



TECHNOLOGY TIMES

Insider Tips to Help Your Business Run Faster, Easier and More Profitably



Thomas Hill, President & Founder

"We will strive to proactively contribute to our clients' success."

Happy Mother's Day to All the Special Moms in Our Lives



May 12th

TRIVIA CONGRATULATIONS

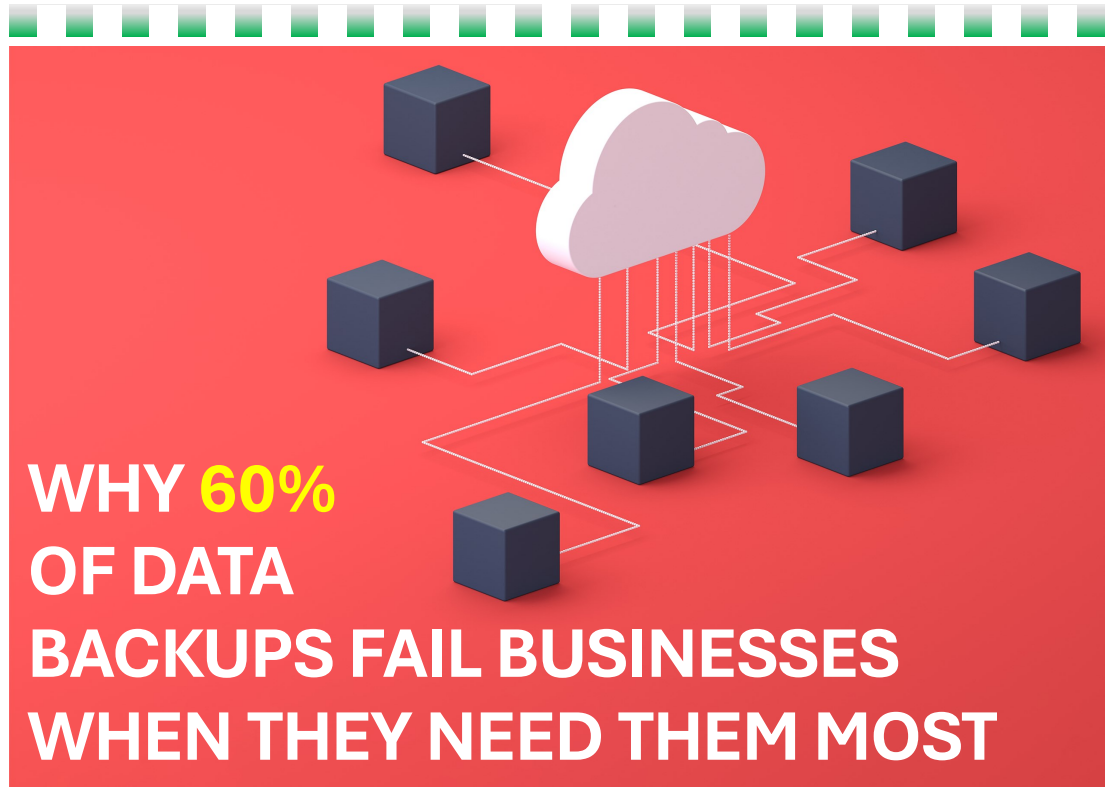
Kimberly Berry
with



DRS. CAMPBELL CUNNINGHAM
TAYLOR & HAUN

Who knew that April showers bring
May flowers.

**TURN TO PAGE 2 FOR
THIS MONTHS TRIVIA**



WHY 60% OF DATA BACKUPS FAIL BUSINESSES WHEN THEY NEED THEM MOST

From natural disasters and cyber-attacks to accidental deletion, there are many reasons a business needs to back up its data. However, Avast's latest findings on disaster recovery highlight an alarming issue for small and medium-sized businesses (SMBs): 60% of data backups are not fully successful, and half of the attempts to recover data from these backups don't work. This leads to businesses being offline for an average of 79 minutes, costing them roughly \$84,650 for every hour of downtime.

Still, not all backups are created equal. It's important you're aware of backup best practices, so you're confident your backup solution will work when you need it most.

Why Backups Are Failing

There are a few common reasons backups are incomplete or a restoration fails:

- **Backup products are unreliable:** When it comes to backups, you get what you pay for. Free or cheap solutions may not offer the robust

features of more expensive products. This can result in backups that are not as secure or reliable.

