The AvTek Chronicle

AVTEK SOLUTIONS INC

Wayne's World
Where in the world is WAYNE?

Join Wayne and Arcserve for his weekly webinar series:

June 15: Understanding Why Immutability is Critical in Protecting Against Ransomware with guest speaker Jerome Wendt, CEO and Principal Data Protection Analyst of DCIG, LLC
For more info, go: *HERE*

June 22: Key Business Drivers to Implementing Immutable Storage in your System Security Plan with guest speaker Ahsan Siddiqui, Director of Product Management
For more info, go: *HERE*

June 29: Level Up Your Data Resilience with AvTek and Arcserve with guest speaker Shawn Massey, VP Sales Engineering, North America
For more info, go: *HERE*

Coming up next month: Blackpoint Webinar Series

Wayne did a presentation at the *TXCPA CPE By The Sea* on June 14, check out the information on their website:
Check it out!

🎙 **Wayne will be a guest speaker on a podcast, stay tuned!**

June 2023

Wayne Hunter is the President and CEO of AvTek Solutions, Inc. where he concentrates his efforts on providing the best solution to customers. Wayne has over 30 years of experience in Information Technology, focusing on implementing storage and data systems, IT management, and systems integration.

Help Your Business Thrive
With Co-Managed IT Services

Over the past few years, awareness about IT services has significantly increased. Businesses of varying sizes recognize the need for and importance of utilizing IT services to protect sensitive data, keep day-to-day operations running smoothly, increase productivity throughout various departments and stay up-to-date with the most recent technology trends. Without IT services, companies put themselves and their clients at risk. So, if you're looking to add these kinds of services to your business – or need an update – you may wonder what your options are.

IT Services Providers Available For My Business

When it comes to adding IT services to your business, there are essentially three main options. Sure, you could try incorporating new practices yourself, but this will take you away from other projects, so it's best to turn to the professionals for what you need.

One option that's becoming rare is hiring an in-house IT team. This allows you to have an IT professional or team working at your business daily. They can handle most minor tech issues in a timely manner and will always be available to answer questions. You'll also maintain control over the different practices, programs and protections that are in place.

Another option is to hire a managed services provider. MSPs come with a host of benefits and take much of the stress out of your IT needs. MSPs can help your systems operate more efficiently, reduce costs related to managing IT software, improve your cyber security efforts and answer any questions you may have. MSPs are third-party companies that must adhere to certain industry standards, but they don't work directly out of your business. This means if you utilize MSP services, you will

relinquish many of your IT decisions and responsibilities to the experts.

The final option is the best of both worlds, and it's called co-managed IT services. This option allows you to outsource some of your more critical IT functions while still maintaining an in-house team. You can have the outsourced IT service manage your network infrastructure, which ensures your routers, firewalls and other network devices continue to work correctly. With co-managed IT services, an MSP can manage and monitor your data backup and recovery solutions, cyber security practices and defenses, cloud management and optimization and even IT project management. They can be available at all hours of the day to offer support and guidance for any needs you may have. And you'll get to experience all these benefits while still maintaining an in -house IT department. Your in-house team can handle all quick problems and offer immediate assistance while the MSP handles everything else.

The Benefits Of Co-Managed IT

Now that you're more familiar with co-managed IT services, you might wonder what the benefits are so you can determine if it's the right fit for your business. One of the first benefits is that co-managed IT can save businesses quite a bit of money. Maintaining a full in-house IT department or depending on an MSP for every IT need can get expensive. But by outsourcing specific functions, you can lessen the number of people on your in-house IT team, and many MSPs provide differently priced packages depending on your

> **"With co-managed IT services, an MSP can manage and monitor your data backup and recovery solutions, cyber security practices and defenses, cloud management and optimization and even IT project management."**

This will help you find the right balance that also fits your IT budget. You'll have more control and flexibility over your IT infrastructure as well, so you can choose who handles each responsibility and what functions the third-party team manages.

Another great benefit you'll gain from a co-managed IT service is a double layer of expertise and security. Not only will you have a team on the ground able to provide quick fixes to common problems, but you'll also have an MSP holding down your back line and ensuring everything else runs smoothly. Both your in -house and outsource team will have experience and knowledge to guide you through any dilemma that may arise.

