



Sublime Technology Times

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

If you're like many business owners, you may have recently applied for a loan through the Paycheck Protection Program (PPP) which was one of the COVID-19 relief funds established by the Federal government in response to the global pandemic. If you applied for that loan through Bank of America, be advised that the company recently disclosed a security incident that impacted its online platform for processing those loan requests. The company says that it is possible that other lenders or organizations may have temporarily had access to significant portions of your application data.

The breached data included, but was not limited to:

Your business' name and physical address, Designated company contact officials, Your firm's Tax Identification Number, The name of the company owner, The Social Security Number of the company owner, as well as the owner's email address, phone number and citizenship.

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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.



Making This One Mistake With Your Network Can DESTROY Your Business

A lot of businesses wait until something breaks before they fix it. And even then, they may take a "patchwork" approach to fixing the problem. They are reactive rather than proactive. Sometimes taking a reactive approach is fine, but other times, and depending on the circumstances, it can lead to even bigger problems.

When it comes to network security, for example, being reactive to problems can be downright dangerous. It's not just hackers you have to worry about. There are power outages, data loss, equipment failure and more. In IT, a lot can go wrong. But if you're proactive about cyber security, you can avoid many of those pitfalls.

Reactive IT support used to be the norm. Most network security

specialists went to work after something went wrong. Unfortunately, some businesses still have this reactive mindset when it comes to their IT and network security. They have an "it won't happen to me" attitude. The truth is that these are the people most at risk. It's not a matter of if, but when. Hackers and cybercriminals are more active than ever.

Thankfully, proactive support is now the norm. More and more IT services and security firms have the tools and resources to protect you BEFORE the worst happens. So, why partner with an IT services company?

There are many reasons why it's a good idea. One great reason that doesn't often get talked about is that working with an IT services

company is an added value for your customers. When they know you're taking IT security seriously – and when they know their data is safe – their trust in you is boosted.

When you build trust, you build loyalty, and customer loyalty is getting harder to come by these days. Plus, happy, loyal customers are much more likely to refer you to others who may be in need of your services. That alone makes investing in proactive IT security worth it.

Here's another reason why working with a proactive IT services firm makes sense: it's MUCH easier than trying to do it yourself. Many small businesses simply don't have the resources to hire an internal IT specialist or a team. Not only can that be very costly, but it's also rarely practical. Think of it this way: if you hire an IT specialist to handle your network security, manage cloud backups and provide general IT support, then what happens when they take a day off or take a vacation?

Having a dedicated IT specialist on your team isn't a bad thing, but they can be stretched thin very easily. You could be left with gaps in your support should anything go wrong. Suddenly, you don't have anyone you can call. Working with a dedicated IT services

firm solves these problems.

To take that a step further, good IT services companies are also great at catching problems before they become problems. They can catch things that might not have even been on your radar. For example, if your cloud backup service isn't backing up your data correctly or is backing up the wrong data, they'll catch that. Maybe you're saving data that's not properly encrypted. They'll catch that. Maybe you have an employee using software that's months out-of-date. Again, they'll catch that.

When you call up an IT services company and say you want to take a proactive approach to your network security, they should be willing and able to provide just that. An experienced firm will have a team with the training, certification and experience required to tackle today's cyberthreats while managing your network's day-to-day needs.

They know IT because they live IT. They help with data recovery should anything go wrong; they are your help desk when you have questions or concerns and they keep your on-site malware protection up-to-date. They are tailored to your business's specific needs. And as you grow, they adapt to your changing needs.

Put an end to the outdated way of thinking about IT security. It's time to be proactive and to recognize your company's vulnerabilities before they become vulnerabilities. You just have to make the call.

“Unfortunately, some businesses still have this reactive mindset when it comes to their IT and network security.”

Free Report Download: If You Are Considering Cloud Computing For Your Company, DON'T, Until You Read This...



If you are considering cloud computing or Office 365 to save money and simplify IT, it is extremely important that you get and read this special report: **“5 Critical Facts Every Business Owner Must Know Before Moving Their Network To The Cloud.”**

This report discusses in simple, nontechnical terms the pros and cons of cloud computing, data security, how to choose a cloud provider and three 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.