- **Backup times are not optimal.** If backups are scheduled during hightraffic periods or when data is being heavily modified, there's a risk that not all data will be captured.
- **Compatibility issues.** As your business evolves, so do your systems and software. However, new systems may not always be fully compatible with existing backup solutions. This can lead to situations where data is not properly saved or, even if it is, cannot be restored correctly because the formats or systems are no longer aligned.
- **Human error.** Mistakes such as incorrectly configuring backup parameters, accidentally deleting crucial files or ignoring backup schedules and alerts can lead to backup failures.

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Cyber-attacks and other disasters are a constant threat. If your backup fails and you get hacked, you might lose data permanently. Additionally, health care and finance organizations have strict compliance regulations around data handling, and failed backups can result in fines, legal challenges and a damaged reputation.

Best Practices For Successful Data Backup And Restoration

Reliable data backups and successful restoration are your lifeline in times of crisis. From choosing the right backup solution to regular testing and daily monitoring, these best practices protect your data from surprise disruptions, ensuring your business doesn't miss a beat, no matter what comes your way.

1. Pick a solid backup solution.

Don't just go for the big names in backup software; some might not deliver what they promise. Digging deep and finding a solution that suits your needs is essential. For example, immutable backups are a must-have for anyone needing to meet strict compliance rules, as they can't be changed or deleted, even by a ransomware attack. Talk with your IT provider about the backup technologies they're using for you, how quickly you can expect to recover data, what kind

of downtime you might face and whether your backups are on the cloud, local or a mix of both. Make sure your backup ticks all the boxes for compliance, especially if you're in a sensitive field like health care.

2. Use the 3-2-1 rule. Once you have a reliable backup solution, consider using the 3-2-1 backup rule, a standard set of best practices for data recovery. The rule recommends storing three copies of your data in two different formats, with one copy stored off-site. This significantly reduces your risk of total data loss.

3. Make sure a backup status report is being generated regularly.

Ensure someone – either you or someone on your IT team – is checking the backup status regularly. Incomplete backups should be followed up on immediately. Even if your IT team receives a daily report, ask to have a monthly report delivered to you too, so you can verify that your backups are successful.

4. Do regular restore tests.

Like a fire drill for your data, do a trial run and restore some files or even the whole server every few months to ensure everything works as it should. It's one thing to have backups, but another to ensure they are in good condition and the data can be retrieved as expected.

"Very patient and helped me get the answers I need. You guys are awesome! Thanks for the help. We look forward to working with you for many years!"

Andrew Wallace

Comprehensive Financial Service



Don't Ignore Your Data Backups!

Backups might seem like one of those "set and forget" tasks, but when disaster strikes – be it a flood, fire or cyber-attack – your backup could be what saves your business. If you haven't already, start a conversation with your IT provider and make sure your backup strategy is solid and reliable.

Here is your chance to win
Lunch On Us!
This Month's

TRIVIA

What was Google's original name?

Email your answer to
RHill@CDTechnology.com
A winner will be randomly selected
from all correct responses.

FREE REPORT:

12 Little-Known Facts Every Business Owner Must Know About Data Backup And Disaster Recovery

You Will Learn:

- The only way to know for SURE your data can be recovered if lost, corrupted or deleted – yet fewer than 10% of businesses have this in place.
- Seven things you should absolutely demand from any off-site backup service.
- Where many backups fail and give you a false sense of security.
- The #1 cause of data loss that businesses don't even think about until their data is erased.

Claim your FREE copy today at

<https://www.CDTechnology.com/12backup>

PROTECT YOUR DATA

"12 Little-Known Facts Every Business Owner Must Know About Data Backup, Security And Disaster Recovery"



Discover What Most IT Consultants Don't Know Or Won't Tell You About Backing Up Your Data And Recovering It After A Disaster

DEEPAKES ARE COMING TO THE WORKPLACE

Deepfakes result from people using AI and machine-learning technology to make it seem like someone is saying something they never actually said. Like every other tech on the market, it can be used with good and bad intentions. For example, David Beckham appeared in a malaria awareness campaign, and AI enabled him to appear to speak nine different languages. On the other hand, pornographic deepfakes of Taylor Swift went viral on X (to the horror of Swifties worldwide), and audio deepfakes of Biden encouraging New Hampshire voters not to cast ballots caused concern among experts.

However, deepfakes aren't happening only to high-profile politicians and celebrities – they are quickly making their way into the workplace. In April 2023, forensics research company Regula reported that one-third of businesses worldwide had already been attacked by deepfake audio (37%) and video (29%) fraud. Regula also noted that the average cost of identity fraud, including deepfakes, costs global SMBs \$200,000+.