No matter what the IT needs are for your business, there's an IT option that's bound to help your business find more success. We can help if you're still unsure which option is best for you and your business. Once your IT needs are met, you can focus your attention on the daily operations of your business and find new ways to become more profitable and efficient.

Theme of the month: Ransomware

What are the Impacts on YOUR business if you are hit by a Ransomware Attack?

EXTENDED DOWNTIME An attack can cripple a business's entire operations for hours, days or weeks, regardless of whether the ransom has been paid or not. Paying the ransom doesn't guarantee that hackers will release the decryption key, so it's an enormous gamble financially and productively. Even with reliable backups, it still disrupts daily operations while recovering.

LOST FILES AND SUBSTANTIAL COSTS Without a proper backup, all stolen data may be lost when a ransomware attack succeeds. You'll have to cover the cost of wiping and rebuilding laptops, desktops and servers. Even if data is restored after paying the ransom, it will still entail significant downtime and cost.

LOST WAGES As we discussed above, paying the ransom can be costly. Plus, businesses can incur considerable IT fees for labor, recovery services and wages for non-productive employees after a ransomware attack.

DAMAGED REPUTATION AND LOSS OF CUSTOMERS When a company experiences a ransomware attack, its reputation may get tarnished, resulting in a loss of customers due to a lack of faith in protecting their data. A damaged reputation is costly since existing customers leave, and new customers look elsewhere.

REGULATORY FINES Your clients could be subject to regulatory fines if they fail to protect sensitive customer data, putting their business at risk of substantial financial hardship.

How can AvTek help?

One Million Dollar Guarantee Offer Against Ransomware! - End users are exposed to many points of attack by hackers today. This is especially true with today's "Work from Home" environment! We offer a cybersecurity approach with a GUARANTEE to stop RANSOMWARE! The guarantee provides that IF ransomware manages to get past our defenses and causes a ransom request, payment of $1,000 per endpoint will be distributed - up to $1,000,000.00 USD!

For more information, go to: https://www.avteksolutions.com/

Ransomware Statistics
According to Veeam

- For the second year in a row, the majority (80%) of the organizations surveyed paid the ransom to end an attack and recover data – now up 4% compared to the year prior – despite 41% of organizations having a "Do-Not-Pay" policy on ransomware.

- Still, while 59% paid the ransom and were able to recover data, 21% paid the ransom yet still didn't get their data back from the cyber criminals.

- Additionally, only 16% of organizations avoided paying ransom because they were able to recover from backups. Sadly, the global statistic of organizations able to recover data themselves without paying ransom is down from 19% in last year's survey.

- Following a ransomware attack, IT leaders have two choices: pay the ransom or restore-from-backup.

- As far as recovery goes, the research reveals that in almost all (93%) cyber-events, criminals attempt to attack the backup repositories, resulting in 75% losing at least some of their backup repositories during the attack, and more than one-third (39%) of backup repositories being completely lost.

- Cyber-insurance is becoming too expensive: 21% of organizations stated that ransomware is now specifically excluded from their policies.

- Those with cyber insurance saw changes in their last policy renewals: 74% saw increased premiums, 43% saw increased deductibles, 10% saw coverage benefits reduced.

- Incident response playbooks depend on backup: 87% of organizations have a risk management program that drives their security roadmap, yet only 35% believe their program is working well.

For more info go to: https://www.avteksolutions.com/

Free Guide: The Cyber Security Crisis

The Cyber Security Crisis Urgent And Critical Protections Every Business Must Have In Place NOW To Protect Their Bank Accounts, Client Data, Confidential Information And Reputation From The Tsunami Of Cybercrime

Get your copy here:
https://www.avteksolutions.com/

Become Better At Hiring And Coaching
BY AVOIDING THESE 3 MISTAKES

Leaders make common mistakes with job descriptions when hiring and reviewing performance. The consequence is an increased probability of hiring mistakes or providing someone with useless performance feedback. Leaders often fall into this trap to avoid accountability or because they fear a performance expectation is flawed. Most of these errors are entirely preventable. Here are three mistakes every leader should watch out for.

Describing A Job In Vague Terms
"Supporting the marketing team in promoting our products" is too vague. What does that mean? What level of performance is considered poor, good or great? Watch out for "-ing" verb tenses, as they are often too vague. Instead, consider a more specific statement of the job, such as "To help our customers modernize their inventory management systems by increasing sales of existing customers by 20% per year through new product introduction." We would consider that an essential statement of the role's mission, which is a high-level but specific explanation of why the job exists.

