



Ribb"IT" Review

"Insider Tips To Make Your Business Run Faster, Easier, And More Profitably" Issue 7 Volume 05 July 2015



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

- Alex Bleam, Frogworks

An Urgent Security Warning For Businesses Running Microsoft Server 2003 (And A Limited Free Assessment Offer)

On July 14, 2015, Microsoft is officially retiring Windows Server 2003 and will no longer be offering support, updates, or security patches. That means any server with this operating system installed will be **completely exposed to serious hacker attacks** aimed at taking control of your network, stealing data, crashing your system, and inflicting a host of other business-crippling problems you do NOT want to have to deal with.

This is a threat that should not be ignored; if you don't want cybercriminals running rampant in your company's server, you **MUST** upgrade before that deadline. To assist our clients and friends in this transition, we're offering a **Free Microsoft Risk Assessment And Migration Plan**. At no cost, we'll come to your office and conduct our proprietary 27-Point Risk Assessment — a process that's taken us over 10 years to perfect — to not only determine what specific computers and servers will be affected by this announcement, but also to assess other security, backup, and efficiency factors that could be costing you in productivity and hard dollars.



After performing this Assessment for hundreds of companies like yours, I'm confident that we will not only be able to expose a number of security risks and issues that you weren't aware of, but also find ways to make your business **FAR** more efficient and productive.

To Schedule Your FREE Risk Assessment Today, Visit www.GetFrogworks.com/Server2003 Or Call Us Direct At 240-880-1944

***Due to staff and time limitations, we'll only be able to offer this until July 31, 2015 or to the first 10 businesses who contact us. (Sorry, no exceptions.)**

Inside This Issue...

Urgent Security Warning For Microsoft Server 2003 Users Page 1

The 5 Most Dangerous Pieces Of Information To Give In An Email Page 2

Free Report: Introduction To Cloud Computing Page 2

Shiny Gadget: Navdy Page 3

"It Never Hurts To Ask" Page 3

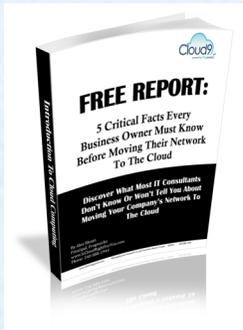
Vacation Alert! The ONE Thing You And Your Employees Should NEVER Do When On Vacation Page 4

Great Starting Salary Page 4



Attention Rapidly Growing Business Owners:

**If You Are Considering Office
365, Google Apps, Or Some
Other Cloud Computing
For Your Company,
**Don't Do Anything **
Until You Read This
Important Free Report**



If you are the owner of a rapidly growing firm facing a server refresh, and are considering cloud computing or Office 365 to save money and simplify IT, it is extremely important that you get and read our new special report, **"5 Critical Facts Every Business Owner Must Know Before Moving Their Network To The Cloud."**

This report discusses in simple, non-technical terms the pros and cons of cloud computing, data security, and how to choose a cloud provider, as well as 3 little-known facts that most IT consultants don't know, or won't tell you, about cloud computing that could end up causing you MORE problems, and costing you more money than you anticipated.

Even if you aren't ready to move to the cloud yet, this report will give you the right information and questions to ask when the time comes.

Request Your FREE Copy Now:

www.IsCloudRightForYou.com

The 5 Most Dangerous Pieces Of Information To Give In An Email

In the book *Spam Nation*, investigative journalist and cybersecurity expert Brian Krebs revealed the single most effective (and relied upon) way cybercrime rings gain access to your bank account, credit cards, and identity. Ready for it? Email.

Whether it's opening an attachment infected by a virus, or a phishing scam where you unknowingly give up your login to a critical web site, email still remains the most popular and reliable way digital thieves can rob you blind, steal your identity, and wreak havoc on your network. Worst of all? You're INVITING them in! While there are a number of things you need to do to protect yourself, here are five pieces of information you (and your team) should NEVER put in an email:

1. **Your social security number.** Think of this as your "bank account" number with the government. You should never email this to anyone because it can be used to open credit cards and steal your identity.
2. **Banking information.** Your bank account numbers, routing number, and online banking login credentials should never be emailed. Further, avoid sending a voided, blank check as an attachment to an email.
3. **Your credit and/or debit card information.** NEVER update a credit card via an email! If you need to update a card with a vendor, there are two safe ways to do this. The first is to log in to your vendor's secured site by going to the URL and logging in. Do NOT click on a link in an email to go to any web site to update your account password or credit card! Hackers are masters at creating VERY legit-looking emails designed to fool you into logging in to their spoof site, which LOOKS very similar to a trusted web site, to enter your username, password, and other financial details, thereby gaining access. Another way to update your account is to simply CALL the vendor directly.
4. **Login credentials and passwords.** You should never share your passwords or answers to security questions with anyone for any site, period.
5. **Financial documents.** An ATTACHMENT that includes any of the above is just as dangerous to email as typing it in. Never email any type of financial documents (or scans of documents) to your CPA, financial advisor, bank, etc.

Remember: Banks, credit card companies, and the government will never ask you to click a link to provide them with any of the five items above. If you get an email requesting you to update any of the above information, there's a good chance it's a phishing email from a hacker. Don't be fooled!



Monthly Spiritual Spark:

"Clean house! Make a clean sweep of malice and pretense!"

—1 Peter 2:1

Shiny New Gadget Of The Month:



Navdy

Many of us realize how dangerous it is to check email or text messages while we're driving, but we don't feel like we can afford to ignore our phone. Brand-new product Navdy to the rescue!

