

Sublime Technology Times

“Insider Tips to Make Your Business Run Faster, Easier and More Profitably”

Sublime Computer Services Service status update

We are working at full capacity to keep our clients computers working in these uncertain times. We are also taking all precaution to keep our people and our clients safe.

Service Desk – The service desk for Ultimate Care is running 24/7/365. No changes there.

Onsite Team – We are going onsite in the most effective and appropriate manner as possible. Our goal is to provide as close to our “normal” service as possible. We are wearing masks and keeping our distance.

New Gear – We are drop shipping computers directly onsite with a number of our clients who are capable of plugging up the cables. We are then configuring the systems from remote.

Thank you for letting us help.

July 2020



This monthly publication provided courtesy of Adam Bell President of Sublime Computer Services.

Our Mission: To build a community of successful minded entrepreneurs that inspires excellence, encourages collaboration and expands the capacity of all members to achieve great things.



3 Critical Cyber Security Protections EVERY Business Must Have In Place NOW To Avoid Being Hacked

Five years ago, you might have had state-of-the-art security protecting your business and network. You had the latest malware protection, highly rated firewalls and a great data backup plan. Maybe you even had a handbook on how to address cyberthreats. You were set. But then you forgot to do one crucial thing: you didn't stay up-to-date with your IT security policy.

This is a trap countless businesses fall into. They invest in great cyber security *once*. Five years ago, this was fantastic. The problem is that cyberthreats are constantly evolving. Methods used by hackers and cybercriminals have come a long way in the past five years. Criminals stay on top of what's going on in the IT security industry. They are always looking for new ways to steal your data and make a quick buck at your expense.

What can you do to stay up-to-date in an ever-changing digital world? Here are three things every business must do to protect itself.

Understand The Threats

It's easy to assume that hackers are trying to get into your network the “old-fashioned” way. You might picture them hacking your network trying to get your passwords and usernames or breaking through your firewall protection. While some hackers will do this (it's easy for them if you use simple passwords), many of today's cybercriminals rely on social engineering.

The most common form of social engineering is the phishing scam. The criminal sends you or your employees an e-mail, hoping someone will click a link or open an attached file. Cybercriminals have gotten VERY sophisticated. These e-mails can mimic

the look of a legitimate e-mail from a legitimate business, such as the local bank you work with or another company you buy from (or that buys from you). Social engineering is all about tricking people.

This is why you need a cyber security handbook – one that is regularly updated. It's something you can reference. Your team needs to know how to identify a phishing e-mail, and you need to have procedures in place for what to do if a questionable e-mail shows up. This helps keep your employees from becoming the weak link in your security setup.

Update, Update And Update

From software to hardware, you must stay updated. There is no such thing as “one-and-done” when it comes to network security. Something as simple as a wireless router can DESTROY your security if it's not regularly updated. Hackers are always looking for vulnerabilities in both hardware and software, and when they find them, they WILL exploit them.

What happens when a piece of hardware (like a router) is no longer supported by the manufacturer? This occurs all the time, particularly as hardware ages.

Manufacturers and developers drop support for their older technology so they can focus on their newer products. When they drop support for a product you use, this is a good indicator that you need to replace that piece of hardware. The same applies to software.

You might balk at the cost of buying new technology, but in the long run, the cost is well worth it. Think of the cost of buying a new router versus the cost of cleaning up after a data breach. Some small businesses never recover after a hack – it's just too expensive. Keep your malware software updated, keep your firewall updated, keep your cloud backups updated and keep all your devices and software UPDATED!

Invest In Proactive Network Monitoring

When it comes to the security of your network and overall business, being proactive can make a huge difference. Proactive monitoring means your network is being watched 24/7. Every little ping or access to your network is watched and assessed. If a threat is found, then it can be stopped.

The great thing about proactive network monitoring is that you can customize it. Want to know about every threat? You can request a real-time report. Only want updates once a day or once a week? That can be done too! This approach means you have one less thing to think about. Someone is always keeping an eye on your network, making sure the bad guys stay out.

You might think, “How am I going to do all this?” You don't have to go it alone – and you shouldn't. Work with an IT services firm. Work together to find the best solutions for your business. When you work with IT specialists, you can rest assured your team will be updated on today's threats. You'll know your network – and everything connected to it – is updated. And you'll know someone is watching over you. That's the ultimate peace of mind.

“Proactive monitoring means your network is being watched 24/7.”

Free Report Download:

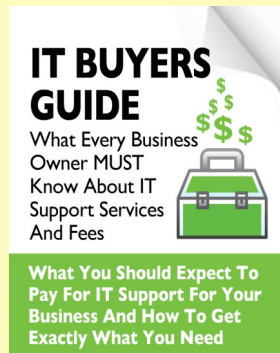
The Business Owner's Guide To IT Support Services And Fees

You'll learn:

- The three most common ways IT companies charge for their services and the pros and cons of each approach.
- A common billing model that puts ALL THE RISK on you, the customer, when buying IT services; you'll learn what it is and why you need to avoid agreeing to it.
- Exclusions, hidden fees and other “gotcha” clauses IT companies put in their contracts that you DON'T

Get your FREE copy today:

www.sublimecomp.com/itbuyersguide



Shiny New Gadget Of The Month



FitTrack – A Smart Scale That Does More

The bathroom scale isn't always the most useful device in the home. FitTrack is a smart scale that aims to change that. It's a different kind of bathroom scale that gives you *much* more than a single number.

