

## Security Update

We often get asked if an organization has passed its PCI compliance requirements for accepting credit cards; is there really a need for more security and compliance? The answer is yes! While the PCI architecture and requirements heavily overlap network security issues, a network security audit is going to take a deeper look into how you utilize the technology you own.

Most businesses typically need to conduct a network security audit at the same time they conduct a PCI audit. The PCI regulations have gone a long way toward making every business that accepts credit cards more secure, because it's a threat to the payment industry to have unsecured businesses responsible for millions in fraudulent charges. A good network security audit at the same time as your PCI audit typically provides for a balanced scale when weighing security and functionality.

Have questions about cybersecurity or the technology at your company? I'm here to help.

Call me 774-222-5500

## January 2023



This monthly publication provided courtesy of Tom Crossley, President of Fairoaks IT

*“As a business owner, you don't have time to waste on technical and security issues. That's where we shine! Call us and put an end to your IT problems finally and forever!”*

- Tom Crossley



## Make 2023 A Great Year For Business With 3 Tech Resolutions

The new year is upon us, and many business owners will use this opportunity to create plans to ensure that 2023 is as profitable as possible. You can devise all kinds of business resolutions you want to focus on during the year, but most of the time, business owners think about key performance indicators like sales opportunities, customer loyalty or referrals. Still, while these are vital, it's just as important to include resolutions relating to new technological advancements.

You can see growth in many different areas when you improve the technology within your business. Some improvements will help you make each experience better for your customers, while others will allow you to save time and money. If you're unsure of what tech resolutions to make, don't panic; we're here to help!

Here are three Tech resolutions to

think about in 2023 - they will help you both improve and protect your business.

### Improve Your Cyber Security Practices

It's no secret that technology is constantly evolving, but many people fail to realize that cybercriminals are also evolving. Every business, regardless of size, needs to be aware of the risks and take the necessary precautions to avoid having a cyber-attack. If you don't have cyber security practices in place - or it's been some time since you last considered this - you should review your current needs and make any necessary updates. One of the best ways to improve your cyber security practices is to run your team through annual or semiannual cyber security training. According to Verizon's 2022 Data Breaches Investigations Report, 82% of data breaches involved a human

*Continued on pg.2*

*Continued from pg.1*

element. If your team is well-trained in cyber security and has bought into a cyber secure culture, your business will be less at risk. Make sure they know the importance of password security, the different types of cyber-attacks and how to protect sensitive business and customer information.

### Utilize A Managed Services Provider (MSP)

There was once a time when businesses used in-house IT teams to take care of all of their technological needs, but this is no longer the most efficient or affordable way to do things. Now businesses use MSPs to handle most of their technological affairs. MSPs are well-known for their ability to help with any technological needs since their teams are usually full of well-informed experts. They can take care of everything on the technological side of your business so you can focus more on boosting sales and pleasing customers.

If your business experiences power outages or natural disasters, MSPs will work around the clock to get you back up and running. They even ensure your data is backed up in case disaster does strike. If you're worried about cyber-attacks, there's no better way to protect your business and its data than by hiring an MSP.

They monitor your network security and keep patches up-to-date to prevent hackers from accessing your information.

Hiring an MSP may be the best thing you can do to protect your business.

### Implement Artificial Intelligence Into Your Business

Prepare yourself for the AI boom in 2023. Throughout the past few years, many businesses have utilized AI to boost their profits and customer satisfaction scores, but the uses and benefits of AI will grow significantly this year. In fact, you'll soon notice AI being used in new and beneficial ways in the health care and automotive industries.

If you aren't using any form of AI in your business, you should immediately look into it. You can implement an AI chatbot on your website to provide personalized conversation and help your customer with their questions or needs. Some AI software will even track customers as they peruse your website and offer them product suggestions, which can help improve your sales scores.

The New Year is the perfect time to reset, reevaluate and plan to ensure 2023 is a successful year for you and your business. If you are unsure about where to start, try implementing some of the tech resolutions listed here. They'll quickly help you grow your business and keep it protected from cyber security risks.

