APRIL 2018
IMPORTANT DAYS

1st • Easter Sunday
7th • National Beer Day
10th • Golfer's Day
17th • Taxes Due (U.S.)
22nd • Earth Day
26th • Hug an Australian Day
27th • Babe Ruth Day
30th • Taxes Due (Canada)

Aveir

Tech Times

Are We Learning Anything From All These Cyberattacks?

So many big, expensive cyberattacks have taken place in the last few years that it's hard to remember them all – when will we learn our lesson?

Cyberattacks are common ground these days. There was the Chase Bank breach of 2014, which exposed the financial information of 76 million Chase customers. This attack was set to target 10 major financial institutions in total, but only one other company reported that data had been stolen. This company was Fidelity Investments. Though the attack caused serious repercussions for Chase Bank, the damage could have been much worse. Four hackers (two from Israel) were eventually arrested.

Hacking Isn't Just About Stealing Data

In the Sony Pictures data breach of 2014, over 100 terabytes of data was stolen by North Korea. This attack was about more than just getting the personal information of consumers. The attack occurred because of a movie that Sony Pictures was set to release called "The Interview".

The movie, starring Seth Rogen and James Franco, was a fictional story about two journalists who go to North Korea to interview Kim Jung Un. The two men actually work for the CIA and are planning to assassinate the very well-known but unpopular leader. It was believed that North Korea's leader ordered the cyberattack on Sony Pictures to show his displeasure and disapproval of the film. In addition to the personal information of Sony executives and other employees, hundreds of photos and emails were released to the public. These highly personal items caused a massive amount of embarrassment to Sony's top executives.

No One Is Safe from Hackers

Proving that no one is immune from cyberhackers, Equifax, one of the nation's largest credit reporting agencies, was infiltrated by hackers in mid-2017. The company estimated that approximately 143 Americans were affected. In addition, an unknown number of consumers from Canada and the UK were affected by this breach. Were there any signs that an enormous data breach like this might occur?

A report issued in October of 2017 by Motherboard, found that Equifax had certain vulnerabilities due to an online portal created for employees. Researchers discovered that the Equifax website was highly susceptible to a basic forced browsing bug. A researcher from Motherboard said that he didn't even have to do anything special to infiltrate the system. It was far too easy to get in.

"All you had to do was put in a search term and get millions of results, just instantly – in cleartext, through a web app," the researcher said. In spite of this information being available to Equifax, it took them six months to close the portal and shut down these vulnerabilities. In this day and age, it's unthinkable that organizations as sophisticated as Equifax might be so lax in their data security.

This CEO Has The Coolest Tech Toys – Take a Look!

It happens to all of us at some point – you're sitting by someone who whips out this über cool gadget, and you can't take your eyes off of it. You have to know what it does... and where you can buy one! Read on for eye candy just like this.

We've all been there: Gadget Envy. We want the smartest phone, the thinnest tablet, the fastest Internet speeds, the strongest network connection, the battery that never dies – the list goes on. Part of this is due to our busy lifestyles, and part of this is from our never-ending quest to get more done in less time. The best gadgets combine advanced technological features with enhanced productivity.

The options are endless, but we've narrowed our list down to 5 categories with the top tech that today's savvy CEO will have – along with the envy of everyone nearby!

Sound – We know you get perturbed with the pathetic volume coming from your laptop speakers. Amplification is impossible in atmospheres where white noise is loud, like airports, and while the settings on newer laptops and tablets are growing in sophistication, they still lack in sound quality. Here are a couple of solutions to help.

• The ICE Harmony Floating Bluetooth Speaker packs powerful sound in a colossally cool package.
• Simple-to-use Startech USB Stereo Audio Adapter helps your laptop with the addition of SPDIF digital output. Designed for Windows-based machines (sorry, Mac lovers).

Secure Storage – So, you need to bring files along for the ride, but live in fear of losing your thumb drive? We have a couple of cool ideas for you.