Focusing Only On Actions, Not Results
Some leaders make the mistake of wording their expectations in terms of only actions, not results. "Contact at least 20 existing customers per week and conduct an account review with at least five customers weekly." That is a perfect expectation of an "input" or an "action," but it is insufficient if all expectations are just actions, with no eye for the expected results. The risk is that people go through the motions of doing prescribed actions without feeling the urge to deliver a specific outcome. And your organization succeeds or fails based on results in critical areas, not actions.

Solely Focusing On Results, Not Actions
Other leaders make the mistake of wording their expectations in terms of big-picture results without regard to the actions that are likely to achieve them. "Grow revenue at least 15% per year" is a very specific "what." But to make that expectation more achievable, you must also list several actions that are expected to help achieve that result.

Instead of creating job descriptions, I encourage colleagues and clients to follow a practice called writing a "scorecard." A scorecard has a clear mission for the role. It identifies 5–7 outcomes you expect a person to achieve by a specific date. The outcomes are a mixture of actions you want the person to take and the results you expect them to achieve. This makes it easy to "score" whether someone has achieved the outcomes. Using a scorecard will improve your ability as a leader to hire and coach people to embody the organization's purpose and take actions that achieve results.
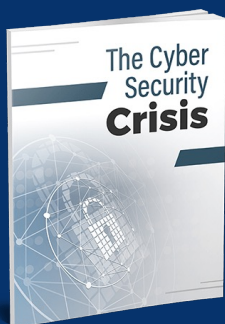
Guest article provided by:
Dr. Geoff Smart is the chairman and founder of ghSMART, a leadership consulting firm that exists to help leaders amplify their positive impact on the world. Dr. Smart and his firm have published multiple New York Times *bestsellers. He stays active in his community and has advised many government officials.*

Start Investing Today With This 4-Step Process

Many of us are looking for a secondary source of income to supplement our lifestyles or support our families. Some have started working part-time jobs, while others have attempted to play the stock market to try striking it big. If you've attempted this yourself and felt confused, don't worry –you're not alone! Here's a four -step process you can utilize to invest in the right stocks for your situation.

1. Determine Investment Goals

Before investing, you must figure out what you want from your stocks. Do you want long-term gains or a quick turnaround? And how much are you willing to invest?

2. Research

Don't blindly buy stocks. Find companies that have a stable financial standing in a prosperous industry.

3. Diversify

Avoid putting all your eggs in one basket. Spread your investments across various businesses, industries and countries.

4. Monitor

Keep an eye on your stocks after you've invested in them. Pay attention to how the company is doing so you can determine the best time to sell.

Building Better Client Relationships In A Remote Setting

Does your business operate remotely? Do you work with clients you've never met in person? If so, you might have wondered how you could build more meaningful long-term relationships with your clients. In most cases, it all boils down to communication. Your clients want clear and consistent interactions with you and your team, so be transparent and up-front when talking with them.

You should also find out how your client prefers to communicate. Some may exclusively want to talk through e-mail, while others might prefer text or phone calls.
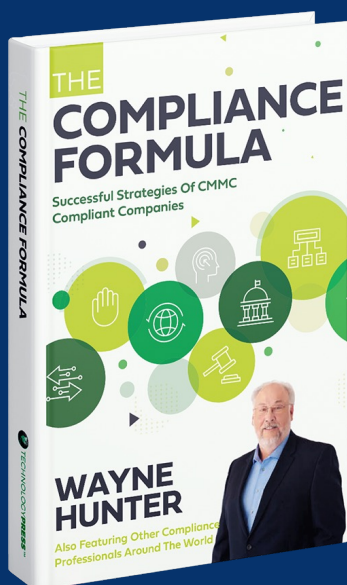
If you really want to exceed your clients' expectations, be proactive. Don't wait for them to contact you for every little thing; reach out weekly or monthly to ensure you're meeting all their needs. Possibly, the most crucial aspect of communication is reliability. People want to work with someone they can trust and rely on.

Don't give them a reason to doubt working with your business. By improving communication, you'll have a much easier time building strong, long-term relationships with your clients.

The book is OUT NOW, and we'll give you over $1000 in **FREE IT Consulting Services**, templates, resources, and information.

Go to:
https://www.avteksolutions.com/The_compliance_formula_pre/ for more details