**“According to Verizon’s 2022 Data Breaches Investigations Report, 82% of data breaches involved a human element.”**

## Free Report Download: I.T. Buyers Guide

### What You Should Expect To Pay For IT Support For Your Business



#### 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

**Claim your FREE copy today at [www.FairoaksIT.com/ITbuyersguide](http://www.FairoaksIT.com/ITbuyersguide)**

## Why Choose Us?

### Here Is What Our Clients Are Saying

#### I Totally Trust Fairoaks IT

I have been working with Fairoaks IT for decades. They have always been so quick to resolve any issues I've had. I totally trust Fairoaks IT and I like the fact that they keep me informed of the latest cyber security threats.

**Ann, Owner**

#### They Take the Time to Learn Your Business

We've worked with Fairoaks IT for years now, and I have to say, they're a far cry from some firms that say they can service you better, but then mold you into only what they know or offer. Our server and network infrastructure is demanding. We have hundreds of clients that use RDS on our servers, and Fairoaks IT makes sure it just plain works. They spend the time to build an environment that works for us, and it shows.

**Mark, Owner**

#### We're Hands Off With Our IT Now

Fairoaks IT has let us focus on our business. When an IT issue pops up, they're right there to resolve it, quickly, and efficiently. I'd recommend Fairoaks IT to any business owner who's tired of dealing with IT themselves.

**Dennis, Owner**

#### It's incredible to realize what our technical life was prior to Fairoaks IT

They have become a MAJOR MEMBER of The Shannon Team. They are professional, easy to work with, knowledgeable in all aspects of our technical needs and available at a moment's notice. We could not function the way we do without them. If you're on the fence about switching IT companies, or just want someone to take it all over for you, switch over to them as quickly as possible, you will be so pleased.

**William, Owner**

#### Timely Resolutions to Issues

Fairoaks IT has the people that can solve our varied and multiple software issues quickly and efficiently. Fairoaks IT will solve any of your problems quickly, regardless of what industry you're in, while keeping you and your staff protected from cyber-attacks.

**Andy, Owner**

#### Our Cloud Based Information Is Protected and Being Monitored Every Day

We don't have to worry about the IT aspect of our business and we can focus on the other aspects of our company which are important to our clients. Fairoaks IT listens to us. When we ask for information, data, services, changes or communication, they listen to us, they even modify their processes to suit our needs. Fairoaks IT's people and accessibility are outstanding. Over the years, we have come to know Tom, Adam, and their staff. They also know us and our systems and issues, which leads to better problem solving and service. Tom and Adam are always accessible too, so when we do need to review our account and service, they are available to us.

**Kevin, Owner**

**Contact Us Today (774) 222-5500**  
**[www.FairoaksIT.com/contact-us](http://www.FairoaksIT.com/contact-us)**

## Fairoaks IT Tech Heroes



### We Love Feedback From Our Clients!

"Quick response. Very satisfied with service provided."  
December 15, 2022

"We are impressed by the quality of work that Joel at Fairoaks IT provides!"  
January 11, 2023

"Ryan Olsen is great and always able to fix my issues!"  
January 3, 2023

"Very satisfied with service provided."  
December 15 2022

"TJ is always very thorough, pleasant and gets the job done."  
December 9, 2022

"Fixed immediately. Thank you again."  
January 17, 2023

"Anthony unblocked the computer; sent us a new password, and it worked. Good job."  
January 9, 2023

## Tom Recommends: Disposing Of Your Mobile Device



### Overview

Mobile devices, such as smartphones, smart watches, and tablets, continue to advance and innovate at an astonishing rate. As a result, you may be replacing a new device as often as every year. Unfortunately, you may not realize just how much personal data are on your devices – far more than your computer. Below we cover the different types of data on your mobile devices and how you can securely wipe your device before disposing or replacing it. If your mobile device was issued to you by work, check with your supervisor about disposal procedures first.

