



TECHNOLOGY TIMES

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



Thomas Hill, President & Founder

"Responsiveness. That is what we will be known for. When a business is experiencing down time, every minute counts and they can count on us!"



Hackers Hate These 6 SMB Cybersecurity Tricks

(And Why They Work)



Happy Easter
Happy Spring

The perception that SMBs have limited resources, smaller budgets and often a "that won't happen to us" mindset makes them attractive to hackers. Although it's true that SMBs don't have the resources of Fortune 500 companies, you don't need that kind of money to protect your business. Here are six simple strategies hackers hate because they're affordable, surprisingly easy to set up and highly effective.

protection. Many platforms, including Google Workspace and Microsoft 365, already offer 2FA for free. Still, it's underutilized by SMBs, with an MFA adoption rate of only 34% or less, compared to 87% among large companies, according to JumpCloud's 2024 IT Trends Report. 2FA is very simple and effective - don't sit this tip out!

2 Updates

Cybercriminals love outdated software because it's full of unpatched vulnerabilities they can capitalize on. Ransomware attacks are notorious for targeting vulnerabilities in operating systems and applications months after security patches are available. Set up automatic updates for your systems, apps and software so you're always running the latest version. Employee awareness training, regular reminders and even revoking access until patches are installed can help hold employees accountable.

1 Two-Factor Authentication

The #1 way hackers get access to business accounts is through stolen credentials. Two-factor authentication (2FA) and multifactor authentication (MFA) have existed since the mid-2000s and remain among the best ways to protect your information. 2FA requires things to log in - your passwords and a second factor, like a text message code. If a hacker guesses or steals your password, they still can't get past that second layer of

TRIVIA CONGRATULATIONS

Melissa Flowers,



This month's trivia winner!

TURN TO PAGE 3 FOR THIS MONTH'S TRIVIA

3 Employee Training

Over 90% of data breaches start with phishing e-mails, CISA reports. Designed to look like real e-mails from banks, retail companies or coworkers, they are stuffed with harmful links designed to steal your passwords and data. Cybercriminals bank on naive employees who can't tell real e-mails from fake ones, and AI is making these e-mails even harder to detect. Regular employee awareness training is one of the top defenses against phishing attacks and can reduce phishing risks from 32.5% to 5% in 12 months, according to a recent study by KnowBe4. Research shows that the most effective employee awareness training includes real-world examples, simulated attacks and regular reinforcement through short, interactive training sessions.

4 Data Encryption

The modern world operates on data, and encrypting this data is the most effective method to protect it. In fact, most cybersecurity insurance policies require it. Encryption is like turning your information into code that only authorized people can unlock. Even if hackers intercept your e-mails or customer data, encryption keeps it useless to them. SMBs often hesitate due to costs or complexity, but modern tools

like Google Workspace and Microsoft 365 make it simpler and more affordable.

5 Limit Employee Access

Every employee with open access to every folder, file and document significantly increases the risk of accidental (or intentional) changes to your system. Setting up limited access can feel inconvenient initially, but it doesn't have to disrupt employee workflows. An experienced IT team will ensure that employees can run all the applications they need while having access only to what's necessary. For example, a marketing intern doesn't need the ability to access payroll data or network settings. If employees need access to complete specific tasks or projects, consider using a system that grants temporary admin access. Once their project is done, the access goes away.

6 Data Backups

Ransomware is one of the biggest threats facing SMBs today, with 46% having experienced attacks, according to a recent report by OpenText Cybersecurity. Hackers lock up your data and demand payment to get it back, but even payment isn't a guarantee you'll see your data again. Use the 3-2-1 rule – keep three copies of your data on two different types of storage me-

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*Jorge Sanabria
EXPOQUIP, INC.*



dia, with one stored off-site, such as in the cloud or on an external hard drive disconnected from your main network. Just as important: test your backups regularly. Nothing's worse than restoring your data after an attack, only to discover that your backups are incomplete or corrupted. These simple, cost-effective strategies are a nightmare for hackers and a boon for SMBs looking for more peace of mind. If any of these strategies are missing from your cybersecurity, now is the time to integrate them into your business.

