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VoIP is the Ultimate Solution for Your Communication Woes



One major technology pain point businesses have revolves around

communication. If your clients and prospects can't effectively reach your staff, customer support and productivity is weakened. Customers need more out of your phone system, and VoIP solutions offer more features with less expenses.



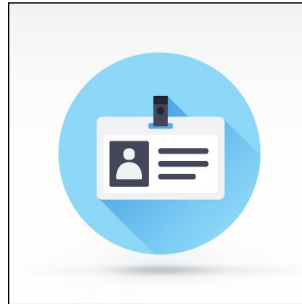
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About NetWorthy

NetWorthy Systems has been serving the Baytown and Beaumont area for over 20 years, proving IT Support such as technical helpdesk support, computer support, and consulting to small and medium-sized businesses.

Visit us **online** at:
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Two-Factor Authentication: An Easy Way to Make it Hard for Hackers



Have you heard the news? Passwords are old-school methods of authenticating account logins. If you want to maximize the security of your business, using two-factor authentication is your best bet.

Why Passwords Aren't Good Enough

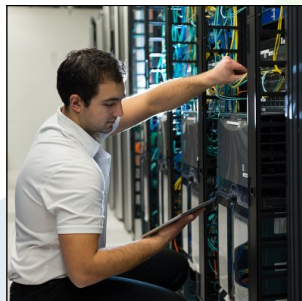
Passwords might have been valuable once upon a time, at the dawn of computing when hacking was in its infancy, but thanks to advanced hacking techniques, finding out a user's password has grown increasingly easy. In fact, all a hacker

needs to do so is to trick a user into forking over sensitive information by posing as someone with authority through an email message or phone call (a tactic known as "phishing"). That's right; it's really that easy.

Granted, not all business professionals will fall for these simple tricks. Still, that doesn't mean that your employees, who aren't nearly as skeptical as you, won't unintentionally throw your business under the bus by handing out your credentials like it's candy on Halloween. As the owner of your business, it's your responsibility to make sure that all of your infrastructure's bases are covered.

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4 Ways to Equip Your Business With the Technology it Needs



In a world where time is a luxury that the average business owner lacks, it can be burdensome to come up with new technology initiatives. The main issue that this presents is that it can be difficult to improve your operations if your technology's growth is stunted. Stagnate technology deployment can be detrimental to your business's success.

Therefore, it's recommended that you take a moment to seriously consider the last time you significantly improved an aspect of your company by integrating new technology. This

could be as simple as purchasing new workstations or server hardware, or upgrading to a new software that knocks the socks off of your legacy applications. If you can't remember the last time you made an improvement like this for your technology, we have news for you; it's probably holding your business back from accomplishing bigger and greater things.

Be Open to Change

You've heard the old adage, "Nothing risked, nothing gained." It applies to IT, too. If you're unwilling to make changes to your network, you won't be able to reap any of the many benefits that upgrading your infrastructure might yield.

Ask Your Team

One of the best ways you can find out how you can improve technological innovation in the workplace is by asking your team what they feel could be improved on. You might just find that they need better technology in order to perform their jobs to the best of their ability. If

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Introducing Two-Factor Authentication

In the most basic terms, two-factor authentication is a way to make it more difficult for hackers to access your accounts. This is typically done by using a separate security credential that only you have access to. This additional security measure is often enough to dissuade hackers from attempting to access your network (or bank account, email, Facebook, etc.). For them, it's simply a matter of risk and effort, versus the reward. If the return on investment isn't worth the effort, they'll probably leave you alone.

Some of the most popular methods of two-factor authentication include:

- **SMS Message:** A secondary code is sent to your smartphone. All you have to do is enter it when your account prompts you to and you'll have access to your account.
- **Email to a Secondary Address:** If you'd rather not receive your authentication code with your phone, you can simply check your secondary email address for it.
- **Voicemail:** You can even have your security code sent to your phone's voicemail, or in an automated voice call.
- **Two-Factor Authentication Apps:** Some accounts, like Google and Microsoft, allow for easy authentication simply by connecting your ac-

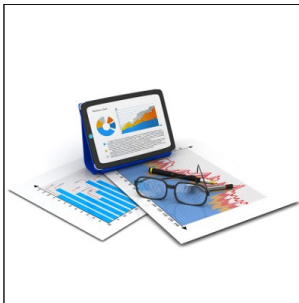
count to an application on your smartphone.

