

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

You can be the Grand Prize Winner of this month's Trivia Challenge Quiz! Just be the first person to correctly answer this month's trivia question and receive a \$25 Visa gift card Ready?

Which country has the highest percentage of their population online?

- A.South Korea
B.Iceland
C.Norway
D.Japan

Email us right now with your answer! info@intechit.net



One Northgate Sq., Ste. 202
Greensburg, PA 15601

PRE-SORTED STANDARD
US POSTAGE
PAID
GREENSBURG, PA
PERMIT NO. 1117

RETURN SERVICE REQUESTED

InTech Intelligencer

"Insider Tips To Make Your Business Run Faster, Easier And More Profitably"



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

- Leia Shilobod,
President & I.T. Princess of Power

Inside This Issue...

Make 2023 A Great Year ..... Page 1
Free Report: Questions You Should Ask Any IT "Expert" ..... Page 2
Want To Learn Something New ..... Page 3
Shiny New Gadget of The Month..... Page 3
Does Your Business Need To Be NIST 800-171 Compliant? ..... Page 3
Answering the Question.. Page 4



One Northgate Sq., Ste. 202
Greensburg, PA 15601
724.235.8750



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 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

Continued on pg.2



Answering the Question: "Am I Secure?"

"Am I secure?" is a question that I get asked a lot. Maybe you're thinking that same thing about your own company right now. I don't even have to look at your network or your practices and policies to give you that answer. The answer is no. No one is 100% secure; it is absolutely impossible to achieve.

What is one to do then? Throw in the towel and give up to the hackers?

You may think cyber security is a foreign beast and something you don't have time to get your arms around. While you may not have to know the technical details surrounding cyber security, there is something can do to sufficiently address it: Assess and Analyze Risk.

The key is to look at cyber security from the perspective of risk to organization and determine a strategy for addressing those risks. There are four ways that you can deal with risk: Risk Mitigation, Risk Transfer, Risk Avoidance, and Risk Acceptance.

After you've assessed the risk to your organization, determine what you're able to mitigate, or fix. "Fixing things" might looking implementing technical controls such as cyber security tools, or implementing administrative controls like policies and procedures. You can transfer risk it by moving your data or key applications to a third party or who will assume that risk, or you can get insurance that would make you whole again if an event occurred. For risk avoidance, you identify what's causing the risk and then you just stop doing it. The last one, risk acceptance, is the least preferred. In this way of dealing with risk you determined that you are OK with the fact that this event could occur and you will accept any consequences if the event incurs monetary, operational, or reputational damage.

Because its vital to business success, regular Risk Assessments are included in our Compliance and Virtual Chief Security Officer services. If this approach speaks to you, we can perform a Level 1 Risk Assessment for you free of charge so you get a temperature of your risks and risk tolerance. Give me a ring.

To Your Success, Lisa



Continued from pg.1

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 technology 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 technology 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.

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

**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.

Call today to discuss a Cyber Security Risk Assessment of your IT Systems so you can close the gaps and fortify your business. 724.235.8750 or email [Leia@intechit.net](mailto:Leia@intechit.net).

**Free Report Download:**

**Questions You Should Ask Any IT "Expert" Before Letting Them Touch Your Network**



How can you tell if you are going to receive poor or substandard service? How do you know if your computer guy or network consultant is doing everything possible to secure your network from downtime, viruses, data loss or other frustrating and expensive disasters? Could your current provider actually be jeopardizing your network?

**This valuable Free Report helps you avoid common pitfalls of choosing an IT provider. Download yours today!**

**Claim Your FREE Copy Today at [www.intechit.net/whattoask](http://www.intechit.net/whattoask)**



**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.*

**Need NIST 800-171 | CMMC Compliance?**

For businesses in the DoD Supply Chain who need to comply with NIST 800-171 Security Protocols and CMMC, InTech provides Risk Assessments, Security Audits, Compliance Audits, Plans of Action, and Remediation to bring YOU into compliance and assure you keep your contracts. Start the process today with a free, no obligation survey to get an idea of what you need to do to come into compliance. Go to [www.intechit.net/NISTassessment](http://www.intechit.net/NISTassessment) and take just 5 minutes to jump start compliance.