

# IT Strategy Brief

ISSUE 11 | VOL 3 | November 2017

INTEGRATE SEAMLESSLY



## "Useful Technology Ideas for Your Business"

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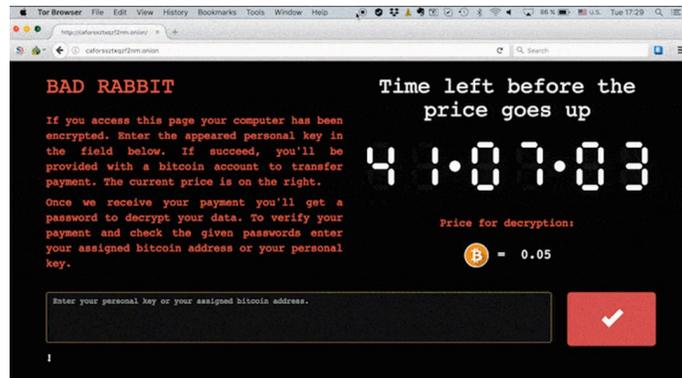
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## Bad Rabbit Attack

No, this is not the rabbit from Monty Python and the Holy Grail, this is a new cyber-attack. At the time of writing this article the attack has hit Russia, the Ukraine, and parts of Europe, and is even starting to spread into the US.

The Bad Rabbit ransomware is spread by way of drive-by downloads on infected websites. There are no exploits being used for this. It is disguised as a Flash update, where you are prompted to install an update, but instead are given a malicious file.

Users who get infected are prompted with a screen to pay within the first 40 hours otherwise the price will go up. The starting demand is 0.05 bitcoin which ends up being about \$285. However, there are more troubling things about this ransomware...



Continued on page 3...

## What our clients are saying: Parts Life

"Help is always available at SWK Technologies when you need it. Their staff is friendly and courteous. They get back to you promptly and stay on top of your issue. It's a pleasure working with a company that cares."

Meredee Parsons  
Parts Life, Inc.



Get More Free Tips, Tools, and Services on Our Website: [www.swktech.com](http://www.swktech.com)

## Two ways to WIN a gift card!

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

### Last Month's Contest Winner:

John Evanich  
Tangibl Consulting, LLC

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 **December 4th** to get your name in the hat.

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



## Nearly half of businesses have been a victim of a cyber-attack, many didn't even know

Would you know if your business was hit by a cyber-attack? According to Nationwide's third annual survey of over 1,000 business owners with between 1 – 299 employees, many did not. Their survey found that many owners did not understand what even constitutes an attack. Only 13% said they had experienced one, until they saw a list and then that number jumped to 58% (see infographic).

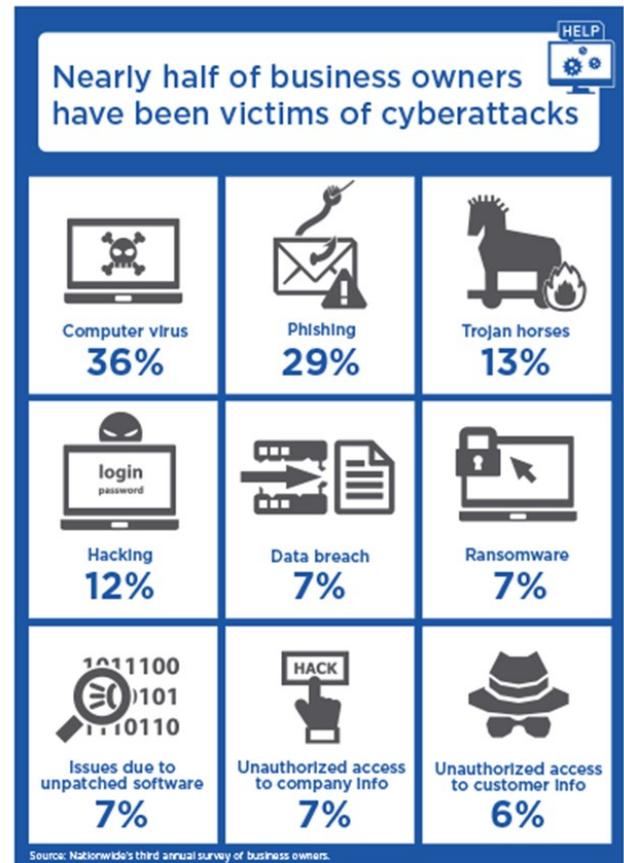
They also found that more than 20% of victims spent at least \$50,000 and took more than six months to recover, with 5% saying it cost them even more and took a year or longer to recover.