There are plenty of two-factor authentication choices out there. NetWorthy Systems can help equip your business with the highest quality standard for your organization's security solutions. Our services range from providing preventative measures, remote monitoring, and even offering two-factor authentication. Reach out to us at 877-760-7310 to find out more about how NetWorthy Systems can assist your business.



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How You Approach Technology Affects Your Entire Budget



Chances are that when you begin going through your expense reports, one of the

- Marketing and sales
- Utilities (electric, water, Internet, etc.)
- Estimated maintenance costs
- Legal & accounting fees
- Licenses & fees
- Office supplies
- Travel costs
- Interest & depreciation

most glaring expenses your business has is payroll. It is possibly the most crucial cost you will be subject to. In fact, small businesses need to realize that by hiring employees, a large portion of your operational budget is out the window. To properly grow a business, you may need to take an alternative view to the traditional business model; including your technology management.

Annual Budgeting is a Must

When you set up a budget for your business, you first have to estimate all the expenses you absolutely have to take on in order to operate your business properly. These include:

- Rent/Mortgage
- Insurance
- Procurement costs
- Payroll and requisite taxes

This may be a daunting task, especially if you are new to business and new to a market. Once you ascertain what it costs to run your business annually, you have to be confident that you have the demand necessary to facilitate taking on these costs. By completing this task, you can attempt to play out different scenarios to get a better grasp on what is possible for your business over the next year. If you want to implement any major change to your business strategy, you'll want to include it at this stage.

Technology can be a significant expense, when you take into consideration that the costs are represented by several of the variables listed above. Not only do you need to procure the technology systems, but you need to improve the depreciated computing systems, to meet the specifications required to operate

efficiently. You also have to consider the costs of IT support, since these systems are notoriously hard to predict. This often results in runaway technology costs that sap both the capital and operational budget.

At NetWorthy Systems, we provide solutions that can assist your business to ward against those runaway technology and support costs. Our comprehensive managed services offering delivers small and medium-sized businesses the opportunity to get all the technology support they need, for a consistent monthly flat-rate. With our remote monitoring and management solution, we can provide proactive maintenance to the machines attached to your network to ensure they remain reliable. We also make available help desk support and even on-site support for those times when remote support isn't an option. These managed IT services can be indispensable for a business searching for a way to navigate your technology's support, without having to pay a premium price.



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4 Ways to Equip Your Business With the Technology it Needs

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this is the case, they'll appreciate you asking how to make their jobs easier.

"We can provide your business with professional technology consultation that can help you make educated decisions about the future of your business."

Where Do You Want to Be?

Consider where you want your business to be in the next five, ten, or even fifteen

years. What technology could you use to achieve this goal? Is your current technology holding you back? If you consider how your use of IT affects your business model, you might be able to justify taking the time to innovate and introduce new solutions for your business.

Outsource the Responsibility

If you and the rest of your staff simply don't have time to even consider IT innovation, you're in luck. NetWorthy Systems's outsource IT management and consultation services are capable of taking on this responsibility so you don't have to. We can provide your business with professional technology consulta-

tion that can help you make educated decisions about the future of your business.

NetWorthy Systems knows exactly how the small and medium-sized business wants to operate its technology infrastructure. We can work with you to ensure that it's always operating at maximum capacity. This will help both you and your employees get more done throughout the workday. Give us a call at 877-760-7310 to learn more.



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4 Sure-Fire Ways to Improve Customer Service



The Internet gives customers a platform to be heard like never before. A customer's opinion of your business

dealings, when amplified online, can make or break your company. This reality requires modern enterprises to take customer service very seriously, which is easier said than done.

For a dramatic example of one dissatisfied customer using the power of the Internet to really stick it to a company, look no further than United Airlines' infamous "guitar incident." Musician David Carroll traveled with UA, and was horrified to learn that his \$3,500 guitar was damaged by United's baggage handlers. Even though United could have easily remedied this situation by paying for the damages, they chose not to, leaving Carroll disappointed and irate.

