

# IT Strategy Brief

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INTEGRATE SEAMLESSLY



**SWK**  
TECHNOLOGIES

## “Useful Technology Ideas for Your Business”

### What's Inside:

Ransomware is here to stay, but it might not be your money it's after .....	Page 1
What our clients are saying .....	Page 1
Survey chance to win a gift card! .....	Page 2
How good is your web browser's security? .....	Page 2
Gmail gets anti-phishing enhancements .....	Page 2
Shiny gadget of the month: Tertill: The solar powered weeding robot .....	Page 3
TRIVIA .....	Page 3
Services we offer.....	Page 4
Have you seen the new Network Services website yet? .....	Page 4

## Ransomware is here to stay, but it might not be your money it's after

Throughout 2017 we have seen ransomware attacks that range in scale from single businesses to hundreds of thousands of computers throughout the world.



A recent report [Kaspersky Lab's APT Trends report for Q2 2017](#) has mentioned some interesting facts and trends. Recently with the WannaCry attack and ExPetr attack that first appeared as ransomware seemed to have more of a goal of data destruction instead of a payout. The quick spread on a global scale and high profile puts their account front and center, which makes it more difficult for the attackers to cash out. This style of cyber-attack is believed to remain a trend for 2017 according to the report. The report also goes as far to say that it is likely that energy companies and other infrastructure may be in the cross hairs for hackers due to the impact it would have on a region or country.

There is still some good news in all of this. Researchers did note that the exploitation of known vulnerabilities have been the key for these types of attacks. Users should make sure their systems are up to date and patched in order to give them the best chance of fending off one of these attacks.

## What our clients are saying: Cooper Wilbert Vault Co.

“When we first switched to SWK they recommended that we setup our network on Microsoft Exchange/Microsoft 360. This was one of the best things we ever did. It helped streamline everything. However, this is one of the great things about SWK, is that if they see something that would really benefit you as a company and save time and money they will introduce it to you, not as a SALE, but as something that will help you in your business. Hands down having SWK as an extension of our company. We now feel like we have a dependable IT Department. “

Beth Cooper  
Cooper Wilbert Vault Co.

*Wilbert.*

## Two ways to WIN a gift card!

It only takes a minute and YOU could be our next winner!

### Last Month's Contest Winner:

**Beverly Federman**  
**Chowns Fabrication and Rigging**

Please complete our brief survey in order to be placed in the running to win this month's gift card prize!

1. **What do you like most about our services?**
2. **Tell us about a specific experience with us that you were happy with.**
3. **What are the biggest benefits you've received or experienced since hiring us?**
4. **What can we improve?**

Email Jon Stiles  
(jonathan.stiles@swktech.com) with your responses

OR

Fill out our online form:  
<http://bit.ly/nwsnews-survey>  
before **September 8th** to get your name in the hat.

**You could win a \$25 Gift Card!**



## Gmail gets anti-phishing enhancements



Although hackers continue to develop new viruses and bug exploits, the most effective weapon in their arsenal is a simple email. All a would-be cybercriminal has to do is write a convincing message (or pretend to be a trustworthy entity) to persuade a victim to download a malware-ridden file or surrender their personal information. This ruse is known by many as a phishing scam. To protect users from these attacks, Google recently released some new anti-phishing features for

Gmail. Read on below to find out more.

### Machine learning

Google is approaching email security the same way they've been developing their products, with machine learning technology. Phishing scams usually follow a predictable pattern when you analyze them. Knowing this, Gmail experts developed an algorithm that analyzes phishing and spam patterns and updates Google's security database in real time.

When the same phishing attempt is made, Gmail flags potentially dangerous messages and sends them through Google's Safe Browsing feature, where message links and file attachments are tested for malicious activity. According to Google, around 50 to 70 percent of emails that get sent to Gmail accounts are spam and phishing emails, but with the new detection algorithm, Gmail can block 99.9% of them.

### Click-time warnings

Google has also added precautions for suspicious links. When you accidentally click on an unsolicited link in a message, Gmail will redirect you to a security page titled: "Warning — phishing (web forgery) suspected."

