

# TECHNOLOGY TIMES

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

## BEC (Business Email Compromise) Scam



These days, businesses have more to worry about than Nigerian princes in their inbox. Unlike those blatantly fraudulent solicitations, today's scams can be much more sophisticated, known as Business Email Compromises, or BEC's. According to a recent PSA from the FBI and the Internet Crime Complaint Center (IC3), victims of this type of scam around the world lost a total of more than

\$200 million in one year alone with an average loss per US business at \$150,000.

Victims of BEC may have a hard time spotting a problematic email as many very closely resemble legitimate communication; variations of the scam have been known to imitate a business's suppliers, high-level executives, and general employees with success. The scam either spoofs or hacks into these accounts, sending out messages that contain a plausible request for a wire transfer of funds. For example, an employee's compromised account might contact a business's vendors with an invoice-payment request. They are told to wire the payment to a fraudulent bank account, but only when a vendor replies asking about the status of their invoice is the scam discovered.

The data IC3 has compiled shows that both small and large businesses are targeted. It is also apparent that victims have been monitored by the scammers for some time before the actual scam begins. Beyond this, not much is yet known about how a business is chosen for a BEC scam. There are, however, certain safeguards IC3 recommends to help avoid being taken in. They include:

- ◆ Using email based from a company website instead of free web-based email.
- ◆ Being discreet when posting office-related information on social media and other public forums. Avoid mentioning specific details about job descriptions and responsibilities especially.
- ◆ Being suspicious of any abrupt changes in a business's practices. If the method of requesting funds differs, such as coming from a personal email instead of a company one that is a red flag. Similarly, be wary of requests that insist on secrecy and/or urgency.
- ◆ Implementing additional IT and Financial security protocol.

Call **Synergy Computing, Inc.** at **(805)284-9700** during the month of **October** to receive a **free 15 Point Cyber Security Audit** to uncover gaps in your company's security practices. Though the world of online scams is expanding, being informed and cautious is the best method of avoiding them.



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

- **Scott Phillips, Synergy Computing**

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*"I DON'T THINK YOU UNDERSTAND THE CONCEPT OF CYBERSECURITY."*

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## Are You Using Social Media To Market Your Business?

### Here's Why You're Likely To Be Wasting Time And Money On False Marketing Metrics

John Wanamaker is famous for saying, "Half of the money I spend on advertising is wasted; the trouble is, I do not know which half!" With an ever-growing number of sophisticated online tracking tools, you would think that wasting advertising dollars would be a thing of the past. But, in fact, companies are wasting just as much (if not more!) on online media and advertising due to a number of factors, but mostly because they are confusing *activity* with *results*.



In business, the only thing we can take to the bank is money – checks, credit card payments, cash and any other forms of monetary deposits. Leading indicators to revenue, as we all know, are paying clients (orders, contracts, sales) and actual leads from qualified, genuinely interested prospects. However, much of the social media marketing I see is a heck of a lot of activity metrics (clicks, followers, open rates of e-mail, visitors to a site, etc.) that cannot be directly tied to generating a qualified lead, much less cash in the bank; so, unless someone can directly show me how an increase in Twitter followers turns into more profit for a company, I am not impressed. In fact, I believe management of all the social media sites ends up taking an enormous amount of time away from more productive lead generation and marketing activities and opens the door for customer service and PR failures.

For example, if you have a Facebook fan page, you now need to monitor it daily – even hourly – for negative client comments, which are now public for the world to see, unfiltered and out of context, instead of a client simply e-mailing you their complaint, where it can be addressed privately. Further, clients will assume they can message and/or post their requests to your Facebook page instead of going through the proper channels; if you fail to address their request in a timely manner because it did not go through your normal process of handling such requests, you have just created a customer service failure that is open for the public to see.

To be clear, I am not suggesting that you should shut down all social media sites and marketing; there are situations where it is a very smart and strategic part of a business strategy. But, as my mother would say, "Don't jump off a cliff just because everyone else is." Be sure that whatever you are doing online in social media can be measured and quantified to tie in to key sales, service and growth goals you have for your organization, and do not accept "getting our name out there" as a sufficient result for your marketing efforts.



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## 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, non-technical terms the pros and cons of cloud computing, data security, how to choose a cloud provider, as well as 3 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.synergyinc.net/cloud-report/](http://www.synergyinc.net/cloud-report/)

## Shiny New Gadget Of The Month:



## The Amazon Echo: Like Siri For Your Home

It's not Rosie the Robot, but your first voice request to Amazon's new Echo moves you one step closer to living like the Jetsons... Think of it as a plugged-in version of Apple's Siri or Microsoft's Cortana.

This "smart" speaker in a 9¼ x 3¼-inch cylinder can order products, turn off lights, set a timer, look up and give you sports scores, read you a book from Audible and more.

You might even get it to tell you terrible jokes...

It won't replace a high-end stereo, but its sound quality compares with any Bluetooth speaker, and it can fill a good-sized room in your home.

Bottom line: Echo offers hands-free, at-home audio access to just about anything on the web, with better sound than a smartphone or tablet.