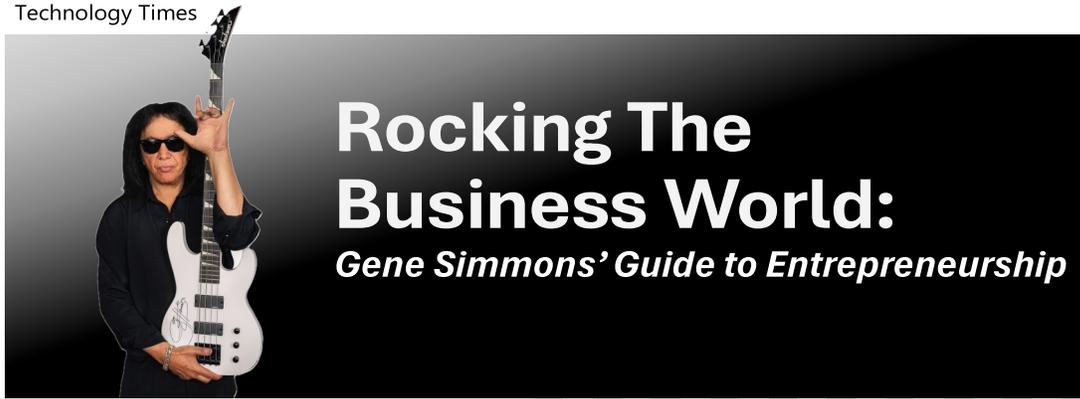
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Rocking The Business World:

Gene Simmons' Guide to Entrepreneurship

There's no denying Gene Simmons is a quirky character, even without the makeup. Globally renowned as a rock star in the band Kiss, it's no surprise he showed up to his interview at a recent IT industry conference (Tech Conferences ARE the best!) clad in all black and wearing dark sunglasses that seemed glued to his face. But behind the moody persona, Simmons is an incredibly successful entrepreneur with a net worth of \$400 million. However, it wasn't always this way.

Simmons opened up about his childhood, revealing a depth often masked by his public persona. "The fire in your belly, it never burns hotter than when you can remember what it felt like to be hungry," he explained. Simmons rose from a poverty-stricken childhood in Haifa, Israel, where he sold fruit roadside to survive. The son of a Holocaust survivor, Simmons learned early on that perseverance was nonnegotiable. In fact, he's critical of anyone with a passive work ethic. "There [are] so many opportunities. We're just sitting there going, 'I wish somebody would give me a chance,' and the chances are just going right by you," he said. What differentiates regular people from uber-successful ones, Simmons insisted, is their willingness to fall in love with the labor that success requires. "The most successful people in the world are no different than you are, except they work longer and harder, that's all."

Many Americans aren't taught about taxes or the workings of the economy during their school years, but that's no excuse to let opportunity pass us by. According to Simmons, understanding business is a personal responsibility - or, as he put it, an "inferred fiduciary duty to yourself." This means always looking for knowledge that positions you strategically for success. "Be at the right place, with the right thing and the right time. That's on you," he said

For any business leader, staying informed and having a continuous improvement mindset is critical to navigating the ever-shifting landscapes of capitalism and economic turbulence. This includes being open to diversification, another of Simmons' strategic business tips. His investments are not siloed in the music industry. Instead, they are spread from restaurant chains to reality TV. This approach cushions financial risks and opens up multiple revenue streams. "It really is because all the knowledge...is available on [the Internet] for free. The rest is just hard work," he pointed out. For Simmons, the secret is simple: tap into the vast online reservoir of information, pair it with relentless effort and keep innovating.

Most people consider business success strategic and tactful, not a particularly creative pursuit. But Simmons argued otherwise. "Business is art. Every step you take is either going to make you money or it's going to cost you money," he said. It's a delicate dance, and Simmons' rising journey from selling fruit in Haifa to building a vast empire exemplifies how determination and smart decision-making can turn adversity into opportunity. This underlines a vital truth for all entrepreneurs: success comes from seizing opportunities, continuous learning and unwavering commitment to innovation and excellence.



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Here is your chance to win
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This Month's

TRIVIA

Which Hollywood actress is also the co-founder of a technology called "frequency hopping" that laid a key foundation for future communication systems, including GPS, Bluetooth and Wi-Fi. Email your answer to RHill@CDTechnology.com

THE END IS NEAR!

Windows 10 Support Ends In 2025



What Does This Mean For Your Business?



No More Security Updates
Your systems will be at risk for cyber-attacks.



Software Compatibility Issues
Programs you rely on might stop working properly.



Compliance Risks
Running outdated systems could lead to fines or legal troubles.

Are You Prepared? Don't wait until it's too late. Talk to an expert about your options.

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IMPORTANT NEWS: Windows 10 Support Ends In 2025 – What Are Your Options?

