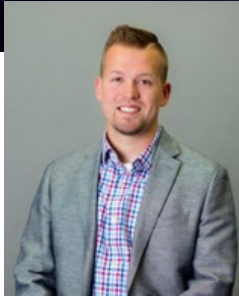# Virtual DataWorks

TECH BYTES

August 2024

Your Monthly Update on Technology
and Cyber Secuirty News

Stay up to date with the latest advancements and trends in technology.

Matthew DeWees
-President

Managing a business often feels like a race against time and budget constraints. However, technology can significantly enhance your bottom line. By strategically leveraging technology, you can reduce operational costs swiftly and efficiently.

Consider automating repetitive tasks to free up your team's time or utilizing cloud storage to eliminate the need for costly physical servers. Even straightforward solutions like video conferencing can significantly reduce travel expenses. The key is to work smarter, not harder, by leveraging technology to handle the heavy lifting. Embrace a well-planned tech setup and observe your business costs diminish efficiently.

Are you in need of assistance? Contact our team of IT experts at everythingit@virtualdataworks.com to arrange a consultation.

Until then, stay safe,

Matthew DeWees

President - Virtual DataWorks

DID YOU KNOW

The first computer mouse, invented in 1963, was constructed from wood and featured only a single button.

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The era of paper-laden desks and rows of filing cabinets is behind us. Today's office is a center of innovation, with technology playing a pivotal role in this transformation.

Is your company fully leveraging technology's potential? This article explores how technology enhances office productivity.

Boosting Efficiency: Technology as a Time-Saving Ally

The primary advantage of technology in the office is its ability to save valuable time. Here are some keyways technology streamlines workflows:

Automation Powerhouse

Automating repetitive tasks frees up your team's time for creative thinking, strategic planning and complex problem-solving.

Cloud-Based Collaboration

Cloud storage platforms allow teams to access and share documents seamlessly, ensuring everyone is working on the latest iteration.

Communication Revolution

Messaging platforms and video conferencing tools provide instant communication, enabling brainstorming sessions and remote team collaboration.

Enhancing Accuracy: Technology Mitigates Errors

Technology not only saves time but also reduces errors that can derail projects and waste valuable resources. Here are some ways to leverage technology for this purpose:

- **Data Accuracy Champions**
  Spreadsheet formulas eliminate the risk of human error in manual data entry. Project management software tracks deadlines and dependencies, providing a single source of truth for project information.

- **Data Analytics for Informed Decisions**
  Data analytics tools provide insights that promote a data-driven approach, allowing teams to make informed decisions based on real-time information.

Fostering Teamwork: Technology Bridges the Communication Gap

Technology empowers effective communication and collaboration, essential for a productive team environment. Here's how it can achieve this:

- **Remote Work Enablement**
  Cloud-based tools and video conferencing apps allow teams to collaborate regardless of location, fostering a diverse workforce.

- **Knowledge Sharing Made Easy**
  Internal wikis and knowledge-sharing platforms allow teams to create a repository of company knowledge. This reduces the time spent reinventing the wheel.

- **Project Management Made Simple**
  Collaborative project management tools have many features that ensures everyone is on the same page, ensuring smooth project execution.

- **Creating a Tech-Savvy Workspace: Considerations for Implementation**
  The benefits of technology in the office are undeniable, but successful implementation requires careful consideration.

- **Choose the Right Tools**
  Select tools that integrate seamlessly with your systems and workflows.

- **Cybersecurity is Paramount**
  As your reliance on technology increases, so does the need for robust cybersecurity.

- **Digital Divide Awareness**
  Ensure technology adoption doesn't leave anyone behind. It should not create barriers.

- **Change Management**
  Prepare to manage change within your team. Providing support during transitions can make a significant difference.

Interested in reducing business losses due to employees' tech challenges?

LEARN MORE

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03 EXAMPLES OF HOW A DATA BREACH CAN COST YOUR BUSINESS FOR YEARS

In the digital age, data is essential for businesses, driving operations, decision-making, and customer interactions. However, data breaches pose a persistent threat.

LONG-TERM CONSEQUENCES OF DATA BREACHES

Data breaches have lasting impacts, with only 51% of costs occurring in the first year. The remaining 49% extend into subsequent years.

First American Title Insurance Co. Case Study:
The 2019 breach at First American exposed over 880 million documents, leading to a $1 million fine by the NYDFS in 2023. This case highlights the enduring consequences of data breaches.

LINGERING IMPACTS

- Financial Repercussions: Immediate costs include breach detection, containment, and customer notification. Long-term expenses involve legal battles, regulatory fines, and reparations.

- Reputation Damage: Loss of customer trust can lead to decreased retention and acquisition difficulties. Rebuilding a tarnished reputation requires time and effort.

