

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

The Grand Prize Winner of last month's Trivia Challenge Quiz was Teresa Werner from Advance Optical. She was the first person to correctly answer the quiz question from last month.

You can be the Grand Prize Winner of this month's Trivia Challenge Quiz! The first two people to correctly answer this month's trivia question will receive a \$25 Amazon gift card. *Please respond with your business email.* (One winner per company per quarter.)

Where is Microsoft's headquarters?

- a) Silicon Valley, CA
- b) Redmond, WA
- c) Tampa, FL
- d) Los Angeles, CA

Email us at akopacz@cetechno.com or call us now with your answer! **585-441-0055**

The Future Of Leadership

The pandemic completely changed the way many people view work. If there's one thing for certain, it's that remote work will continue once the pandemic ends. If your business has switched over to a remote or hybrid environment, you may need to reevaluate your leaders to ensure their skills align with the new work environment. Strong remote leaders possess traits that are essential for success.



In fact, if you want your business to prosper in the future, you must ensure your leaders are good communicators since they might not be working in the same location as their employees. They also need to possess collaboration skills to ensure each facet of every project is covered. Additionally, your leaders should be able to align their values with those of your staff and customers. Empathetic and understanding leaders are the future, and you need to have a leader who will look out for their team while also taking care of any customer needs. If you interview a candidate who possesses these great characteristics, they should be a top contender for your leadership positions.

REASONS YOUR BUSINESS SHOULD BE USING A PRIVATE CLOUD

Gone are the days when everything was stored on a physical hard drive. Now, most businesses and private users utilize cloud computing to store their data. It's no secret

that cloud storage is the present and future of data storage, but have you thought about using a private cloud that only allows your business and permitted users to access necessary information? There are many benefits that come with using a private cloud, such as the following:

- It offers better security since nobody besides authorized users can use the storage or servers.
- Your team will gain greater flexibility to continue their work without the fear of IT issues since backups are done automatically on private cloud servers.
- It's often cheaper to use a private cloud than to maintain physical servers.
- Private clouds usually come with managed IT services, so there's no need to hire an IT team to work on-site. This will save you time and money.

July 2022

WHAT'S NEW

Open House

On June 15th, we hosted our open house at our new offices and boy was it a hit!



See page 3 to learn more about the event!

 **585-441-0055**



Do I Need A Compliance And Cyber Security Plan?

We talk a lot about cyber security and how incorporating the right practices can help fully protect your company from cyber attacks, but there's another term that's often referenced when discussing cyber security that's just as important: compliance. While it's incredibly important for businesses to focus on maintaining the highest cyber security standards, they also need to ensure protocol meets compliance standards.

In regard to cyber security, compliance means creating a process to help protect the confidentiality and accessibility of information that's stored, processed or transferred. There is not an overarching standard for compliance when it comes to this. Instead, there are different guidelines and requirements for every industry,

so it's important to be aware of your company's needs. If you're not, you could be subject to fines and penalties in addition to being at greater risk for cyber-attacks.

Though they're related, there are still some glaring differences between cyber security and compliance. Cyber security is practiced for the company's own sake instead of to satisfy the needs of a third party. It's also present to protect a business from the risk of constant threats and needs to be continually managed and updated. IT compliance, however, is completed to satisfy external requirements and is driven by what the business needs more than anything else. Unlike cyber security, compliance is finished when the third party is satisfied with your process.

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Compliance and cyber security work best when they're aligned, so it's extremely important that your business has a plan for compliance and cyber security. On its own, compliance is incredibly important for various reasons. The first is probably the most obvious since you can be fined or penalized if you fail to comply with industry standards. Having the proper compliance program will prevent your company from being fined. Additionally, your compliance plan needs to include continuous monitoring and assessment of networks, devices and systems that your company uses in order to align with regulatory cyber security require-

ments. It also sets up an action plan if your business is ever breached, since you need to communicate news of the breach to any parties that could've been impacted.

Every business, regardless of size, is susceptible to data breaches. It's only with strong cyber security and IT compliance plans that you can hope to plug every hole hackers may look to exploit. Compliance is an important part of risk management, and it's essential for the future success of any business.

A compliance plan alone is a great start, but having cyber security measures in place as well will help you be prepared if you're ever audited by a third party.