• The Aegis Secure Key 3Z is a super-tough USB storage device made from sturdy metal and uses top-of-the-line technology for encryption.
• PIN-protected storage is a popular choice these days. DiskAshur Pro is another option to secure up to 500GB of data with a customizable PIN, between seven and 15 characters.

Power – The perennial power problem: your power capability does not match your mobile lifestyle or needs. In other words, your battery dies faster than the mother in a Disney movie and you need a backup solution.

Have you checked out the Orico SC28 Mobile Power Bank? With promises to power you all day, this one is designed for laptops instead of smartphones – for which power banks are everywhere. Recharging via USB or the old standby (wall plug-in), up to three devices at once can benefit from this baby.

Just Cool Stuff – Here's where things get really awesome! These items didn't fit into any of the categories above, but couldn't be left off this list. Just trust us and read on.

• A notebook that you put in the microwave to erase everything you wrote (or doodled)? Yep!
• Moleskine, the cult favorite notebook maker, brings you the Smart Writing Set.
• Want to wow your crowd in a presentation? Logitech makes a Spotlight Presentation Remote that looks super cool when in use, including the ability to magnify and highlight selections on-screen, with Bluetooth connectivity.

The Final Cost of Cyber Breaches

Target Stores lost millions of dollars when they had to reimburse customers for their losses after their 2013 data breach. In addition to that, a class action lawsuit was settled for roughly $10 million. As if that wasn't enough, 20-30 percent of Target shoppers said they were worried about shopping online at Target stores after the breach.

Are We More Vulnerable Than We Believe?

Many data security experts believe that cyber weaknesses like this are far more common than the public believes. In an era when everyone should be fully aware and taking every precaution to prevent a data breach, numerous large corporations remain at risk.

After all is said and done, most people would expect any organization that has experienced a cybertheft to drastically improve their cybersecurity. Large, expensive data breaches leave an organization open to legal action, plus they're embarrassing. Consumers say that they are less likely to do business with any company that has been a victim of a cyberbreach.

But has that really happened? A new study performed by CyberArk reveals that 46 percent of all companies who have experienced a cyberbreach have not substantially updated their security policies.

This failure to learn from past mistakes has the public truly baffled. In some cases, IT professionals have been interviewed and asked why they haven't greatly improved their cybersecurity. Over 30 percent of these pros said that they did not believe it was possible to prevent all cyberattacks. This indicates that even security experts aren't sure what to do to stop future attacks from occurring. But, should we simply make the decision not do anything at all?

Moving Into the Future with Better Cyber Security

The new AT&T Global State of Cybersecurity highlights many of the critical gaps that remain in our cybersecurity strategies. IT infrastructure and critical data must be fully protected, including credentials and security answer keys. In most organizations, those in higher positions are given greater access and authority to online data and this equates to heightened risks of a cyberbreach.

According to Alex Thurber, Senior Vice President and General Manager of Mobility Solutions, "If 2017 has taught us anything, it is that every device needs to be secured because any vulnerability will be found and exploited."

With consumers spending more and more time browsing on their cell phones, all mobile carriers are searching for ways to better protect their customers from hacking.

What Consumers Can Do

A great increase in the sale of anti-virus software and password managers demonstrates a strong resolve by consumers to incorporate stronger security measures into their everyday lives. Innovative technology is producing a new generation of security software that combines threat defense techniques and other more conventional means of cybersecurity. Though some of these techniques are having an impact, experts believe there's much more to be done.

As our society becomes more aware and more prepared, even stronger security for IT systems will be developed. Until then, security experts urge the public to be more cautious about clicking on links. Employees at any company need regularly scheduled security meetings where they are educated and reminded to utilize best practices when using smartphones and computers. All programs should be updated regularly with software updates and fixes to known bugs. Create difficult passwords and change them every 90 days. These are just a few of the ways that consumers can stay safe while surfing on the internet.