Navdy is a transparent Head-Up Display (HUD) that projects information as if it's floating six feet in front of you. It's very similar to what commercial airline pilots use. Navdy works with any car, and with all iPhones and Androids.

Using the apps you already have on your phone, and with no service plans required, Navdy allows you to focus on the road and not on your phone.

As a phone call comes in, Navdy's built-in camera allows you to simply swipe in midair to answer calls (or dismiss them,) so you no longer have to fumble with buttons or touch screens. Plus, Navdy's voice recognition uses the voice commands you're already familiar with, whether you use Google Now or Siri.

Any notification on your phone (such as text messages or social media) can be played, read aloud, or disabled, based on your preferences. Navdy even allows you to keep your teenagers safe by giving you parental controls.

The product is rumored to retail at \$499, but is available now for pre-order for \$299. Just visit their web site at: www.Navdy.com.

“It Never Hurts To Ask”

“It never hurts to ask.”

We often hear that said. But is it true? Recently someone asked me for a favor. The request came in an impersonal form email. I had some business dealings with this person many years ago. Since then, I had heard from them only once when they asked another favor.

I was being asked to promote something on my social media network. The request did not offer an excerpt, a preview, a sample or any compelling reason why I should offer my assistance and ping the people on my email list.

I thought, “Why should I help?” The implied assumption that I owed this individual something, or that I should help for no reason other than that they asked, seemed a bit off-putting. Have I helped an unfamiliar person before? Yes, there have been circumstances where I was glad to do so.

But “Do this for me because our paths crossed” is not a good reason. Sometimes it *does* hurt to ask. Sometimes it comes across as inappropriate or entitled. Asking someone for a favor when you have no relationship with them *is* a bad idea. Naturally, most people like to help — but very few people like to waste their time or energy. And *nobody* likes to feel someone has taken advantage of them.

There's nothing wrong with asking for a favor or assistance. Just make sure you ask the right person for the right reason in the right way. Otherwise, you might damage your reputation and your relationships.



Mark Sanborn, CSP, CPAE, is president of Sanborn & Associates, Inc., an idea studio dedicated to developing leaders in business and in life. Mark is an international best-selling author and noted authority on leadership, team-building, customer service, and change. Mark is the author of 8 books, including the best seller *The Fred Factor: How Passion in Your Work and Life Can Turn the Ordinary into the Extraordinary*, which has sold more than 1.6 million copies internationally. Learn more about Mark at: www.MarkSanborn.com.

Thought Leadership:

“It is okay to be disappointed, but it's never okay to be discouraged.”

—**Dr. Nido Qubein, High Point University**



The Lighter Side: Great Starting Salary



Fresh out of business school, the young man answered a want ad for an accountant. Now he was being interviewed by a highly agitated, arrogant little man who ran a small business that he had started from scratch.

“I need someone with an accounting degree,” the man said. “But mainly, I’m looking for someone to do my worrying for me.”

“How’s that?” the would-be accountant asked.

“I worry about a lot of things,” the man said. “But I don’t want to have to worry about money. Your job will be to take all the money worries off my back.”

“I see,” the accountant said. “And how much will my position pay?”

“I’ll start you at 85,000,” responded the owner decisively.

“Eighty-five thousand dollars!” the accountant exclaimed. “How can such a small business afford a sum like that?”

“That,” the owner said, “is your first worry. Now get to work.”

Vacation Alert! The ONE Thing You And Your Employees Should NEVER Do When On Vacation

’Tis the season when you and your team will be taking a little time off to head to the beach or your favorite vacation spot, and while we know we *should* completely disconnect from work, most of us will still check email and do a little work while away — and that could end up causing some issues if you’re not careful while working remotely.

So before you head off to have a little fun with your laptop tucked under your arm, keep this in mind: never automatically connect to “any available network.” Not all Internet connections are secure, so if you’re going to log in to the company’s network, email, or other critical cloud apps that are hosting sensitive information, **ONLY** do so on a trusted, secured WiFi, and **NEVER** a public one. We recommend investing in a personal MiFi device that acts as a mobile WiFi hotspot **IF** you’re going to be traveling a lot and accessing company info.

Second, turn off the ability to automatically connect for all of your mobile devices and laptops. You will still be able to connect manually, but it will prevent your laptop or device from connecting to a questionable network without your consent or knowledge.

Finally, disable all printer and file-sharing options on your mobile devices. This is another way hackers can gain access to your network. In an ideal world, you and your employees would take a true break from work, but if they aren’t able to completely detach themselves, then at least require them to stay safe using the above tips.



Your Chance To WIN A \$25 Gift Card To Cold Stone Creamery!

The Grand Prize Winner of last month’s Trivia Challenge Quiz—and AMC Theater gift card—is Carol Jones-Ramirez, Inova Medical Group Neurology in Alexandria, VA! She correctly answered our quiz question from last month:

June was named after the Roman goddess Juno. She was the goddess of what?

- a) marriage and childbirth
- b) fruit and trees
- c) religion
- d) love and beauty

The correct answer was A. Now, here’s this month’s trivia question. The winner will receive a gift card to Cold Stone Creamery!

Take our monthly “Trivia Challenge,” and you could win too!

Send me an email with “Trivia” in the subject line and your answer: Trivia@GetFrogworks.com

Which kind of animal did Florence Nightingale often carry around in her pocket?

- a) Kitten
- b) Puppy
- c) Owl
- d) Snake