Whether you have teams or individuals who oversee security protocols, they all need to know the requirements for cyber security compliance and exactly how protected the company is. If your company utilizes a firewall, which it absolutely should, your teams need to know exactly how protective that firewall is. They also need the evidence to back up their claims so they can prove the information they provide is accurate. Auditors want to see a handful of different documents, so make sure your team is prepared for any questions or requests.

Once you have the basics of your plans taken care of, you can focus on accurately documenting each step. From meeting notes to the list of items that an auditor may need, your entire team needs to document anything they do or see regarding cyber security.

There is another, much easier option to ensure your business stays compliant and is protected from cyber-attacks. You can hire a managed IT services provider. With a managed IT provider, you will have a dedicated team that ensures your company's sensitive information is protected and all of your cyber security holes are filled. They'll also ensure your business stays compliant with any third-party regulating bodies in the process.

Though technology is ever-advancing, you shouldn't have to worry about cyberattacks on a daily basis. With strong security protocol, or with the help of a trusted managed IT services provider, you can rest easy knowing your company's information is as secure as possible.

“Compliance and cyber security work best when they're aligned, so it's incredibly important that your business has a plan for compliance and cyber security.”

Free Report Download:
The Business Owner's Guide To IT
Support Services And Fees



You'll learn:

- The three most common ways IT companies charge for their services and the pros and cons of each approach
- A common billing model that puts ALL THE RISK on you, the customer, when buying IT services; you'll learn what it is and why you need to avoid agreeing to it
- Exclusions, hidden fees and other "gotcha" clauses IT companies put in their contracts that you DON'T want to agree to
- How to make sure you know exactly what you're getting to avoid disappointment, frustration and added costs later on that you didn't anticipate

Download your FREE copy today at www.cetechno.com/protect or call our office at 585-441-0055

Cartoon of the Month



I didn't see any compliance issues.

“It was very nice to see the pride everyone at CETech exhibited and how happy they are working there.”
Norman St. John
Town of Hamlin

SHINY NEW GADGET OF THE MONTH

Airmoto



Imagine you're driving with your family on vacation in the middle of winter. All of a sudden, the road feels much bumpier, so you pull over and get out to check your tires. To your dismay, you discover one of your tires has gone flat. The closest gas station is over a couple of miles away, and your spare can't handle the adverse conditions. So, what should you do? With Airmoto, you never have to worry about this situation.

Airmoto is a rechargeable compact air pump that provides up to 120 psi. In only 10 minutes, you can inflate your car's tires to the proper tire pressure. Airmoto can be used to pump up balls, bike tires and even truck tires. It's practical, not very heavy and quite affordable. Airmoto is the perfect addition to any roadside assistance kit.

Marketing Automation Tools Every Small Business Needs

Throughout the pandemic, there have been many businesses that seemingly didn't miss a step. Some transitioned over to a remote environment flawlessly, and it's due in part to their use of marketing automation tools. If you want to prepare your business for any situation, you need to automate the following functions:

- Appointment booking programs like Calendly allow your customers more flexibility when it comes to scheduling meetings.
- Automating e-mail marketing systems can lead to greater lead generation.
- Customer relationship management software will help you support your customers and ensure they are receiving the best possible service.
- You can also automate customer service to provide an overall greater customer experience with programs like LiveChat.

On June 15th, we had our first open house at our new offices on 3144 South Winton Road. The weather was beautiful, and we had a great turnout! Over 100 guests attended, and we loved seeing many of our clients and new neighbors! It was great for our team to meet people that we interact with over the phone daily! It was also a great networking event for people to meet one another from other businesses and industries. Tours were given of the new office, and those that attended were very impressed with the space that we have created. We also showcased some new products and technology that we may be using in the future!



Message from Fred & Sue

We would like to thank everyone that joined us for our first open house at our new offices. A special thanks to our clients and partners. We couldn't have asked for better weather, and the event ran very smoothly. A huge thank you also goes out to our own CE Tech team for putting on a great event and for making CE Tech such a wonderful place. We hope to see you all again soon! Thank you again!

Fred and Sue Brumm
Co-Owners of CE Tech

Twitter Shoutout!

One of our guests that attended was Bob Duffy, the President and CEO of the Rochester Chamber of Commerce. After our event, Bob posted this tweet to his Twitter account, where he has over 20,000 followers! Thank you Bob for your work around Rochester and for your support of CETech!

