

THE CYBERSIDE BRIEF

Over 20 Years of Insider Wisdom on IT Defense for Your Business Prosperity and Security

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



GOING GREEN:

HOW TECHNOLOGY CAN HELP YOU REAP THE BENEFITS OF SUSTAINABILITY



Sustainability is a practical strategy any small or midsize business can adopt to save money, improve efficiency and boost employee well-being. The DOE says that energy-efficient systems can cut usage by up to 75%, and greener workplaces have been shown to increase productivity and reduce sick days by 30%. Beyond cost savings, sustainability attracts eco-conscious clients and enhances your brand's reputation. But you don't need to be a green-certified building to get the benefits of sustainability. Here are a few simple ways to leverage modern technology to go green in your business.

1

Upgrade To Energy-Efficient Hardware

One of the easiest ways to make your business more sustainable is by switching to energy-efficient devices. ENERGY STAR-certified laptops, monitors and servers use significantly less power than older models. For example, an ENERGY STAR-certified computer uses about 25%

less energy than standard equipment, making it a smart upgrade for your wallet (and the planet). Tools like smart power strips can also reduce energy waste from devices left on standby, and energy-efficient printers and copiers can cut power usage during the workday.

2

Adopt Cloud Computing

Platforms like Microsoft Azure, Google Cloud or AWS enable businesses to store data and run applications on shared servers, reducing the need for on-site equipment. Cloud computing also supports scalability, allowing businesses to pay only for the resources they use. This consumption-based model minimizes waste while reducing the capital investment required for IT infrastructure. Many cloud providers are also committed to sustainability, powering their data centers with renewable energy to reduce carbon emissions further.

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3 Implement Green IT Solutions

Green IT solutions, like virtualization and e-waste recycling, help businesses become more sustainable while optimizing operations. Virtualization allows companies to run multiple virtual servers on a single physical server, significantly reducing hardware requirements and energy consumption. When hardware needs replacing, e-waste recycling ensures that outdated equipment is disposed of responsibly. Many IT vendors and local recycling programs offer secure recycling services that protect sensitive data and prevent harmful materials from entering landfills.

4 Harness The Internet Of Things (IoT)

IoT devices help businesses monitor and optimize energy use in real time. Smart thermostats like Nest adjust heating and cooling based on occupancy, saving up to 12% on heating and 15% on cooling annually. IoT-powered lighting systems also ensure lights are on only when needed, reducing waste in unused spaces.

5 Go Paperless

Going paperless is one of the easiest ways to reduce your business's environmental impact. Modern IT solutions, like digital invoicing systems and cloud-based document storage, eliminate the need for physical paper while improving efficiency. Tools like DocuSign enable businesses to handle contracts and forms electronically, saving time and resources. Businesses that still require some paper use should consider printers with duplex printing capabilities to minimize waste and use recycled paper products whenever possible.

6 Utilize Renewable Energy Solutions

Investing in renewable energy, such as solar panels, is a long-term strategy for sustainability. Solar-powered charging stations, for instance, provide a clean energy source for employees to charge their devices, reducing reliance on grid power. While installation costs can be high, tax incentives and rebates make renewable energy more accessible. Over time, these investments pay off in lower utility bills and enhanced sustainability credentials, which can attract eco-conscious customers and partners.

7 Encourage Sustainable Employee Practices

Technology can also encourage employees to adopt greener habits. Tools like Slack or Microsoft Teams reduce the need for unnecessary travel by supporting remote work and virtual meetings. You can also encourage employees to turn off devices or set them to energy-saving modes when not in use and even gamify sustainability by tracking energy savings and rewarding employees for eco-friendly behaviors.

Sustainability Is Good Business

By leveraging modern technology, like energy-efficient hardware, cloud computing and IoT solutions, you can lower operating costs, enhance efficiency and improve employee well-being. But these changes don't require a massive overhaul; even small steps, like going paperless or encouraging eco-friendly habits, can contribute to a healthier planet and secure a more resilient future for your business.



Do You Safeguard Your Company's Data And Your Customers' Private Information BETTER THAN Equifax, Yahoo And Target Did?

If the answer is "NO" – and let's be honest, the answer is no – you are leaving yourself and your company open to massive liability, millions in fines and lost business, lawsuits, theft and so much more.

