



The Tech chronicle

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This monthly publication provided courtesy of Patrick Birt, President of AdRem Systems Corporation.

Our Mission: AdRem is a company of respected, trusted, and proven individuals dedicated to delivering Today's innovative technologies for a more secure nation of tomorrow.



Give Your Business The Protection It Needs With Cyber Insurance

Being at risk for cyber-attacks is a growing concern among small-business owners. Cybercriminals often target small businesses because they hold sensitive information and have weaker security infrastructures than larger businesses. For this reason and more, it should be no surprise that 88% of small-business owners feel vulnerable to a cyber-attack, according to a recent survey conducted by the U.S. Small Business Administration.

To protect your business and your customers, you must implement strong cyber security practices in your business. You need to run your employees through annual cyber security training so they know the newest cyberthreats and how to avoid putting the company at risk. You should also utilize a firewall, back up your data on all computers, secure your WiFi networks and ensure your entire team understands the importance of strong passwords. To

give your business an extra layer of protection, though, you can get cyber insurance coverage.






Cyber insurance, often called cyber liability insurance, covers the damage your business suffers if you're the victim of a cyber-attack or data breach. Here are a few areas where having cyber insurance can help.

Ransomware Attacks

Imagine that a cybercriminal gains access to sensitive information, such as your employees' Social Security numbers or your customers' credit card numbers. You know the release of this information could cause irreparable harm to your business, and you're willing to pay whatever it costs to prevent this from happening. This is the goal of ransomware attacks. Hackers threaten to publish sensitive information or lock you out of vital programs if you don't pay them. Cyber insurance will help you pay the ransom.

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Customer Outreach

If sensitive customer information gets stolen from your business, you have a legal obligation to inform your customers. The average cost of notifying customers of a breach and other post-breach responses is \$1.72 million, according to the Ponemon Institute Cost of Data Breach Study. That's a cost most small businesses cannot afford, but cyber insurance will help cover it.

Data Recovery

If your business becomes the victim of a data breach, you're going to want to get that information back. Your policy can protect you and your employees from identity theft, as your insurance provider may pay for identity recovery services. These are invaluable services, since data and identity recovery can take years to handle on your own.

Cyber insurance can also help cover the costs of customer and employee lawsuits after a data breach, lost income due to network outages and even regulatory fines. Most cyber insurance policies come with exclusions to which you need to pay attention. Your policy will probably not cover attacks that happened before your coverage started, future profits affected by a data breach or the loss of valuation after a cyber-attack.

“Cyber insurance providers like to provide coverage to businesses that are proactive with cyber security practices.”

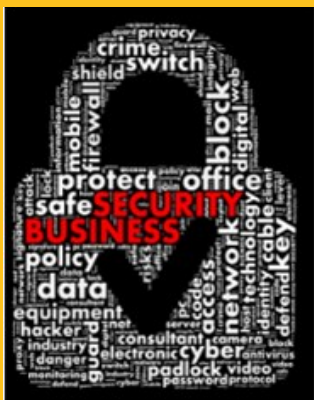
But how do you get cyber insurance for your company? You have to meet certain qualifications to get a policy, due to the rise in cyber-attacks and cyber security awareness. Every cyber insurance provider will look at the strength of your network security before considering your business for coverage. If your network is weak and at a high risk of being targeted, they are not going to take a chance on you.

If your business is within an industry that requires cyber security compliance, make sure you're compliant. If you're not, cyber insurance providers won't even give your business a second thought before rejecting your application for coverage. This shouldn't be an issue, as most businesses stay compliant, but double-check your requirements to ensure all your bases are covered.

If you're considering cyber insurance but are worried about the cost, you can do a few things to make it more affordable. Cyber insurance providers like to provide coverage to businesses that are proactive with cyber security practices. Implementing an incident response plan will show providers your business has procedures in place to handle emergencies if they arise. Researching all third parties you work with and showing they have strong cyber security practices will also benefit you.

Cyber insurance can be an incredibly beneficial cyber security element to add to your business. As new cyber-attacks and threats continue to develop, it's essential to get all of the protection you possibly can.

Free Cyber Security Audit Will Reveal Where Your Computer Network Is Exposed And How To Protect Your Company Now








At no cost or obligation, our highly skilled team of IT pros will come to your office and conduct a comprehensive cyber security audit to uncover loopholes in your company's IT security.

After the audit is done, we'll prepare a customized "Report Of Findings" that will reveal specific vulnerabilities and provide a Prioritized Action Plan for getting these security problems addressed fast. This report and action plan should be a real eye-opener for you, since almost all of the businesses we've done this for discover they are completely exposed to various threats in a number of areas.

**To get started and claim your free assessment now,
call our office at 703-860-2233**

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Prepare for and Protect Your Business with Cyber Insurance

What is the importance of Cyber Security Insurance Audits and how they can help protect your business?

Cyber-attacks are becoming more frequent and sophisticated, and as a result, many companies are now investing in Cyber Security Insurance. Earlier, we shared what cyber security insurance is and how it protects your business, however, simply purchasing a cyber security insurance policy is not enough. You need to ensure that your policy covers all the necessary risks and that you are fully compliant with the policy's requirements.

