

July 2017

TECHNOLOGY TIMES

*Insider Tips To Make Your Business
Run Faster, Easier And More Profitably*

**Want the benefits that you get from
an IT company in the office at home?**

New
Exclusive

My Vector Tech

www.myvectortech.com

My Vector Tech offers expert support for your residential computer needs! By providing business grade proactive support to your home environment we are able to reduce many common issues and security flaws that you may encounter. Common home problems that we support and help to eliminate include virus removal, error resolution, re-installation or upgrades to your operating system, and many more.

We are also introducing Mobile Device Management (MDM). MDM is the administration of mobile smart devices such as smart phones or tablets, which allows businesses or individuals to control the content on the device as well as access to the device. It allows for automation of certain settings, content filtering and restrictions for downloading applications, password enforcement, and location tracking, among other capabilities. This can be perfect for a parent who is interesting in monitoring a child's device or having more control of the content that is allowed on the device.

Content filtering is another service we are introducing on home devices. Content filtering is the act of enforcing restrictions on workstations or laptops, denying access content that is inappropriate or unwanted. This can be internet control, application control or data protection.

If you are unsure if we can help gives us a call at (877) 404-4140 or send us an email at info@myvectortech.com

"As a business owner, you don't have time to waste on technical and operational issues. That's where we come in! Call us and put an end to your IT problems finally and forever!"



Will Nohman
Founder & CEO
Vector Choice

Inside This Issue...

Page 1

- *Introducing My Vector Tech*

Page 2

- *The Dirty Loophole That Lets Insurance Companies Refuse To Cover a Cybercrime Theft in Your Business*

Page 3

- *Alexa*
- *Do You Have a Business or a Job? How to Succeed as an Entrepreneur*

Page 4

- *You've Been HACKED!*
- *Accidental App Purchases*
- *Did You Know This?*

Get More Free Tips, Tools and Services At Our Web Site: www.vectorchoice.com



The Dirty Loophole That Lets Insurance Companies Refuse to Cover a Cybercrime Theft in Your Business

As hacking hit the headlines in the last few years — most recently the global hack in May that targeted companies both large and small — insurance policies to protect businesses against damage and lawsuits have become a very lucrative business indeed. Your company may already have cyber insurance, and that's a good thing. But that doesn't mean that you don't have a job to do — or that the insurance will cover you no matter what.

When you buy a car, you get the warranty. But in order to keep that warranty valid, you have to perform regular maintenance at regularly scheduled times. If you neglect the car, and something fails, the warranty won't cover it. You didn't do your job, and the warranty only covers cars that have been taken care of.

Cyber insurance works the same way. If your company's IT team isn't keeping systems patched and up to date, taking active measures to prevent ransomware and other cybercrime attacks, and backing everything up in duplicate, it's a lot like neglecting to maintain that car. And when something bad happens, like a cyber attack, the cyber insurance policy won't be able to help you, just as a warranty policy won't cover a neglected car.

Check out this real-life policy exclusion we recently uncovered, which doesn't cover damages "arising out of or resulting from the failure to, within a reasonable period of time, install customary software product updates and releases, or apply customary security-related software patches, to computers and other components of computer systems." If your cyber insurance policy has a clause like that then you're only going to be able to collect if you take reasonable steps to prevent the crime in the first place

That doesn't just mean you will have to pay a ransom out of pocket, by the way. If your security breach leaves client and partner data vulnerable, you could be sued for failing to protect that data. When your cyber insurance policy is voided because of IT security negligence, you won't be covered against legal damages, either. This is not the kind of position you want to be in.

All of this is not to say that you shouldn't have cyber insurance, or that it's not going to pay out in the case of an unfortunate cyber event. It's just a reminder that your job doesn't end when you sign that insurance policy. You still have to make a reasonable effort to keep your systems secure — an effort you should be making anyway.

Shiny New Gadget Of The Month:



Alexa

Who's Winning the Virtual Assistant War?

There are multiple companies trying to break into the "smart home hub" market, but Amazon's Echo (and its sultry Alexa) are holding on to 70 percent of the market share, and it doesn't look like that's changing any time soon. That's a clear sign of victory for Amazon - and a wake-up call for its competitors.

The voice-activated home assistant market is growing, with almost a third of millennials likely to use a home assistant this year. While it might take a decade or more for the devices to find their way into the homes of older demographics (a situation Saturday Night Live has already mined for comedy), it seems that smart hubs will only increase in popularity from here on out, and that Alexa is poised to rule them all.

Do You Have a Business or a Job? *How to Succeed as an Entrepreneur Turning Your Job into a Business*

To put it simply, if you can't take a month off to travel to Italy (or write the great American novel or some other time-intensive activity), you've got a job.