Why? Because you are a hacker's #1 target. They know you have access to financials, employee records, company data and all that juicy customer information – Social Security numbers, credit card numbers, birthdates, home addresses, e-mails, etc.

Don't kid yourself. Cybercriminals and hackers will stop at NOTHING to steal your credentials. And once they have your password(s), it's only a matter of time until they destroy your business, scare away your customers and ruin your professional and personal life.



Why Not Take 4 Seconds Now To Protect Yourself, Protect Your Company And Protect Your Customers?

Our 100% FREE and 100% confidential, exclusive CEO Dark Web Scan is your first line of defense. To receive your report in just 24 hours, visit the link below and provide us with your name and company e-mail address. Hopefully, it will be ALL CLEAR and you can breathe easy. But if your company, your profits and your customers are AT RISK, we'll simply dig a little deeper to make sure you're protected.

Don't let cybertheft happen to you, your employees and your customers. Reserve your exclusive CEO Dark Web Scan now!

Claim Your FREE Dark Web Scan Today At
<https://www.adrem.com/contact-us/>



CARTOON OF THE MONTH



"Last thing, I need everyone to keep March open this year. Word is we're going to be testing out hiding pots of gold to see if we can't pick up on some of that market."



Compliance Navigator



Cyber Insurance

WHEN A CYBER BREACH HAPPENS, WILL YOUR INSURANCE COMPANY APPROVE YOUR CLAIM?



Cyber insurance has become a crucial safety net for businesses facing the growing threats of ransomware, data breaches, and regulatory fines. However, many business owners may be unknowingly putting their coverage at risk. If your organization self-attests to meeting cyber insurance requirements without actually implementing the necessary controls, you may find that your claim is denied when you need it most.

ARE YOU REALLY COVERED?

Many cyber insurance policies require businesses to confirm that they have specific security measures in place. This self-attestation process asks organizations to verify their:

- Firewalls and endpoint protection
- Multi-factor authentication (MFA)
- Data encryption and secure backups
- Employee cybersecurity training
- Incident response and disaster recovery plans

However, during a claim investigation, insurers often find that these security controls are either outdated, misconfigured, or not actually in place—leading to claim denials.

COMMON REASONS CLAIMS ARE DENIED

- **Misrepresentation of Security Controls** – Checking a box is not enough; you must fully implement and maintain the required security measures.
- **Lack of Regular Security Audits** – Cyber insurers expect ongoing security assessments to validate compliance.
- **Weak Access Controls** – If multi-factor authentication is not enforced across key systems, insurers may reject claims.
- **Failure to Meet Compliance Standards** – Businesses subject to PCI-DSS, HIPAA, CMMC, or other regulations may assume they are compliant, only to find they fall short during an audit.

HOW TO PROTECT YOUR BUSINESS AND YOUR COVERAGE

To ensure your business remains protected and that your cyber insurance claim will be honored, take these proactive steps:

- ✓ **Review Your Policy in Detail** – Ensure you fully understand what security measures are required.
- ✓ **Conduct a Cybersecurity Readiness Assessment** – Identify gaps in your compliance before an insurance provider does.
- ✓ **Maintain Documentation** – Keep clear records of security policies, training programs, incident response plans, and system logs.
- ✓ **Perform Regular Security Audits** – Ongoing vulnerability scanning and penetration testing help keep your cybersecurity posture strong.
- ✓ **Align with Industry Best Practices** – Follow frameworks like NIST, CIS Controls, and ISO 27001 to strengthen security.

DON'T WAIT UNTIL IT'S TOO LATE

A cyber insurance policy is not a substitute for strong cybersecurity—it's a financial safeguard that only works if you meet the insurer's requirements. The worst time to discover your policy won't pay out is after a breach.

At Compliance Sherpa we help businesses evaluate their cybersecurity readiness, identify compliance gaps, and ensure alignment with cyber insurance requirements. Contact us today for a comprehensive risk assessment and make sure your business is genuinely protected.

PRESENTED TO YOU BY SHERPA, AN ADREM SYSTEMS COMPANY:



theSherpa.us | 571-360-3926 | info@thesherpa.co

WHAT'S IN IT FOR THEM?