This is where a cyber security insurance audit comes in. An audit can help identify any potential risks that your business may be exposed to, and ensure that your insurance policy covers these risks. It can also help identify any gaps in your existing security measures and provide recommendations on how to address them.

Here are some important considerations for a cyber security insurance audit:

Policy Coverage

Review the terms and conditions of your cyber security insurance policy to ensure that it covers all the risks that your business may face. Identify any gaps in coverage and determine if additional coverage is needed.

Risk Assessment

Conduct comprehensive risk assessment of your organization's cyber security posture. This will help identify areas of vulnerability and allow you to prioritize your efforts to strengthen your defenses.

Compliance

Ensure that your organization is compliant with all relevant regulations and standards, such as GDPR, HIPAA, and PCI

DSS. Non-compliance can result in hefty fines and reputational damage.

Incident Response Plan

Develop and test an incident response plan to ensure that your organization is prepared to respond to a cyber-attack effectively. This will help minimize the damage caused by a breach and ensure that your organization can resume operations as quickly as possible.

Employee Training

In addition to ensuring that your employees are trained in cyber security best practices, employees must understand their role in protecting your organization's assets. This includes regular training on how to identify and report suspicious activity and how to respond to a cyber-attack.

Keeping these considerations in mind experts have decided on the 5 Must-Have Security Controls that will increase your chance of obtaining an adequate insurance policy with the best rate:


1. Multi-factor Authentication (MFA)
2. Segregated Backups
3. Endpoint Detection and Response (EDR) and Next Gen Anti-Virus (NGAV)
4. Patching and Vulnerability Management
5. Cyber Security Employee Training

A cyber security insurance audit is an essential part of protecting your business from the risks associated with cyber-attacks. It can help identify any gaps in coverage, ensure compliance with regulations and standards, and provide recommendations for strengthening your defenses. Stay safe and Protected!



Patrick Birt is the Owner and Founder of AdRem Systems Corporation, incorporated in 2003. He has over 35 years of information technology and federal service experience. A Lead Engineer for government solutions that included development of concepts, design, implementation, and integration, he has spent his career working with Compliance Regulations such as NIST, CMMC, HIPAA, and FTC Guidelines. He applies his knowledge of networks and compliancy to ensure business owners find continued success, growth, and security.

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Work Smarter, Not Harder

Harness The Power Of Technology To Improve

In today's fast-paced world, it can be challenging to stay focused and productive. With constant distractions from social media, e-mail notifications and other online temptations, it's no surprise that many people struggle to get things done. Fortunately, technology can also be an asset to help you stay on task and reach your goals, regardless of whether you're trying to accomplish things in the workplace or in your personal life. By using the right tools and strategies, you can harness the power of technology to boost your productivity and stay focused on important tasks.

One of the most effective ways is to utilize the right apps and software. Countless productivity tools are available, each with unique features and benefits. Time-tracking apps like Toggl and RescueTime allow you to track how much time you spend on any given task. You'll quickly identify where you're wasting time and can make adjustments to reclaim it. Productivity apps like Asana and Trello can help you create to-do lists and track progress toward accomplishing essential company tasks and projects.

Focus apps like Freedom and SelfControl are also worth looking into if you are continually tempted by distractions. These apps allow you to block access to certain websites for a specified amount of time, which will help you avoid social media platforms and news websites when you should be focused on your work. Some apps and tools are free, while others require a subscription or a onetime fee. To determine the best apps for your situation, you should consider various factors, including your work style, goals and your budget.

In addition to the many apps that are available, another key strategy involves cleaning up and managing your digital environment. If you use a computer for work, it's not uncommon for it to become cluttered over time. Clear out applications and documents from your home screen that are no longer needed, and disable those pesky pop-up notifications. Doing so will often boost your computer's processing power.

Organization is a crucial part of tidying up your digital workspace. If you're not already using a cloud-based

platform, like Google Drive or Microsoft OneDrive, to keep your files organized, now is the time to do so. If you do use a cloud-based platform, when did you last go through it? Set some time aside every other month to go through your documents to ensure they're organized in a way that makes it easy to access them. Create subfolders and date everything to truly maximize your efficiency. These platforms will also allow you to share your documents with minimal effort. And if you're well organized, you won't get distracted while hunting for a specific document.

If you work remotely and find that your productivity suffers when you need to contact a co-worker, communication programs like Zoom and Slack allow you to facilitate real-time collaboration and better connect with your team. Be careful, though, since communication apps can be a double-edged sword. Yes, they can improve productivity, but they can also redirect your focus if you get pulled into conversations that aren't work-related. If you find yourself constantly distracted by communication from other team members, set specific times to check your notifications.

As a final tip, if you need additional support when it comes to staying productive and focused, utilize a digital assistant like Amazon's Alexa or Apple's Siri. These assistants can be programmed to remind you about important tasks and deadlines before they get too close. They can schedule tasks, help you plan your day and even answer questions quickly.