All in all, it can make your life easier. And maybe just a little more fun.

## Passion Is Powerful

A few months ago I had the pleasure of working with Germania Insurance at their annual sales conference. The night before, at dinner, I was fortunate to sit at the table with Matt Sodolak. I use the word "fortunate" because I was about to witness what I would best describe as TRUE PASSION for your profession.

I asked a question of Matt that I have asked countless times, "How do you like being in the insurance business?" His response surprised me. Without any hesitation he said, "I love it. It's my job for life."

In all my years of interviewing people, I have never had anyone say, "This is my job for life." The passion, sincerity and conviction in his voice just knocked me over. He sat forward in his chair and followed his statement with, "I love helping people, and I get to do it every day."

There was NO DOUBT in my mind the passion Matt felt for his job, career and the company he worked for. I felt that anyone who had Matt as their agent was so fortunate. He never mentioned commissions ... he talked the whole time about protecting his clients and how people counted on him to make sure they had the proper coverage in case something disastrous happened.

Unfortunately, something disastrous did happen; Texas has been slammed this year with enormous floods destroying millions of dollars in property and causing havoc to people's lives. I heard from Matt last week and he shared a quick story about one of the people who works in their claims department. She said,

"Being in the insurance business, all of our customers' problems become our problems and we have to be here to help them through it... that's why they do business with us and that's what keeps our lights on; you gotta love it or you are at the wrong place!"

It doesn't surprise me that anyone who works with Matt would also have a passion for their job; he would attract other people who would want to do, help and care for others. Let me share a few anonymous quotes with you about the Power of Passion: Maybe the one thing that is keeping your career from taking off ... is that you aren't looking at it as a career; it is simply a job to you; and your customers, associates, managers and boss can sense that.

There is always going to be frustration, toil, hassles, problems, glitches, hitches and difficulties in any job (that is why they call it work). But, if you look at it from a different perspective ... that what you are doing is helping people in some way ... then it all becomes worthwhile.

Galileo, the great Italian astronomer, physicist, engineer, philosopher and mathematician, once said: "Passion is the genesis of genius." So, let your passion become the start of something great for your career.



Robert Stevenson is a highly sought after, internationally known speaker. He is the author of the best-selling books *How to Soar Like An Eagle in a World Full of Turkeys* and *52 Essential Habits For Success*. Robert is a graduate of the Georgia Institute of Technology (Georgia Tech) and is a former All-American Athlete. He started his first business at 24 and has owned several companies. Robert has international sales experience dealing in over 20 countries, and his client list reads like a Who's Who in Business. He has shared the podium with such renowned names as Generals Colin Powell and Norman Schwarzkopf, Former President George H.W. Bush, Anthony Robbins and Steven Covey.  
[www.robertstevenson.org/](http://www.robertstevenson.org/)

## Google Plus: For Geeks Only? What You Need To Know Now

Is Google Plus a bust? Or is it still a channel to be reckoned with if you do not want to lose touch with your customers?

Google Plus – aka “Google+” – is a social network built by Google. It’s been connected to other Google products. It was the birthplace of Hangouts, for instance, now a standalone product.

But things are changing. Google is dismantling Google+ for parts. What will remain may be just a stream, yet it will likely endure due to its die-hard fan base.



So how relevant is Google+ to your business?

The answer is, it depends on your customer base. Are your ideal customers using it? If not, perhaps you can safely ignore it.

However, if you already have a following on Google+, or if you are targeting new customers who use it, here are three ways you can leverage it for your business:



### Get Found Fast

It’s no surprise that Google Search favors Google+ posts. With a little reader engagement, your post can show up on page one in just a few days.



### Give to Gain

Content that helps you target prospects with a simple “thank you” to folks who engage can work wonders.



### Build Micro-Lists with Circles

Here’s a little-known secret: For circles up to 100, Google+ allows you to “Also send e-mail.” This can be a great way to build tightly segmented lists.

Depending on your audience, Google+ may still be the best way to connect with your customers.

## Paying Too Much for Your Phone and Data? We May Be Able to Help!

If you think you have outgrown your current phone system and are tired of constant downtime in addition to repairs and maintenance, you may want to consider a VoIP system for your office. It is time to stop throwing money down the drain.

**For a free phone/data audit, visit us at**

**<http://www.synergyinc.net/data-phone-audit/>**

**or call us at (805)284-9700**



On A Side Note...

## Could Your Laptop Battery Revolutionize The Way We Drive?



If you like hot cars and green tech, you may have started hankering for a Tesla as far back as 2008...

Yet, aside from cool looks and speed, did you know the simple design edge that’s putting Tesla in the spotlight?

Other car builders, like Nissan, GM and even Mercedes, have electric cars on the road. But they all use costly, high-tech lithium ion batteries.

Tesla, on the other hand, simply uses the type of batteries you have in your laptop – thousands of them...

With over a billion of these cells made every year, their design and pricing is driven by the same fierce competition that drives the consumer market.

And if Tesla Motors can put a car on the road with enough battery life, they may just revolutionize the way we drive – like Henry Ford’s Model T did over a century ago.