HOW TO DEAL WITH THE PROBLEM OF PERSONAL AND PROFESSIONAL DISCONNECTION



Joe Polish, a leading entrepreneur and author of *What's In It For Them?*, built his success after overcoming addiction and a failing carpet-cleaning business that left him \$30,000 in debt. Despite his struggles, Polish remained focused on how to be useful to others. Today, as the founder of Genius Network and Genius Recovery, he helps others succeed by prioritizing meaningful relationships and creating value. At a recent industry conference, Polish shared powerful strategies for overcoming personal and professional disconnection – an issue that can undermine business performance and personal fulfillment.

Caring Vs. Commitment

Success, whether in relationships or business, comes from consistent actions that reflect true commitment. You might care deeply about your family, but are you prioritizing quality time with them? You care about your health, but are your habits – like staying up late or overindulging – aligning with that care? “I care about a lot of stuff, but your actions show what you’re committed to,” Polish explains.

Give More Than You Take

People are naturally drawn to givers rather than takers. Polish emphasizes that generosity creates trust and goodwill, which ultimately leads to stronger relationships, a better business and a more fulfilling life. “If you want to connect with people, focus on how you can

help them, not on what you can get from them,” he says. “Ask yourself, how can I be a giver instead of a taker?”

Address Pain Points

The best way to connect with someone, Polish says, is to identify where they are struggling and offer help. “I have done more to bond and connect with people through pain than any other thing... I want to relieve pain, and that’s how I can build some great rapport with so many people,” he says. In business, solving your customers’ pain points isn’t just good service – it’s the key to earning their trust and opening the door to meaningful opportunities.

Break Isolation With Trusted Networks

“Silent battles are the hardest battles to fight. You’re as sick as your secrets, and if you don’t disclose to trusted people who care about what’s going on...you won’t get better,” he states. Polish emphasizes that sharing challenges with a support system is essential to moving forward. This could mean leaning on Mastermind groups, trusted peers or collaborative communities, where fresh perspectives and actionable insights can help you tackle frustrating challenges.

Answer The Question “What’s In It For Them?”

Polish believes that the secret to meaningful

relationships is focusing on how you can create value for others. “I look at what’s in it for them, and I have found that to get what I want, I help other people get what they want,” he says. For business owners, it means putting clients and partners first, ensuring every interaction leaves a positive impact. As Polish puts it, “There’s no limit to what you can accomplish or the peace and joy you can find in your own existence” when you focus on helping others.

TRIVIA

This year, nine new emojis are expected to drop, including which of the following?



- A. Sasquatch
- B. Exploding Watermelon
- C. Tofu
- D. Pickleball Paddle

February Answer: B. According to the FTC, \$1.14 billion was due to romance scams, with median losses of \$2000 per person - the highest reported loss for any form of imposter scam.



CYBERSIDE PULSE

Strengthening Compliance & Security at Kaseya Compliance Summit 2025

Our Virginia team recently attended the Kaseya Compliance Summit 2025, an event that brought together cybersecurity and compliance leaders to address the evolving business needs of regulatory requirements.

At AdRem we believe compliance is more than just meeting industry mandates - it's about fortifying businesses and reducing risk. As regulations like CMMC, NIST 800-171, and SOC 2 continue to shape how organizations approach cybersecurity, our team is committed to staying ahead of the curve.

Beyond gaining key insights from industry experts, we had the opportunity to connect with clients and colleagues who are just as dedicated to compliance and security. Sharing experiences, challenges, and best practices reinforced our belief that collaboration is a key driver of success in this space.

The knowledge and relationships strengthened at this event will directly support our clients and partners, helping them navigate compliance with confidence while improving their overall security posture. If compliance is on your radar, let's start a conversation. Your security is our priority.

Let's talk compliance!



703-860-2233

Visit us at:

<https://www.adrem.com/compliance/>



More Than a Makeover: Our Website Now Serves You Better

Exciting news! AdRem Systems Corporation has officially launched a redesigned website, bringing together both sides of our business under one unified online presence. Whether you're looking for Private Cybersecurity and Compliance Services or need a trusted partner for Federal Government or Public Contracting, our new site makes it easier to explore our expertise.



What's New?

- **A Single Hub for Our Services** - After many years, both our Commercial and Federal portfolios are showcased together, reflecting the full scope of our capabilities.
- **Optimized User Experience** - Navigate solutions more intuitively and find the information that matters most to your business.
- **Enhanced Resources & Insights** - Stay ahead of evolving compliance requirements like CMMC, NIST 800-171, and SOC 2 with updated content and industry insights.

