisers.

Around 80% of top apps share your info. With this said, it's a good idea to review and limit your sharing permissions to protect your privacy.