The 9 Biggest Website Design Mistakes That Business Owners Make

With a great looking, professional website, your business can compete in today's complex marketplace. Since your website is the first thing consumers see, it has to make a great first impression. Otherwise, you may find your traffic declining and conversions down. A company website should also reflect your values, experience and industry knowledge.

Often times, business owners try to cut corners and design their own website. While this can be a good solution if you're low on cash, it can also result in a poorly built site. Some business owners have good, keen insights on how their website should be laid out, the right colors to use and other design elements. But often, this is not true. You may be a pro at what you do, but designing a website requires specific skills you may not have. Before you let your cousin's roommate design your website, or tackle it yourself, check out these 9 web design mistakes that business owners consistently make.

Number One: User-Friendly Design
A great deal of research has gone into the topic of how to create a user-friendly website. User experience (UX) is one of the key elements of a great website. UX focuses on making sure each visitor has the best possible experience on your site. Was the site easy to navigate? Was the information there credible? Did visitors find the content valuable? It's a complicated process to get each one of these exactly right.

Number Two: Is It Mobile Friendly?
Most web designers will claim to give you a website that is mobile friendly but don't take their word for it. This is something that every web designer says to potential customers. Instead, check out a few of their past designs and make sure. Each year, the number of people shopping on their smartphone grows and that is slated to continue on into the near future. A poorly executed mobile site could cost you in the end.

Number Three: Professionally Written Content
This is another area where business owners often try to cut corners. Why not let your spouse, brother or one of the kids write your content? Because poorly written content shouts out to the public that you aren't taking your business seriously. An experienced copywriter knows how to word your content so that it's easy and fun to read and contains your important keywords.

Number Four: Web Design Layout
There are so many choices when it comes to how your site should be designed. You have unlimited choices about where to place images, content, taglines and other elements. Some people have great instincts about this stuff, while others struggle. A professional web designer should have enough experience to research your business, industry, and competition and give you exactly what will work best for your specific business. Even small changes can make a big difference.

Number Five: Optimized Content
Optimizing your content so that your site comes up on the first page of search engines is every business owner's dream. But this dream is a process that takes place every day. When you initially place content on the site, it should be professionally written and contain your keywords. Any future content you add should also be optimized. It's important to review your content every two years to ensure that it's still relevant and still contains the right keywords.

Number Six: Use of Colors
This is where many individuals fall short. It may seem like a great idea to do the whole site in black and orange but do a bit of research first. The colors you use should be easy on the eyes, they should be enticing, they should not provoke any negative moods. Experiment by checking out a dozen websites in your industry. As you visit the sites, write down one word that you thought of when you first viewed the site.

Number Seven: Too Much Clutter
Some people just don't get the concept of "too much information." A messy website with boxes here and there, multiple images and content that rattles on can be a big turnoff for consumers. It's like an information overload occurs when viewing some websites. You get that feeling of being overwhelmed, so you click away as soon as possible. Once this happens to a visitor, there's very little likelihood that they'll ever visit your site again. We often only get one chance to impress.
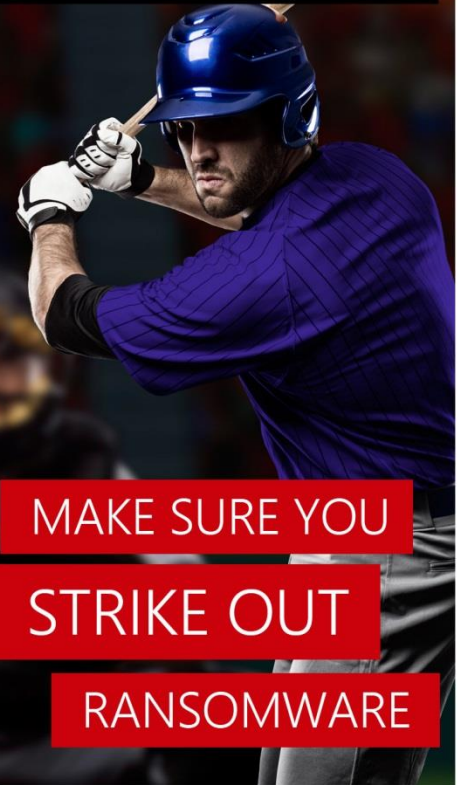
Number Eight: No Clear Direction
Too often, website visitors land on a page, look around for a few moments and still have no idea what the business is all about. Your value proposition, your mission statement … these things should all be upfront and easy to understand. There's no excuse for even one person visiting your site, then leaving without knowing who you are and what you do. Sometimes we all enjoy working on riddles and puzzles, but don't make your potential customers do that or they'll go someplace else to shop.