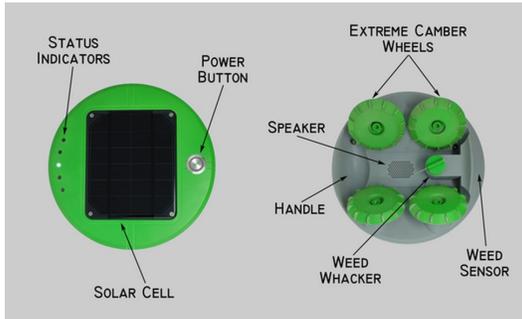
Although Google does not completely block access to the link (in case of false positives), it advises you to be extremely careful if you do decide to proceed.

### External reply warnings

Another enhancement focuses on securing reply messages. The Gmail feature warns users when they are about to send a reply to an address that is not in their contact list or company domain. This small improvement is designed to prevent users from giving away sensitive information to third-parties.

Every Gmail user can take advantage of these new security controls today, but it's important to keep in mind that these can't replace security awareness. Even Google has mentioned that these features are complements to existing security systems and best practices. Being able to identify what is or isn't a scam can go a long way in protecting your business.

## Shiny gadget of the month: Tertill: The solar powered weeding robot



Now that it is August and we have gotten to experience the heat of the summer. You are probably also sick of doing yard work and most of all...weeding. I'm pretty sure everyone hates weeding, you have to get dirty and kneel or bend over in the sun pulling out weeds from your garden or flower bed. Joe Jones, the inventor of the Roomba hates weeding too, so he came up with Tertill, a solar powered weeding robot. The idea might sound a little crazy, but it really does seem like it could work. In fact it has more than doubled its fundraising goal and has been featured all across news sites and publications.

Tertill is solar-powered and weatherproof so you never need to bring it in and it will continue to weed your garden every day. Using a variety of sensors, it patrols your garden each day, avoiding plants (based on height) and uses a little weed whacker to take out the weeds. If you have a plant that is still small they provide you with plant collars that you can use to protect them until they are big enough. If Tertill touches a plant the sensitive sensors on its shell have it turn away, like a Roomba.

Since it uses a battery Tertill can store up energy for cloudy days and patrol less frequently than on sunny days. It even has sensors to protect itself should a wheel get jammed. The only thing that you really need to do is establish a barrier for the garden, such as a small fence or edging that is more than a couple inches high.

The idea of never having to weed a garden seems pretty awesome. I know I could certainly appreciate not having to spend time each weekend dealing with weeding. Right now the early bird offers have sold out, but there are still pre-orders available. Tertill is estimated to launch in May 2018 for \$249. It will be interesting to see how it works out. Check it out here <http://bit.ly/tertilleweeder>.

## Why businesses need a UPS

Power outages caused by utility failure, accidents, and natural disasters such as storms, flooding, or earthquakes are inevitable. There's very little you can do to prevent any of these from happening, but you can avoid the consequences to your business by using an Uninterruptible Power Supply (UPS).



### *What is an uninterruptible power supply?*

An uninterruptible power supply is an essential piece of hardware that protects both your computer and your data. It provides a backup power source in case of main power failures caused by electrical current problems such as blackouts, brownouts, and power spikes.

Smaller UPS units can protect individual computers while larger models can power multiple devices or an entire office. Small businesses can opt for individual UPS units, which should be enough to back up critical computers and other devices that are key to business continuity.

### *Benefits of having UPS*

It's a known fact that power outages can damage or completely destroy electronic equipment, especially computers. Unexpected computer shutdown can cause great damage to your computer hardware and make you lose unsaved data. A UPS ensures you never experience such a scenario.

Here are other ways that a UPS benefits your systems:

### *Uninterrupted power flow during power surges*

When you have UPS, the voltage that passes from the main electrical lines to your devices is consistently stabilized. This protects your computers from power surges, which happen when the voltage in other equipment suddenly rises.