### Your Information

Your mobile devices store more sensitive data than you realize, to include:

- Where you live and work, and your daily travel habits.
- The contact details for everyone in your address book, including family, friends, and co-workers. Phone call history including inbound, outbound, voicemail, and missed calls.
- Texting or chat sessions within applications like secure chat, games, and social media.
- Personal photos, videos, and audio recordings.
- Stored passwords and access to your accounts, such as your bank, social media, or email.
- Health related information, including your age, heart rate, or exercise history.
- Financial information including credit cards, payment methods, and transactions.

### Erasing Your Device

Regardless of how you dispose of your mobile device, such as donating it, exchanging it for a new one, giving it to someone, reselling it, or even recycling it, first erase all of your sensitive information. Do not assume that the next owner will "do the right thing." The first step is to back up your device so you can recover and transfer all your data and settings to your new device. Once backed up, you will want to reset your device as this wipes your data and resets it to factory default settings. During the reset process you may be prompted to enter your

cloud password to break any links with that device to the Cloud; be sure to do this. The reset steps below are for the two most common devices – Apple and Android.

- Apple iOS Devices: Settings | General | Transfer or Reset | Erase All Content and Settings.
- Android Devices: Settings | System | Reset Options | Erase All Data (these options vary depending on your device manufacturer).

### SIM & External Cards

In addition to resetting your device, also consider what to do with your SIM (Subscriber Identity Module) card. This is the little card in your phone issued to you by your phone carrier; it's what identifies your device and enables it to make a cellular or data connection. When you wipe your device, the SIM card retains information about your account and is tied to you. If you are keeping your phone number and moving to a new device, talk to your phone service provider about transferring your SIM card. If this is not possible, keep your old SIM card and physically destroy it. Many of today's modern smartphones have something called an eSIM, which is a virtual SIM card as opposed to a physical SIM. The eSIM is wiped during the reset process.

Finally, some Android mobile devices utilize a removable SD (Secure Digital) card for additional storage. Remove these external storage cards from your mobile device prior to disposal. These cards can often be re-used in new mobile devices or can be used as generic storage on your computer with a USB adapter. If reusing your SD card is not possible, then just like your old SIM card, we recommend you physically destroy it.

If you are not sure about any of the steps covered above, or if your device reset options are different, take your mobile device to the store from which you bought it from and get help. Finally, if you are throwing a device away, consider donating it instead. There are many excellent charitable organizations that accept used mobile devices, and many mobile providers have drop-off bins in their stores to recycle them.

Subscribe to OUCH! And receive the latest security tips in your email every month - [www.sans.org/ouch](http://www.sans.org/ouch).

## Shiny New Gadget Of The Month:



### Gunnar Eyewear

Americans are looking at screens more now than ever before. We're glued to our computers while at work, and when we go home for the night, we spend more time looking at the television or our cellphones. While looking at screens all day won't permanently damage eyesight, it can cause uncomfortable eyestrain and even headaches. If you suffer from these issues, you should try Gunnar's blue-light-filtering eyewear. These glasses come in many different styles and colors while offering various blue-light-filtering options from 35% to 98%. You can even have them made with your prescription so they can function as more than just your "computer glasses." It's a good thing Gunnar is around because their eyewear really does allow people to use their devices for longer without worrying about eyestrain.

## Want To Learn Something New? Use These 5 Practical Tips

Have you ever noticed how some entrepreneurs go from being dirt-poor to becoming self-made billionaires? You probably wondered how they did it. Personally, I don't think they found success by being smarter, more hardworking or even luckier than the rest of us. I believe many super-successful leaders get there by learning better than the rest of us. Over the years, I have developed five practical ways to learn something new in business based on my experience.

### Reading 10 Books

It's easy. Go to Amazon, type in the topic you want to master and read the 10 top-selling books in that category. Pay attention to the words and concepts that seem to matter the most.