Number Nine: Pages Load Too Slowly
Usually, with today's technology, this is not as much of a problem as it was a few years ago. Typically, if a page loads too slowly, you have too many images, charts, diagrams and other elements that slow down page-loading times. One site that features emeralds from all over the world suffers from slow page-loading. Why? Each page of the site has a dozen photos, uses formatting like bolding and colored text and includes internal and external hyperlinks. While you can do this occasionally on a page, you cannot get away with doing it on every page of your site.
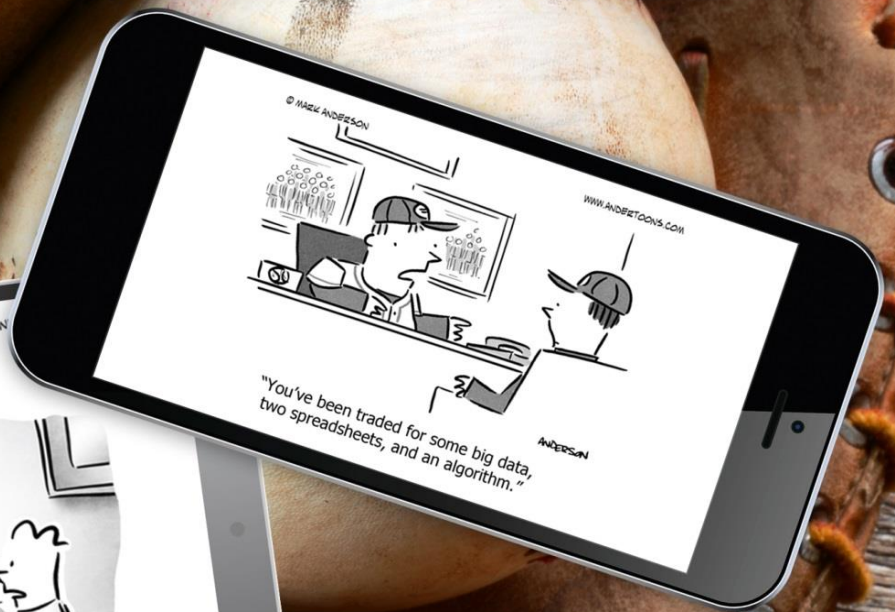
Quotes of the Month

"Every day is a new opportunity. You can build on yesterday's success or put its failures behind and start over again. That's the way life is, with a new game every day, and that's the way baseball is."
Bob Feller

"Baseball is ninety percent mental and the other half is physical."
Yogi Berra

Funny Business

Aveir

Aveir Technology
1400 S. Virginia St. Suite B
Reno, NV 89502
775.329.2400
www.aveir.com
sales@aveir.com

<Insert Presort or Indicia or Affix Stamp Here>

<First Name> <Last Name>
<Company>
<Street Address>
<City>, <State> <ZIP>

It's Opening Day... Time to Strike Out Cyberthreats!
Book Your Spring IT Assessment For Free Today.
Call {phone} or email {email} to reserve your FREE cybersecurity review with our staff of aces. Hurry, offer good through April 30.