- Regulatory Scrutiny: Breaches trigger regulatory scrutiny, leading to fines and ongoing compliance requirements.

- Operational Disruption: Remediation efforts and enhanced security measures can disrupt normal business operations, affecting productivity and efficiency.

- Customer Churn: Breaches often result in customer churn, making it challenging to acquire new customers.

A CAUTIONARY TALE

The repercussions of data breaches extend far beyond the immediate incident, impacting financial health, reputation, and regulatory standing. Proactive cybersecurity measures are essential for safeguarding long-term success.

NEED A CYBERSECURITY ASSESSMENT?

Schedule a cybersecurity assessment to understand and address your risk, and avoid the consequences of a data breach.

Request An Assessment

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04 PHISHING 2.0: HOW AI IS AMPLIFYING DANGER AND WHAT YOU CAN DO

Phishing has always been a threat. Now, with AI, it's more dangerous than ever. Phishing 2.0 is here. It's smarter, more convincing, and harder to detect.

A recent study found a 60% increase in AI-driven phishing attacks. This is a wake-up call that phishing is only getting worse.

Here's how AI amplifies the threat of phishing:

- Creating realistic messages
- Personalized attacks
- Better targeted spear phishing
- Phishing is automated
- Deepfake technology

The Impact of AI-Enhanced Phishing

- Increased Success Rates: AI makes phishing more effective. More people fall for these sophisticated attacks.

- Harder to Detect: Traditional phishing detection methods struggle against AI-enhanced attacks.

- Greater Damage: AI-enhanced phishing can cause more damage. Personalized attacks can lead to significant data breaches and the consequences can be severe.

How to Protect Yourself

- Be Skeptical: Be cautious of unsolicited messages. Avoid clicking links or downloading attachments from unknown sources.

- Check for Red Flags: Watch for red flags in emails. Be wary if it seems too good to be true.

- Use Multi-Factor Authentication: MFA adds an extra layer of security.

- Educate Yourself and Others: Learn about AI phishing tactics.

- Use Advanced Security Tools: Invest in advanced security tools.

- Report Phishing Attempts: Report phishing attempts to your IT team or email provider.

- Regular Security Audits: This helps identify vulnerabilities in your systems.

ESSENTIAL SECURITY PRACTICES FOR REMOTE WORKERS 05

Remote work has reshaped the office landscape, doing away with set hours and commutes but bringing new cybersecurity challenges. Here's a condensed guide to essential security measures for remote teams:

Home Wi-Fi Security
Fortify your home network against intrusions by using advanced encryption like WPA3 and changing network credentials periodically.

Password Management
Create complex, unique passwords for all accounts and use a trusted password manager to prevent unauthorized access.

Device Safety
Regularly update your devices and use anti-malware software to protect against threats.

Communication Encryption
Encrypt emails and messages to secure your data from cyber threats.

Safe Browsing
Be cautious online, avoid suspicious sites, and don't download unknown attachments to stay clear of phishing scams.

Cybersecurity Training
Stay informed about cyber threats and best practices through ongoing awareness training.

Personal Cybersecurity Responsibility
Be vigilant and adhere to your company's cybersecurity policies to protect both personal and professional data.

Adopting these measures will help remote teams minimize cyber risks and maintain a secure work environment.

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06 AI DATA BREACHES ARE RISING! HERE'S HOW TO PROTECT YOUR COMPANY

AI is rapidly transforming industries. It offers businesses innovative solutions and automation capabilities. But with this progress comes a growing concern: AI data breaches. As AI becomes more integrated into our systems, the risks increase. The data it collects, analyzes, and utilizes becomes a target.

A recent study on AI security breaches found that in the last year, 77% of businesses have experienced a breach of their AI. This poses a significant threat to organizations.

The good news is that there are steps you can take to mitigate your risk:

- Data Governance
- Security by Design
- Threat Modeling
- Employee Training
- Security Patch Management
- Security Testing

Stay Informed.
Keep yourself updated on the latest AI security threats by subscribing to reliable publications and seeking out workshops on AI and security.

VIRTUAL DATAWORKS

PREMIER IT MANAGED AND CONSULTING SERVICES

Virtual DataWorks, your leading IT Consultant and Managed Service Provider in Akron Ohio, believes technology can make or break your business. Our Managed Services program allows us to handle your IT needs, so you can focus on your business. We aim to be your trusted partner, ensuring your technology works for you.

OUR SERVICE:

- Monitor and maintain every device on your network
- Disaster Recovery and Backup Solutions
- Desktop and Mobile Phone Solutions
- 24/7 access to our helpdesk

REQUEST A CONSULTATION

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