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In this issue. . .

- ▶ Letter from the President
- ▶ Safeguard and Protect Your Small Business Data
- ▶ Avoid Tech Support Phone Scams
- ▶ What the Technology You're Using Says About Your Business
- ▶ Business Continuity Tip
- ▶ Cartoon & Quote

## Letter from the President

As we start the new year, it is time to review our best practices on how we all back up our information. We often take the passive approach of "it is running, there is a little icon in the corner of the screen." Well that approach does not always work. We need to take a more active approach and run through a test restore of a few critical files to ensure we can restore that data. A simple test of getting a few files back that are important may save you a lot of grief when you have a hard drive crash or a virus eats up all of your data from your hard drive.

Scott Huotari, President

## 4 Ways to Safeguard and Protect Your Small Business Data

*used with permission from SBA.gov*

*by Caron Beesley*

Are you doing enough to safeguard and protect your small business data?

Small businesses are widely adopting data back-up practices to ensure data is retrievable should a disaster occur, but gaps remain. According to a [July 2012 study](#) by accounting software company Sage, the bulk of small businesses are backing up key data such as financial information, but most businesses back up that data on-site only.

Furthermore, the study found that only 38 percent of surveyed small businesses have a formal emergency or disaster preparedness plan.

Given the brutal impact of Superstorm Sandy and other disasters that affect small businesses on a regular basis, these are worrying statistics.

[Read more](#)

## Avoid tech support phone scams

*used with permission from Microsoft Safety & Security Center*

## Business Continuity Tip

### Winterize Your Kit

This winter there was a story on the news about a family of 6 that survived for two days stranded in the wintery Nevada Mountains. This remarkable story of survival prompts many of us to wonder – what would I do in that situation? Would I have the tools, resources and know-how to help my family survive?

Let's not leave it to chance. As travel picks up during the holiday season, it's important to stock your car's emergency kit with the winter essentials. Supplies like rock salt, extra hats and blankets, and emergency flares will help to ensure your employees and co-workers are prepared no matter what.

For a full list of supplies, [click here for a](#)



[comprehensive checklist](#) from the Center of Disease Control and Prevention.

*I am certain there is too much certainty  
in the world.*

**- Michael Crichton**

## Laugh a Little



"Before I begin, one of the acronyms I'm going to use is completely made up. See if you can figure out which one."

Cybercriminals don't just send fraudulent email messages and set up fake websites. They might also call you on the telephone and claim to be from Microsoft. They might offer to help solve your computer problems or sell you a software license. Once they have access to your computer, they can do the following:



- Trick you into installing malicious software that could capture sensitive data, such as online banking user names and passwords. They might also then charge you to remove this software.
- Take control of your computer remotely and adjust settings to leave your computer vulnerable.

[Read more](#)

## What the technology you're using says about your business

*used with permission from Microsoft*

*by Cindy Bates*

Did you know the technology you use has an impact on what current and potential customers think of your business? Those are the findings of a survey we recently conducted, in which 90 percent of respondents said they would – or would consider – taking their business elsewhere if a company uses outdated technology.



About 60% of respondents said they consider a 5-10 year old operating system or desktop computer to be "outdated." That means the estimated 30% of small businesses that are still using the Windows XP operating system (introduced over 12 years ago in 2001), are running their business on technology that definitely falls into the category of "outdated." Come April 8, 2014, businesses running Windows XP will no longer receive security updates or technical support, leaving them vulnerable to potential security threats.

[Read more](#)

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