



CE Tech Times

"Insider Tips to Make Your Business Run Faster, Easier and More Profitably"

What's New

Lets CHAT!

We are excited to announce that we are live with our new Chat feature. Now you can contact us via phone, email, web, and chat. To utilize, look for this icon



in your task bar and double click to open a chat window. In the rare chance no one is available, rest assured your request is logged in our system and one of our techs will follow up. Chat is available M-F 8am to 5pm. And, as always you can still reach us for support by calling us at 585-729-8324 or emailing support@cetechno.com.

Congratulations to Matthew Greenlaw!

Matt recently celebrated his 1 year anniversary with CE. He is one of our lead systems engineers and has become an indispensable part of our team.



Thank you Matt!



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

As hacking has 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. 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 intervals. If you neglect the car, and something fails, the warranty doesn'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 >

Continued pg.2

other cybercrime attacks, and backing everything up in duplicate, it's a lot like neglecting to maintain that car. And when something bad happens, 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

"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."

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.

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 585-729-8324.**

Shiny New Gadget Update



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 forward, 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.

Business Briefings

■ **You've Been HACKED! What's the First Thing You Should Do?** There's always a chance that IT security will be breached, and one way to make a bad situation worse is not knowing the standard operating procedure when it happens. First, contact your IT personnel. The faster they can address the hack and figure out its extent, the better served you'll be. Next, understand that there are legal ramifications to

being hacked; if valuable data has been compromised, you'll have to notify the individuals in question as well as the FBI. Remember, the faster you act, the better it will be.

■ **Leave Your Life Jacket On The Shore And Swim Safely With This Inflatable Collar.** Despite their utility, orange life jackets are the opposite of cool. And when you factor in the human invincibility complex, you get a bad situation:

people out on the water without adequate flotation devices. According to DigitalTrends, water safety company Ploota wants to change that with their inflatable necklace. Sleek and slim, the device is worn around the neck and doesn't get in the way of active water sports. But, if needed, it automatically inflates, potentially saving the life of the swimmer or boater. *DigitalTrends.com - May 8, 2017*

Who Else Wants To Win A \$25 Gift Card?

The Grand Prize Winners of last month's Trivia Challenge Quiz are Lisa Buchholz from Temple B'rith Kodesh and Laurie Koelle from KHJ Law! They are the first two people to correctly answer my quiz question from last month: **Which technology changed the face of home entertainment, emerged the victor in a format war during the late 1970s and early 1980s?**

a) 8mm b) Betamax c) VHS d) V-Cord.

The correct answer was **c) VHS**

Now, here's this month's trivia question. The first two winners will receive a \$25 Amazon gift card. (One winner per company per quarter.)

What was the first web site to feature a banner ad?

a) Amazon b) Yahoo c) CNet d) Hotwired

Email us at chill@cetechno.com or call at 585-729-8324 with your answer!



We love having you as a customer, and quite honestly, we wish we had more like you!

Simply refer any company with 10 or more computers to our office and if they become a customer you will receive a FREE month of IT managed services.

And, even if they don't become a customer we have a gift for you!

Call us at 585-729-8324 or send an email to sbrumm@cetechno.com with your referral's name and contact information!