For over 20 years AdRem Systems Corporation has been a trusted cybersecurity partner, securing businesses and government networks alike. This website redesign isn't just about aesthetics - it's about functionality, security, and accessibility, ensuring businesses and federal agencies can find the solutions they need.

Explore the new site and let us know what you think!

OUR SERVICES

IT BUSINESS SOLUTIONS

Managed and Co-Managed Service (MSP)
 Managed Security Service (MSSP)
 Cloud Computing
 VoIP Solutions
 Data Backup and Recovery
 Cybersecurity
 Vendor Management
 Hardware as a Service (HaaS)
 Secure Access Service Edge (SASE)
 Virtualization
 Remote Work Environments

COMPLIANCE SOLUTIONS

CMMC, NIST, HIPAA, ISO, FTC, etc.
 Email Enclaves
 Employee Security Training
 Data Backup and Recovery
 Data Privacy and Encryption
 Disaster Recovery Planning
 Penetration Testing
 Vulnerability Scanning
 Policy Consulting
 Cybersecurity Consulting

HARDWARE PROCUREMENT

Shop.AdRem.com

HOSTING & ONLINE SERVICES

OnlineServices.AdRem.com

Domain Registration and Transfer
 Website Hosting: Website Builder & WordPress
 Website Security Solutions
 Custom Website Design
 WordPress Website Support Solutions
 Logo Design
 Virtual Private Servers (VPS)
 Dedicated Servers
 Email Marketing



OUR MISSION

To apply our 20 Year Legacy of knowledge and innovation, to defend Critical IT Networks, and encourage a more secure nation of Tomorrow by delivering Today's technologies with respected, trusted, and proven individuals.



CYBERSIDE CHAT



Never Lose Your Car Again

Lost your car in the grocery store parking lot (again)? There's no need to follow the sound of the horn like a lost duckling. Open Google Maps on your phone, tap your location on the map (the blue dot), then click "Save your parking." If you have Siri, you can say, "Siri, remember where I parked my car." Then you'll see a pin on the map.

New Tech Delivers All The Flavor With None Of The Calories

Researchers at City University of Hong Kong have devised a new way to make virtual reality even more immersive – through your tastebuds. Using a handheld device that looks like a disposable vape, users can experience virtual flavors through iontophoresis, a method that delivers taste chemicals to their tongues through tiny ion flows. This idea could change how we experience VR, but whether it becomes a big deal or a quirky experiment is still up in the air.

Waze Away

Finally, Google is integrating Waze's real-time incident reports using activity from the app's 140 million users. This integration allows Google Maps users to receive notifications about accidents, traffic jams, speed traps and other hazards reported by Waze's community of drivers. The feature is rolling out gradually, starting with police



alerts, and is expected to include more types of incident reports in the future.

Are You Being Snackfished?

Hungry consumers are scouring the country looking for viral food products seen on Instagram (like clear ketchup and chocolate Pringles) but can't find them. Why? Because they don't exist. Some influencers are making up ridiculous food products, poking fun at the food industry's reputation for weird product launches. While mostly harmless, snackfishing underscores how easily audiences can be swayed by convincing visual content, reminding us to verify what we see online before taking it at face value.

DON'T LEAVE FOR SPRING BREAK WITHOUT TURNING ON THESE POWERFUL SECURITY FEATURES

A lost or stolen smartphone is more than inconvenient — it's a major privacy risk. With rising phone thefts, securing your device before spring break is critical. Check to make sure you're utilizing these powerful features on your device.

1. Enable Stolen Device/Theft Protection:

Apple's Stolen Device Protection locks iPhones in unfamiliar locations, rendering them useless without your Apple ID. Android's Theft Protection uses AI to detect theft and locks devices automatically. Activate these features in your settings.

2. Turn On Advanced Data Protection:

Apple encrypts iCloud data like photos and messages, while Google's Advanced Protection secures sensitive Android data. Ensure your device is updated and enable these options in account settings.

3. Use Passkeys And Biometrics:

Log in securely with Face ID, Touch ID, or passkeys to eliminate password risks.

Take these steps to safeguard your phone and enjoy peace of mind on your break.