Traditional bathroom scales don't tell you anything about what's happening in your body. FitTrack *does*. It gives you an "inside look" into what's going on inside your body. It measures your weight, body fat percentage, body mass index, muscle and bone mass, hydration and more. In fact, it tracks 17 key health insights.

The advanced scale pairs with the FitTrack app, which you can download to your smart phone and connect to the smart scale. All you do is step on the scale with your bare feet – the scale actually reads electrical signals from your body – and it sends the results to your phone. Simple and useful. Learn more about FitTrack at bit.ly/2VOg7Vs.

Building Confidence As A Business Leader

How can you build your confidence as a CEO, investor or entrepreneur?

My colleagues and I at ghSMART see many talented people work hard to build their confidence.

New CEOs have imposter syndrome. Private equity investors who just raised another \$1 billion in funds read newspaper headlines about the coming recession and quietly gulp. Self-made billionaire entrepreneurs worry that their fortunes will take an embarrassing hit. Newly elected government leaders worry about whether their results will live up to their campaign promises.

We find that leaders are less confident when they obsess about things they can't control, rather than take action in the areas they can control.

Like what?

The *Wall Street Journal* reported the results of a Conference Board survey (Jan. 16, 2019) of what is on the mind of 800 CEOs.

External Hot-Button Issues

1. Recession
2. Global trade
3. Politics

Internal Hot-Button Issues

1. Attracting and retaining top talent
2. Disruptive technologies
3. Developing the next generation of leaders

What this survey says to me is this: it's good to be aware of issues that are outside of your control – recession, global trade and politics. But

it's even more brilliant to master the things that are within your control – hiring and retaining top talent, developing digital capabilities and developing the next generation of leaders.

How much confidence do you have in your team?

If you have a high degree of confidence in your team, then keep doing what you are doing to hire and develop them.

But if you don't have a high degree of confidence in your team, then you should focus on hiring, developing and retaining more of the right people who fit your strategy and who can achieve the results you seek.

How?

There are three ways to build confidence in your team. You can invest the time to master the skills and best practices around hiring, developing and retaining top talent yourself. You can engage ghSMART to do it for you. Or (what most of our clients do) you can engage ghSMART to solve this problem immediately and build your skills in this area for your long-term success. (A quick side note: I'm very proud to report that my colleagues achieved 99% "high" client-reported satisfaction over the past 12 months. So, to go with this confidence theme, I have a very high degree of confidence that my team will help you solve your #1 problem!)

A great way to build confidence in yourself as a leader is to build your confidence in your team.

If you are the CEO of a company that generates over \$1 billion in revenue (or has raised at least a \$1 billion fund), then please reach out if you would like my team to help you build confidence in your team to deliver the results you want to achieve for customers, employees and shareholders.



Andy Bailey is the founder, CEO and lead business coach at Petra, an organization dedicated to helping business owners across the world achieve levels of success they never thought possible. With personal experience founding an Inc. 500 multimillion-dollar company that he then sold and exited, Bailey founded Petra to pass on the principles and practices he learned along the way. As his clients can attest, he can cut through organizational BS faster than a hot knife through butter.

Client Spotlight: Greenrise Technologies



Combined with innovation and turnkey solutions, Greenrise Technologies are experts in stormwater offset, urban heat island reduction, and stormwater retention. They are industry front-runners in greenroof systems. www.greenrisetech.com



315 W Main St STE 32
Hendersonville TN 37075

Inside this Issue:

Sublime Computer Services Status Update
3 Critical Cyber Security Protections for Every Business
- Page 1

Building Confidence As A Business Leader
FitTrack Smart Scale - Page 3

3 Technology Truths For Transforming Your Business - Page 4

3 Technology Truths For Transforming Your Business

1. You have to keep up. Tech changes fast. By the end of this year, 5G will be more widely available – along with devices that can use it. More businesses will be relying on artificial intelligence to supplement productivity and customer interaction, putting them light-years ahead of the competition that lags behind.

2. You have to invest. Change comes with cost. If you aren't willing to invest in new tech, then you will fall behind, and so will your support and security. If you run into any problems, then you could be in big trouble.

3. Don't fall behind on cyber security. It's easy to forget about cyber security when things are running smoothly and working as intended. But cybercriminals never

stop. They are always looking for a way in, and if you fall behind the times on your IT security, then you make it easier for them.



"I used to be in advanced business platform solutions, now I just make stuff work."