These attacks are not always on large companies either, many happen to SMB's. Having a resource in place to be able to manage their network was an issue too. 57% of these smaller companies did not have a dedicated employee or managed service provider to monitor for cyber-attacks, so there's a good chance some are not even detecting attacks.

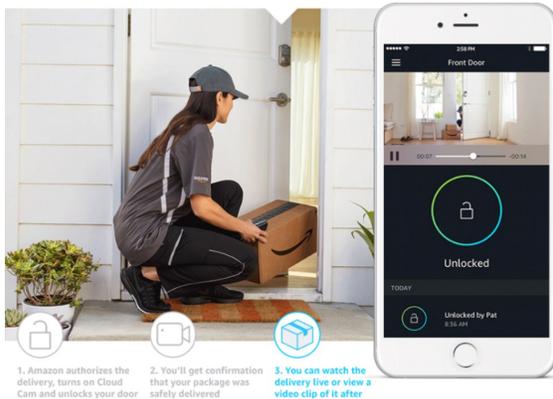
A large majority of owners acknowledged that it is important to have your network managed to some capacity and to establish cyber-security best practices many owners still don't. In fact only around half or less actually followed through on it. To take things a step further, more than half do not have a plan for cyber-attack response, protecting employee data, or even customer data. The consequences for losing customer data alone could be catastrophic as you have likely seen by companies like Equifax recently.

These numbers show the importance of monitoring your network and being prepared for a cyber-attack. At the rate things are going it is simply a matter of when, not if an attack hits your business.

If you have questions or are interested in finding out more about how to protect yourself just give us a call or shoot us an email, we're here to help.



## Shiny gadget of the month: Amazon Key



Smart homes and technology can be great. Amazon has been beefing up their smart home offering consistently over the past couple years or so and since it has a number of devices that are already in your home why not let a person in next. Yes, the Amazon Key is a technology package that allows Amazon to deliver into your home while you are away.

Initially it will be rolling out in 37 US metropolitan areas. The idea is to help prevent package theft which is more common for city dwellers, but even happens in the suburbs too. Amazon hopes to eventually be able to incorporate this with local businesses such as house cleaners or dog walkers.

The concept is not revolutionary, Amazon had been offering lockers in nearby businesses that you could have items delivered to already. Walmart announced they would be testing straight to your fridge grocery delivery with smart locks and in-home delivery too.

The way this all works is with the use of an Amazon cloud cam and a smart lock. When the delivery person comes to the door they scan the package and knock first, if no one answers they use Amazon's delivery app to unlock the door to crack it open and drop the package inside, then lock the door with their phone. All while your cloud cam records this and you can even view remotely from your phone.