Seeking justice, Carroll turned to the online public forum that is the Internet. He used his music skills to write a song and music video about his experience, appropriately titled, "United Breaks Gui-

tars." **Watch Here:** <http://bit.ly/1T059Gf>
The video went viral, receiving attention from media outlets and investors alike. Within a month of posting the video, United's stock fell by a whopping 10 percent, which comes out to roughly \$180 million! Tragically, this entire incident could've easily been avoided if UA would have just ponied up a few grand and bought a new guitar for Mr. Carroll.

When it comes to providing outstanding customer service, you want to do more than avoid making people mad. You need to go above and beyond and offer the best service possible. Here are four ways that any business can improve their customer service.

Communicate Your Availability to Your Customers

When a customer encounters an issue, they may wrongly assume that you're not available to handle it, and then tell everyone about how your company "dropped the ball." It's well known that a customer is three times more likely to tell others about their negative experience than a positive one. Insult is added to injury when the broadcasting of a negative experience could've easily been prevented by the customer knowing about you and your team being available to assist them. Now for some good

news, when a customer finds help and their problem is happily resolved, they will tell up to six people of their positive experience.

Actually DO Quality Customer Service

Providing outstanding customer service is much, much easier said than done. In a poll of businesses, nearly 90 percent of all companies said that customer service is their top strategic priority, yet, only 3 percent were actually shown to provide quality customer care. Providing great customer service has to be more than a marketing ploy or a feel-good decision by the executive board. Prioritizing in customer service must permeate the entire company and be a major part of its culture. This is the only way that your customer service representatives (the people who actually DO customer service), will come to care enough to go above and beyond. If your team perceives that customer service is just talk from the higher ups, they'll treat the customers accordingly.

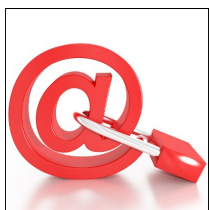
Reach Out to Your Customers Online

These same customers who use the Internet to tell others about their...



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<http://bit.ly/1EdNCye>

Protect Yourself From Email Attacks By Knowing What to Look For



At the front-lines of the battle to secure your

network is your company's email accounts. Facing an onslaught of spam, malicious links, virus-filled attachments, and more, it's up to each user to know what to look for and not let it through. This is a task that's easier said than done.

One of the greatest challenges posed by email security is that it's not as easy as setting up a security tool like a firewall and being done with it. When it comes to email, inboxes are constantly facing a barrage of new threats, and an employee can easily override your security solution to let a malicious message through. For an employee who doesn't know what to look for in a malicious spam message, letting a threat through like this is as easy as overriding the security prompt from your antivirus software with a single click, simply because they "think they know better."

Therefore, included in your network security strategy

needs to be a way to train your team on what to look for in an email threat. This is a formidable task since hackers are always looking for new ways to get around well-known traps by creating new threats.

One mistake that businesses often make is assuming that, because they've hired employees who are competent at their jobs, that they will also be good at spotting email threats. Unfortunately, it's too easy for these two skill sets to be mutually exclusive. After all, there's not a whole lot of classes about spotting email threats at business school. Instead, when it comes to understanding email threats, many computer users only depend on what they've come across in blog articles like this that they've stumbled upon. Or maybe their knowledge comes from something that was briefly mentioned in a training seminar from years ago. It would do your business well to be proactive about email security by providing your staff formal training on the subject, regularly.

Not sure how much your team knows about email security? One way to gauge their knowledge is to ask if they

know about phishing attacks. If their reply is in regards to bait and tackle, then you'll know that they're behind the times, and thus, are susceptible to an email phishing attack.

What's an email phishing attack? Don't be embarrassed if you don't know. The only way for you to protect yourself from such an attack is to know what to look for. To that end, here's a good definition from Indiana University of what an email phishing message is:

Phishing scams are typically fraudulent email messages appearing to come from legitimate enterprises (e.g., your university, your Internet service provider, your bank). These messages usually direct you to a spoofed website or otherwise get you to divulge private information (e.g., passphrase, credit card, or other account updates). The perpetrators then use this private information to commit identity theft.

Essentially, hackers who use phishing tactics are...



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We partner with many types of businesses in the area, and strive to eliminate IT issues before they cause expensive downtime, so you can continue to drive your business forward. Our dedicated staff loves seeing our clients succeed. Your success is our success, and as you grow, we grow.



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