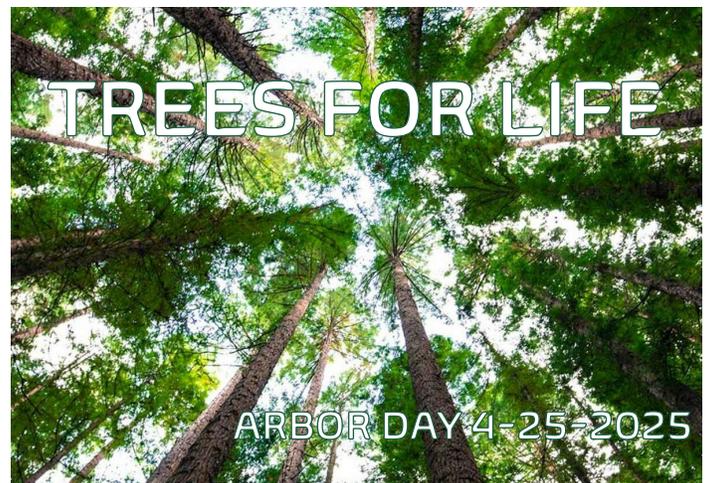
In 2025, Microsoft will stop providing critical services like security updates, leaving your business vulnerable to threats and potential downtime.

Here Are Your Options:

- Upgrade To Windows 11**
Not all devices will be compatible, so make sure to check with an IT expert.
- Buy A New PC**
For businesses with older machines, a hardware upgrade might be your best bet.
- Pay For Extended Security Updates**
Only available for up to three years (and it's not free).
- Switch To Linux**
For those willing to explore new systems.
- Do Nothing (NOT RECOMMENDED!)**
This could expose your business to cyber risks and compliance violations.

Don't Gamble With Your Business!
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Income Tax Deadline • APRIL 15



WELCOME



We want to officially welcome Chalet Village to our CD Technology community.

Chalet Village is where luxury meets mountains. Specializing in Gatlinburg Cabin & Chalet Rentals since 1972, the Chalet Village staff is committed to helping visitors choose the Gatlinburg cabin or chalet that is perfect for their vacation experience. Located near miles of hiking trails in the Great Smoky Mountains National Park, local and chain restaurants, art galleries, family-friendly attractions, outlet shops, unique mountain stores, dinner shows, and more, Chalet Village makes getting away to a cabin or chalet in Gatlinburg easy time and time again!

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April 2025

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CYBERSIDE CHAT

Fluffy Robot For Your Bag: Cute Or Creepy?

One of CES 2025's quirkiest (creepiest?) reveals was the Mirumi robot – a part-owl, part-sloth companion that clips to your bag and swivels its head to watch others as they stroll by. Created by Yukai Engineering, it's equal parts adorable and unsettling – perfect for sparking conversations or just freaking out strangers on your commute.

Smart Sharing: Location Updates Without Oversharing

Instead of sharing your location 24/7, choose "Share trip progress" in Google Maps or "Share ETA" in Apple Maps to send updates only when you're on the move. It's a simple, practical way to keep friends or family in the loop and stay safe during late-night rides or busy travel days.



Are You Using AI To Create Charts Yet?

You don't need to be a design expert; you just need to know how to ask the right questions. Try prompting, "What type of chart or visual would work here?" to let AI help you turn data into clear, impactful visuals in seconds.

Fitness Apps Are Tracking More Than Your Heart Rate

Apps like Fitbit, Strava and Nike Training Club don't just track your workouts – they also sell your data to advertisers. Since around 80% of top apps share your info, it's a good idea to review and limit your sharing permissions to protect your privacy.

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

Innovative Tech Trends To Explore In 2025

April showers bring...fresh tech ideas! Forget smart vacuums or noise-canceling earbuds; 2025 offers AI-powered communication coaches, advanced collaboration tools and wearable tech that can shape the way you do business.

1 Real-Time AI Communication Coaches:

Employees working remotely often miss out on organic mentorship due to the lack of face-to-face interactions and genuine feedback. AI-powered conversational tools address this challenge by providing real-time feedback during video calls and analyzing tone, body language and phrasing. These tools are gaining traction across organizations, providing live feedback for professionals in sales, marketing and even public speaking.

Why it's a game-changer: AI-powered coaches democratize professional development, empowering smaller businesses to compete with larger competitors.

2 Advanced Collaboration Tools:

Video conferencing that translates language instantly, AI-powered meeting summaries and integrated team chats streamline remote work.

For example, a small design firm can collaborate on projects in real time with international freelancers, while a local restaurant chain might use mobile communication apps to update menus instantly across locations.

Why it's a game-changer: They break down language barriers and vastly improve team efficiency.

3 Wearable Tech:

In 2025, expect to see improved wearables like smart glasses, watches, rings, AR headsets and sensor-embedded clothing revolutionizing industries, including logistics, health care, retail and field services. Imagine logistics workers navigating warehouses with real-time inventory updates displayed in their smart glasses or health care professionals responding faster, thanks to instant access to patient vitals on their smartwatches.

Why it's a game-changer: Wearable provide instant data, reducing errors, and improve response times.

Embrace these innovations to simplify your life and future-proof your business in 2025.

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