### *Refined and filtered power supply*

It normalizes power levels so that your computers are protected against dips and spikes caused by lightning or an abnormal power supply that usually comes from restored power after a blackout.

### *Instant power during brownouts*

An uninterruptible power supply guarantees your operations' continuity. In the event of short-term interruptions, it gives you enough time to switch to a larger, more stable power supply such as a generator. But unlike a generator, it provides instant power to your equipment at the exact moment the power goes out.

### *Does your business need a UPS?*

If you're purchasing new computers for your small business, a UPS is an invaluable addition. Businesses that require constant power to function such as hospitals, banks, academic institutions, manufacturing companies, and any business for which storing and processing data are critical tasks can benefit from uninterrupted power.

Determining the type of UPS for your business as well as installing and maintaining it may require the expertise of professionals. We have experts who could provide you with information on properly operating a UPS, replacing its battery, identifying devices that should never be connected to it, and other safety tips. Call us today for advice.

## Gift Card Trivia!

This month's question is:

What was it believed that goal of the WannaCry attack was? (*Hint: The answer is in this newsletter.*)

- Money
- Power
- Data Destruction
- Stealing Data

Please email Jon Stiles ([jonathan.stiles@swktech.com](mailto:jonathan.stiles@swktech.com)) with your answer by **September 8th**, in order to be placed in the running for this month's gift card prize!

## We can help you with:

- Complete network management and support
- Troubleshooting and problem solving on all PCs and Macs
- Cloud services and virtualization
- Hardware installation and support
- Virus / spyware removal and protection
- Security solutions
- VPN (Virtual Private Networks)
- Remote access / Mobile computing
- Server installations and upgrades
- Spam filtering
- Hosted email
- Web content filtering
- System backups, on-site and off-site
- Help desk

### Contact us

Give us a call for more information about our services and products.

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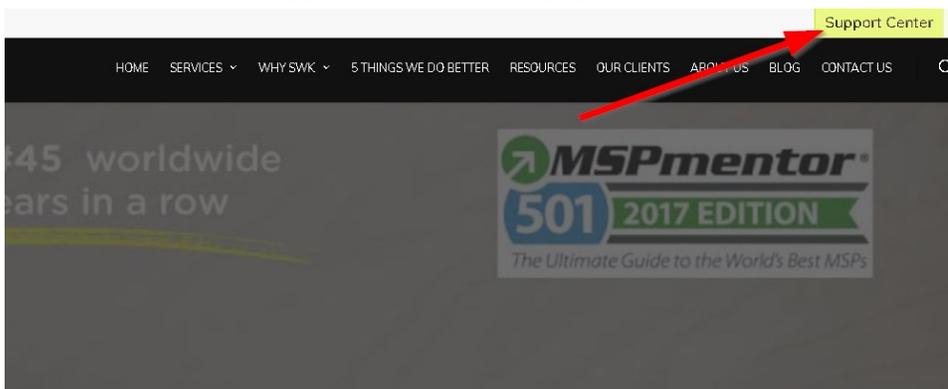
Visit us on the web at

[www.swknetworkservices.com](http://www.swknetworkservices.com)



## Have you seen the new Network Services website yet?

SWK Network Services (NWS) is proud to announce the launch of their very own website [www.swknetworkservices.com](http://www.swknetworkservices.com). The new website brings more information about the NWS team and what we have to offer, possibly things you never even knew! More importantly there is a new [Support Center](#) button located at the top right corner of the site (see screenshot for reference). The support center will give you easy access to a single location where you can log into the customer portal, log a ticket, or connect with a technician all in one place (\*Note you will still be able to access support and our normal pages on [www.swktech.com](http://www.swktech.com) as normal).



Curious about some of the folks you've been working with here? Take a look on our [About Us](#) page to get to know a little more about some of the friendly faces of the NWS team. There are even helpful resources such as white papers, past newsletters, and our blog.

Our mission is to delight our customers and this is just another

small step we are taking to accomplish that. We will be continually updating and improving our website in the future, so check back often!