### Attending The Best Workshop On The Topic

When learning about predictive analytics, I bought the book Predictive Analytics by Eric Siegel. I learned the author hosted a massive conference on this topic, with the fitting name "Predictive Analytics," so I went to it.

### Interviewing Experts For Advice

I decided I wanted to learn more about digital marketing a year ago. Many of our clients were struggling with the increasing digitization of demand creation, and I wondered how this trend might impact our own business in the future. Rather than interviewing 10 experts, I made a target list and used referrals to interview over 100 experts on this topic. People are happy to have a 30-minute discussion about their favorite subjects to help you learn. You know you're getting your head around a



topic when you start to hear the same buzzwords and pieces of advice again and again.

### Hiring Someone as A Mentor or Partner

You probably know a topic that an expert in another field would love to learn. Consider doing a "mentor swap" where you agree to exchange advice and pick each other's brains a couple of times a year. The only thing better than having an expert mentor is to hire an expert full time.

### Leading A Project

You have heard the expression "The best way to learn something is to teach it." I've witnessed many clients and colleagues volunteer to run a project in an area of interest. In many cases, they were experts when they started the project, but immersing themselves in the topic and working toward delivering results in that area significantly boosted their expertise.

I have witnessed many leaders stall out in their careers. Most of the time, they get set in their ways and stop learning. If you want to keep thriving, adapting and innovating in your career, consider following these five tactics for learning something new.



*Dr. Geoff Smart is the chairman and founder of ghSMART, a leadership consulting firm that exists to help leaders amplify their positive impact on the world. Dr. Smart and his firm have published multiple New York Times best sellers. He stays active in his community and has advised many government officials.*

### Do you know anyone we can help?

We **LOVE** our clients and we want more like you! If you know of any business owners that could benefit from one or more of our services, we would appreciate an introduction. I promise we will treat them with kid gloves! Or You can just drop us an introduction email :

Sales@FairoaksIT.com

Get More Free Tips, Tools and Services at:  
[www.FairoaksIT.com](http://www.FairoaksIT.com) (774) 222-5500

# Fairoaks

*You Manage Your Business.*

*We'll Manage the Technology Behind It.*

1000 Franklin Village Drive - Suite 303 Franklin, MA 02038

## Inside this Issue:

Add An Extra Layer Of Cyber Security Protection By Utilizing Cyber Insurance | 2

Shiny New Gadget | 3

3 Ways To Answer Questions Like A CEO | 5

Boost Your Business By Improving Employee Morale | 6

4 Ways To Take Control Of Your Schedule

### ■ Boost Your Business By Improving Employee Morale

Employee happiness is one of the most important aspects of running a business. When a group of employees feels unhappy or unsupported in their role, it can quickly spread throughout the workplace plummeting productivity and morale. Thankfully, there are things you can do to boost employee morale and happiness, but you must understand how your employees currently feel. The best way to do so is through a survey. You can utilize an online survey from companies like 15Five or Culture Amp to see how your staff feels about the business, its leadership and its culture. From there, you can implement strategies to improve the workplace while also altering or removing the aspects that are not working for your employees.

Most common employee problems can be rectified through management interventions. If your employees complain about a

lack of compensation, benefits or time off, devise plans to improve their work experience. Create performance-based incentives or offer more paid time off. Try to increase your employees' pay annually if possible. You also want to recognize your employees for performing exceptionally in their roles by giving them a shout-out in a company meeting or buying them

### ■ 4 Ways To Take Control Of Your Schedule

Every day is busy for those who lead or own a business, but you must stay organized and stick to your schedule to ensure everything gets completed. This is a difficult task for many business leaders, though. Little distractions can cause us to procrastinate and get behind on our work, making for long workdays. If you find yourself struggling to stay on schedule, give some of the following tips a try.

- Set deadlines for every important task.
- Turn off app notifications on your phone so your attention stays on your work.
- Delegate tasks to others if you feel overwhelmed.
- Keep your workspace clean.