When I started my first company, I thought I was out of the grind of a job. Sure, my company was successful, but after nine years, I realized that I still had a job, not a business. My stress level was still high, and I hadn't made myself any happier than if I had a regular job. So, I made some changes.

Do you want to make the shift from job to business and realize your dreams of independence? Here are five steps to help get you there:

1. **Make a plan.** It's best if you can define your priorities by breaking them down into daily, weekly, monthly, and quarterly activities. Figure out where you are as a company right now, where you want to go, and how you want to get there.
2. **Surround yourself with the best.** If you think you can do it alone and not end up having a job, you're mistaken. You've got to be intentional about surrounding yourself with great people.
3. **Once you have the best, leave them alone.** Relax. Resist the temptation to micromanage your team. Warren Buffet said it best: "Hire well. Manage little." If you've succeeded with steps one and two, you've already set your team up for success. So, let them do what they do best without hovering.
4. **Make your business independent of you.** As I said earlier, if you can't take a month long vacation, you've still got a job. Develop processes that allow your business to run without you. Instead of holding onto knowledge, share what you've got and teach your employees to be problem solvers, rather than come to you for answers.
5. **Walk your talk.** Be fair and reasonable with your employees and your clients. Make sure to show up on time and do what you say you're going to do. You'll reap the rewards through inspired loyalty and customer referrals.

Odds are, you're going to have to start with a job to turn your company into a business. It won't happen overnight. But, little by little if you do it right things will come together. In musical terms, think of yourself as a conductor. You're not sitting first chair in the orchestra, and you're not playing an instrument. Your job is to get the best players, decide who's going to play what and how, and then let them perform the symphony. Pretty soon, you can put down the baton, listen to the music, and take that needed long vacation.

You've Been HACKED!

There's always a chance that IT security will be breached, and one way to make a bad situation worse is not knowing the standard operating procedure when it happens. First, contact your IT personnel. The faster they can address the hack and figure out its extent, the better served you'll be. Next, understand that there are legal ramifications to being hacked; if valuable data has been compromised, you'll have to notify the individuals in question as well as the FBI. Remember, the faster you act, the better it will be.

Get a Refund If Your Child Made Accidental In-App Purchases From Amazon

Some game apps allow you to buy stars, donuts, coins, or other tokens you can use to play the game. The tokens are imaginary, but the purchase is real. It's easy for kids to buy stuff within these apps without realizing they are spending money, your money. Last year, the FTC found Amazon liable for billing parents for these types of purchases, and the online retailer has now settled with the FTC, agreeing to refund these purchases. If your kid has purchased similar items without your permission via an app purchased on Kindle or the Amazon Android app store, you might be eligible for a refund. As Consumerist reports, you should get an email directly from Amazon, but you can also visit the Message Center in your Amazon account and find information under "Important Messages."

Who Else Wants To Win A \$25 Gift Card?

The Grand Prize Winner of last month's Trivia Challenge Quiz is **Darryl Ray!**

He was the first person to correctly answer my quiz question from last month!

Now, here's this month's trivia question. The winner will receive a gift card to AMAZON!

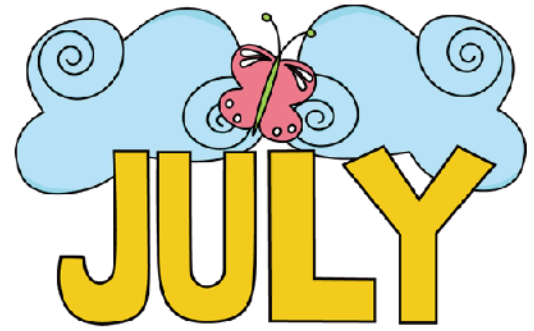
What was the first web site to feature a banner ad?

- a) Amazon b) Yahoo c) CNet d) Hotwired

E-mail Us Right Now With Your Answer!

info@vectorchoice.com

The Lighter Side: July Facts



1. The month July is named after **Julius Caesar**, it was the month of his birth
2. The U.S. **Postage Stamp** on sale for the first time in July 1847
3. The **Air Conditioner** was invented in 1902 (thank goodness!)
4. Walt **Disney World** opens in Anaheim, California 1955
5. Birthstone is **Ruby** it is said to symbolize contentment
6. The flower for the month of July is the **Water Lily**
7. July is the Warmest month in the **Northern Hemisphere** on average
8. The long hot days are often referred to as the **"dog days of summer"**

HOLIDAYS:

July 1st - Canada Day

July 4th - Independence Day

July 16th - Ice Cream Day

July 23rd - Parents Day

July 30th - National International Friendship Day