We don't have to think about technology only as a distraction. Once you find the right apps and technological tools that fit your work style, you'll notice an immediate improvement in your productivity.

Welcome!

AdRem is growing!

Help us in welcoming Betty Vilcas to our team. Betty is our new Software Engineer with over 20 years of full life-cycle application software development experience. She will be working with our Federal Customers .

If you meet her this month make sure to say hello and welcome her to AdRem Systems Corporation.

We are excited to add her to our Team!

Gain More Referrals By Finding A Referral Partner

Referrals are an excellent way to bring in new customers. Customers referred to your business are more likely to convert faster, spend more and stay with your company longer. One of the most efficient referral strategies for small businesses is utilizing a referral partner. A referral partner is another business that serves the same customer you do. These businesses have already found your future client, provided them with a service and built trust. To implement this strategy in your business, find a company you want to partner with and refer customers to them first. They will be grateful and return the favor, helping both of your businesses grow.



Close Any Deal With This 3-Step Approach

It's one thing to help a client identify a problem, but it's another to help them solve it. You'll need to convince clients to accept your expertise to solve their problems. Many intelligent people struggle with closing deals, so I devised the following three strategies to help anyone become a better closer.

Summarize The Underlying Need

I once went into the office of a greatly admired billionaire CEO with a colleague. He had been asked to come strategize for 90 minutes on how to identify and solve the CEO's top leadership problems. The CEO talked about scary changes in his industry while laying out his heart about his team and their strategies. When he stopped talking, my colleague was presented with the perfect opportunity to summarize the client's underlying need. Instead, he directly asked the CEO what he thought the next steps should be. The CEO was unamused and said, "Well, I don't know. I was hoping you might tell me."

My colleague should have taken a moment before responding to analyze the emotion behind what was just told to him. Once the client realizes you understand their situation, they're more likely to listen to your plan of action.

Say What You Plan To Do

Smart people worry about putting themselves out there by offering a plan.

They fear that another smart person is going to disagree with them. They worry about proposing a plan that doesn't work. That's why many advisors stay "safely vague" rather than offer a specific plan. But being vague doesn't help leaders solve their biggest problems. You must have the courage to propose a plan. The key is to be as specific as possible. Break down your ideas and lay them all out. If the client has concerns about any areas, you can address them, but they'll be happy to see the wheels are turning in your mind as you come up with solutions to their problems.


Ask If They Want Your Help

So many smart people get a gag reflex when it comes time to ask for the sale. They think selling is evil. They don't view themselves as salespeople. And besides, if a client realizes how great a consultant is, they will ask for the sale themselves, won't they? But business doesn't happen that way. The client wants to know you want to help. It's *their* insecurity that often holds the client back from closing themselves. That's why you have to do it. And don't view it as selling - view it as an offering of help. Don't you think it's nice to offer to help somebody accomplish something important to them?



Dr. Geoff Smart is chairman & 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.

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Keep Your Customers Happy By Avoiding These 3 Selling Strategies

You've probably been on the receiving end of some poor sales strategies without even realizing it. For example, a salesperson said something that rubbed you the wrong way, sending you out through their doors and into the arms of a competitor. While it might have been a frustrating experience for you then, it's much worse if you or your sales team use these tactics in your business.

You want your customers to enjoy working with you, so you and your sales team must utilize strong sales strategies. Here are three selling tactics you want to avoid at all costs.

Not Addressing The Customer's Primary Problem: Customers rarely walk into a place of business on a whim anymore. They usually have a very specific problem they need help to solve.

Fully listen to their concerns and provide a solution to their problem. Do not push your products or services down the customer's throat if they have nothing to do with their dilemma.

Overpromising And Underdelivering: Some salespeople think the key to boosting sales numbers is to promise their customers the world, even if what they're promising is impossible. If you fail to deliver on your promise, you're essentially lying to your customers, which destroys their trust in your business.

Arguing With Customers: You may know your product or service better than your customers, but that doesn't mean you should combat them if they have concerns or unrealistic expectations. Stay silent and ask questions about what they need. The second you start arguing with them, you've lost the sale.

How To Make A Positive Experience For Unhappy Customers

When a customer is upset with your business or team, you may think there's no way to sway their opinion. This couldn't be further from the truth. You have the power to please and change the views of unhappy customers. By utilizing the following strategies, you'll know how to handle displeased customers and maybe even turn them into lifelong clients.

Listen To Them. Your customer's complaint likely has nothing to do with you personally, but how you respond to them can make or break their lifetime value. Be empathetic and listen to what they say.

Be A Creative Problem-Solver. After you hear the concerns or complaints from your clients, ask yourself if their problem is solvable. In most cases, it is, but it will require some brainstorming. Think outside of the box and deliver exceptional service, and you'll gain a customer for life.

Work Efficiently To Solve The Problem. When you get a complaint from a customer, don't sit on it. They want an immediate solution or response, so take a minute to think and come up with a solution that works for everyone.



“I think these, ‘take your kid to work’ days are just a ploy to get free tech support.”

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