Get your **FREE** copy today:

www.sublimecomp.com/free-cloud-report

Shiny New Gadget Of The Month



ScreenKlean

"Welcome to the future of screen-cleaning."

Our lives are full of screens: phones, tablets, computers, TVs and even watches. These screens can be a pain to clean, especially if they are touchscreen. It seems like you look away for a second and they're covered in dust and fingerprints. It gets aggravating. ScreenKlean solves this problem. This device removes fingerprints, smudges, dust and other particles in seconds. ScreenKlean uses electrically charged carbon molecules to clean just about any screen you have. It even works on mirrors!

ScreenKlean doesn't scratch or smudge, making it safe to use on your expensive devices. It's nontoxic and chemical-free, as it only uses special carbon pads, which last for hundreds of uses. You don't have to worry about dirty screens anymore! See GetScreenKlean.io for complete details!

The Many Faces Of Corporate Leaders

Employees' happiness at work is more important in the workforce than ever before, and that feeling of fulfillment and engagement often comes from the top. If you are aware of what type of leader you are and how your leadership affects employees and clients, you can mitigate your weaknesses and discover your strengths to ultimately lead more effectively. Let's take a look at a few leadership personas I've witnessed while coaching and what works best for each.

In-The-Weeds Leaders

Leaders who are "in the weeds" tend to spend too much time in the day-to-day. They get bogged down with what's in front of them and don't think outside the box. Without innovation, the company runs the risk of coming to a grinding halt.

These leaders need to delegate current tasks to their team members. They can then focus on finding new ways to drive the business forward. In-the-weeds leaders may even need an outside party to hold them accountable for setting and reaching these new goals.

Frustrated Leaders

These leaders know their companies can be better, but they're upset because they can't scale at the rate they want. They bottle up their grievances and aren't sure where the disconnect is with their teams.

These leaders could seek guidance from a third party, whether that's a friend or colleague. An outside perspective can help identify problem areas. They also need to hear out their team members and get firsthand accounts on what's not working. Both perspectives can help turn frustration into focus.

Mindful Leaders

These leaders recognize that rapid growth is positive as long as they scale appropriately with formal organization and efficient processes. They are careful to avoid pushing forward blindly and losing essential parts of their culture and values along the way. However, they may take too long to



think things through and miss new opportunities that come along because they couldn't act quickly enough.

These leaders should make sure they are sticking to the systems they have in place while remaining open to new opportunities and evaluating them in a timely manner. It's important to constantly reevaluate and adapt as the company grows and changes shape.

Control Freaks

These leaders can't seem to let go of the wheel. They micromanage and don't trust their team to get the job done, which fosters an atmosphere of frustration and mistrust. In this atmosphere, they can no longer lead effectively.

They should work with their teams to identify why the company exists, what motivates team members and why their work is important. That will not only help the leader and the team establish a better dynamic, but it will also help them both understand where the company is now and where it's going.

When evaluating your leadership style, be honest with yourself. If you can pinpoint where you are on the leadership spectrum, then you'll better account for your challenges and capitalize on your assets. And that's how you become more self-aware and, in turn, a much stronger leader.



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



LEADERS IN LIVING ROOFS

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



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Use These Steps To Protect Your Smartphone From Hackers

Update Your Phone And Apps

Just like you update your computer, you need to update your phone. Developers constantly update security patches. Like you, they want to stay ahead of the threats.

Lock Your Phone

Every smartphone comes with a bevy of security options to keep people out

— except for you. Whether you use a passcode (the more complicated the password or PIN, the better) or biometrics (fingerprint or face recognition), you need to use something.

Avoid Public WiFi

Just as you wouldn't connect your laptop or tablet to unsecured public WiFi, you shouldn't connect your phone. If given the chance, hackers can and will try to access your phone and sensitive

data. Consider using a VPN if you need to access public networks. *Digital Trends*, Nov. 23, 2019



"I got my e-mail's read receipt back,
I just wish I had an understand
receipt."