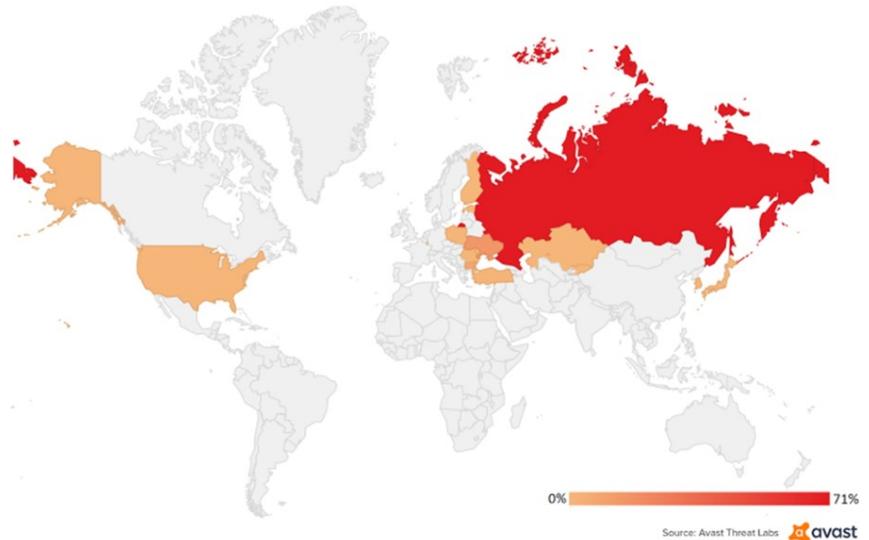
Obviously, this is not for everyone and many will look at it as another invasion of privacy like they do with smart home assistants that are always listening. The package also costs \$250 for the camera and smart lock. Amazon has stressed that they have trained employees on this and only Amazon delivery services will make these deliveries, not USPS or UPS, etc. They have also been instructed to not actually enter the home, but just to slip the package inside. It certainly seems like more and more businesses are trying to innovate and make life easier for some, but it will take some time before people warm up to ideas like this. It will be interesting to see how it is adopted in the coming months.

## Bad Rabbit Attack

Continued from page 1...

If this ransom note looks familiar it is because it is based on the Petya/Not Petya ransomware that took the world by storm over the summer. The ransomware is able to move laterally across an infected network too, so it is not confined to just the original infected machine. Initially it was reported that the ransomware was coming from media organizations and infrastructure in Russia and the Ukraine, but it has since spread to other countries as well.

[Avast](#) created a map of BadRabbit attacks to show you its reach:



At this time it is unknown who is behind it, it is suspected that the creator could have also been behind the NotPetya attack from the summer, but as always victims are encouraged not to pay. If you are searching the web always be wary of anything that might appear not quite right. When it comes to downloads, it is always better to go directly to the software's website directly for updates if you are unsure.

## Gift Card Trivia!

This month's question is:

20% of the victims from the Nationwide survey said they spent \_\_\_\_ or more to recover from a cyber-attack? (*Hint: The answer is in this newsletter.*)

- \$5,000
- \$10,000
- \$25,000
- \$50,000

Please email Jon Stiles ([jonathan.stiles@swktech.com](mailto:jonathan.stiles@swktech.com)) with your answer by **December 4th**, 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.

### SWK Technologies, Inc.

#### South Jersey

650 Grove Road, Suite 106  
West Deptford, NJ 08066

#### North Jersey

120 Eagle Rock Ave., Suite 330  
East Hanover, NJ 07936

Phone: 856.956.5800

Fax: 856.845.6466

Visit us on the web at

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



## Team SWK is Making a Difference



As you all know, the breast cancer walk was October 22 and the day was just beautiful for a 5K walk around Cooper River Park. We were the #1 team having raised a remarkable **\$10,731** this year! This makes our amount donated to MSABC over \$40,000 since we started doing this.

The money we have raised will help The American Cancer Society invest in more innovative breast cancer research, provide free comprehensive information and support to more

people touched by the disease, and help more people reduce their breast cancer risk.

**SWK would like to thank all of our donors**, these are the people that come back year after year to support us, and we wouldn't be able to do this without them.

Thank you all for your dedication in getting donations and participating in the walk! This is really unbelievable and we should all be very proud!

Awesome job!

LJ

### TOP TEAMS

SWK Technologies	\$10,731
Cancer Crushers	\$6,380
Ra Ta Tatas	\$5,538
Wendy's Walkers	\$4,939
South Jersey Radiology	\$4,441
Distribution One	\$4,412
Ann's Army	\$3,936
Team Vaccaro	\$3,341
Gerri's Precious Angels	\$3,040
We're Breast Friends	\$2,721