How Deepfakes Are Impacting The Workplace

While deepfake technology is used to commit a variety of crimes, there are two ways deepfakes currently cause harm to businesses like yours:

1. Impersonation/Identity Fraud Schemes
2. Harm To Company Reputation

One of the most common deepfake attacks is when AI impersonates an executive's voice to steal credentials or request money transfers from employees. Other attacks include deepfake videos or audio of a CEO or employee used to disseminate false information online that could negatively affect a brand. More than 40% of businesses have already experienced a deepfake attack, according to authentication experts at ID R&D.



What To Do About It

There are a few simple things you can do to prevent deepfakes from having damaging consequences on your business.

1. Review policies around technology and communication

Ensure you have transparent communication practices and that your team knows how communications are used internally. Would a company executive ever call an employee to place an official request for money or information? If not, employees should be suspicious. Also, encourage employees to verify any e-mail or phone request they aren't sure about.

2. Include deepfake spotting in cyber security awareness training

Double-check that your cyber security awareness training covers how to spot deepfakes. Things to look for include unnatural eye blinking, blurry face borders, artificial-looking skin, slow speech and unusual intonation.

3. Have a response plan

Deepfake attacks are in their infancy, and you can expect to see more attacks like this in the future. Be sure your company's leadership talks about how to respond if a deepfake attack impacts your company. Even though there's no perfect solution to the problem yet, the worst thing that can happen is to be caught unprepared.

Top 5 Reasons to Choose CD TECHNOLOGY

Call (865) 909-7606

To schedule a FREE

10 minute discovery call

1. Prompt Response Time

We begin working on your issue in 20 minutes or less during normal service hours.

2. We Have Been Serving East Tennessee for almost 3 decades.

As a locally owned and operated business, you are our neighbor!

3. We Are Your IT Service Department

WE take care of it. No blaming, no finger-pointing. We Focus on the Fix.

4. Freedom of Choice

There are No Long-Term Contracts to sign.

5. 90-Day Test Drive

What is better than risk-free?!



"Oh, that. We beefed up security."

Work Smarter Apps

A good productivity app shouldn't create more tasks -- it should shoulder some of your mental workload with thoughtful automations and a user-friendly interface. With the right app at your fingertips, you can dedicate your brainpower to more important things and move through your personal and professional to-do lists a little quicker.

1. IFTTT. The name rhymes with "gift" and stands for "if this, then that." This website and mobile app lets users create custom

automations between various online services and devices. You can instruct IFTTT to automatically mute your phone when meetings start or update spreadsheets when you receive receipts from payment platforms.

2. Canary Mail. This AI-powered email assistant composes emails for you and offers encrypted messages, read receipts, keyboard shortcuts, and a snooze button. It's worth a look for anyone who struggles to stay at inbox zero.

3. RescueTime. This time management

assistant monitors what you actually do on your computer and provides periodic reports to help you understand when and how you get distracted. Perfect for people who struggle with mindless browsing and social media use.

4. Focus To-Do. This to-do list app breaks work into timed intervals (which are called Pomodoros and last about 25 minutes) with short planned breaks. You'll learn how many Pomodoros your routine tasks really take and learn to organize your time more effectively.



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CD TECHNOLOGY - AFFORDABLE IT HELPDESK AND CYBER SECURITY SUPPORT IN 20 MINUTES OR LESS

Certification Empowers Team To Deliver

CD Technology has earned the World -Class Customer eXperience Trained (WCCXT) certification and receives TOP 3 recognition at an annual IT Conference in Nashville. This is the highest honor for service in our industry. This training was led by The DiJulius Group, whose consulting clients include Starbucks, Lexus, Ritz-Carlton, KeyBank, Nordstrom, and many more.

To become certified, companies must go through months of training and show that they've deployed the strategies in their business. A small percentage of those who go through the training earn their certification because of the transformation it requires.

The WCCXT was specifically designed for IT companies and managed services firms to train their staff on advanced customer experience concepts so that they can provide better service to their clients and customers and make the often-confusing world of technology, easy to understand.

"So many small businesses in East Tennessee



are underserved and unprotected from very real cyberthreats. Much of this is due to the IT industry's failure to explain in very complex, technical terms in language that anyone can understand. CD Technology is committed to providing the best service to our local

community and that meant training EVERYONE on how to present these issues in relevant ways to our clients so that they have the information they need to make the best decision instead of overwhelming them.

"We realize that this industry is known for its terrible client communications. Going through and becoming certified helped us have confidence that we'll be able to provide better service and a better experience than ever before." - Thomas Hill, CEO, CD Technology.

To date, less than 1% of IT companies have earned the right to be WCCXT certified and it will soon be seen as the gold standard in the industry for those that value excellent service and experience. We are so proud of this TOP 3 recognition, out of hundreds of MSP's and thankful for Melissa's leadership.

Contact Us

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