



Is Your Cyber Security Policy (Or Lack Of One) Leaving You Wide Open To Attacks?

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Monday – Thursday = 8:00 – 5:30
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Every business, big or small, should have a cyber security policy in place for its employees. Employees need to know what's acceptable and what isn't when it comes to all things IT. The policy should set expectations, lay out rules and give employees the resources necessary to put the policy to work.

Your employees represent the front lines of your business's cyber security defense. You may have all the antivirus software, malware protection and firewalls in the world, but if your employees aren't educated about IT security or don't understand even the basics, you're putting your business at MAJOR risk.

What can you do to remedy that? You can put a cyber security policy in place. If you already have one, it's time to update it. Then, once it's ready, put it into action!

What does a cyber security policy look like? The specifics can look different from business to business, but a general policy should have all the fundamentals, such as password policy and equipment usage.

For instance, there should be rules for how employees use company equipment, such as PCs, printers and other devices connected to your network. They should know what is expected of them when they log into a company-owned device, from rules on what software they can install to what they can access when browsing the web. They should know how to safely access the work network and understand what data should be shared on that network.

Breaking it down further, many cyber security policies include rules and expectations related to:

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- E-mail use
- Social media access
- General web access
- Accessing internal applications remotely
- File sharing
- Passwords

Policies should also break down IT roles within the organization. Who do employees call, text or e-mail if they need IT support? What is the hierarchy they are expected to follow? Do they have internal support? Do they contact your managed services provider (MSP) or IT services partner?

It's important for employees to have resources in order to effectively execute policies. This can come in many forms. It may be a guidebook they can reference or a support phone number they can call. It might be ongoing training on cyber security topics. Or it might be all of the above (as it often is!).

Break down every rule further. Passwords are a great example of an area of policy every business needs to have in place. Password policy often gets overlooked or simply

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isn't taken as seriously as it should be. Like many cyber security policies, the stronger the password policy is, the more effective it is. Here are a few examples of what a password policy can include:

- Passwords must be changed every 60 to 90 days on all applications.
- Passwords must be different for each application.
- Passwords must be 15 characters or longer when applicable.
- Passwords must use uppercase and lowercase letters, at least one number, and at least one special character, such as @, #, % or &.
- Passwords must not be recycled.

The good news is that many apps and websites automatically enforce these rules. The bad news is that not ALL apps and websites enforce these rules – meaning it's up to you to define how employees set their passwords.

Putting a cyber security policy in place isn't easy, but it's necessary, especially these days. More people are working remotely than ever. At the same time, cyberthreats are more common than ever. The more you do to protect your business and your employees from these cyberthreats, the better off you'll be when these threats are knocking at your door.

If you need help setting up or updating your cyber security policy, do not hesitate to call your MSP or IT services partner. They can help you put together exactly what you need for a safer, more secure workplace.

What Our Clients are Saying!

I have worked with Brandon Business Machine for many years they have consistently provided me reliable honest and fair pricing.

Tracy Blevins - ELITE STAFFING PARTNERS



BBM Introduces CoreNexa 7.0



CORENEXA™ Cloud Communications

Next-Gen Voice, Video, Messaging & Collaboration

CoreNexa 7.0 is our next-gen voice, video, messaging and collaboration solution. It is an all-in-one solution combining high quality voice and video with critical collaboration capabilities modern workforces and employees need to be productive and stay engaged, whether working remotely or in the office.

CoreNexa has a built-in softphone for making and taking calls with robust call features such as 3-way calling, call transfer and visual voicemail, plus HD video meetings, chat and SMS messaging, virtual rooms, contacts with presence as well as an extensive list of advanced and innovative features not available in any other solution. Accessible through a downloadable desktop app, as well as browser and mobile clients, CoreNexa 7.0 is uniquely designed for modern businesses and remote workers who need easy to learn and easy to use all in one communication and collaboration tools.

Standard User Features include:

Built in softphone with all the expectations of a desk phone plus the ability to be used anywhere you want to work.
 HD Video Meetings with unlimited 1:1 meetings and group

meetings with up to 100 participants per meeting with a 40-minute time limit. There are multiple screen share options and seamless transitioning to a different presenter.

Private and Group Conversations allow team members to communicate in the same application and not miss anything since it is all in one easy to use space.

Premium User Features include:

Dial in only option for meetings so that you do not have to be on the video presentation but can still have access to the call.

Unlimited Meeting Times with up to 100 participants.

Virtual Rooms which are an always on video meeting space.

Users that have access to these rooms can come and go or stay in them to allow people to work together without setting up a new meeting.

Lightboard Mode allows presenters to setup custom overlays with animation, text or graphics. This would be similar to presenting like a weatherman with a green screen.

We are committed to providing new and powerful tools to continue to support the ever-changing needs for collaboration and telecommunications.

We look forward to speaking with you further about these new features and all other areas of telecommunications. If you would like to setup a time to meet to learn more and get your workforce setup with this, please reach out to us or use the included link to schedule a time that we can meet either in person, on the phone or even through the new meeting software.

Schedule an appointment:

<https://go.oncehub.com/MeetBryan>

Zoom Getting You Down? Here's Why And What To Do

Zoom burnout is real, but with remote work becoming more prevalent than ever, it's here to stay. There are several reasons why Zoom burnout is happening, but there are things you can do to stop it in its tracks.

Stay Structured. Like traditional meetings, Zoom meetings can eat time. But more than that, they can be tiring. In larger Zoom meetings, you may have to take in a lot of information. Plus, you have to pay attention to a screen and everyone on it. This can quickly lead to information overload, which can then turn into burnout. Small Zoom meetings can be just as disruptive, especially to the productive flow of your day. So, like traditional meetings, if it can be an e-mail, make it an e-mail.

Stay On Track. Strive to keep meetings succinct. If you're hosting a Zoom meeting, it's your job to keep things on topic. If it goes off

the rails and you can't get it back, this disrupts everyone's day, including yours. Disruptions are hard to come back from and seriously hurt productivity, which leads to burnout. *Inc., Feb. 11, 2021*

How To Keep Employees: Compensation Transparency?

With more companies relying on the work-from-home model, these same companies have had to shift the way the business operates – including how they hire and retain employees. Employee retention has become a hot topic. According to a SilkRoad Technology survey, 40% of employees intend to quit their current job at some point this year as a direct result of how their employer handled the pandemic.

Employees are rethinking what matters to them when they accept a job. This year is going to be hard on companies that don't meet employee expectations – and one of those expectations is related to pay. More employees want transparency in what the company pays so they

can better make job or career-related decisions. Another study from Beqom found that 58% of employees would leave their job for another that offered more pay transparency. They want to know that they're being paid fairly, and they want to know what other people are being paid. *Inc., Feb. 11, 2021*

Your Business Needs Personality

Does your business stand out from others? It can be a hard question to answer, but success can be found in building a personality for your business. It's something that sticks in people's minds, so when they need something you provide, they are more likely to remember you.

And that's where a business's personality starts – by being worth remembering. But more than that, you have to be authentic. How do you do that?

Know Your Customers. The more you know your customers, the better you can meet their needs, so keep records on customers' demographics, psychographics, buying habits, and so on.

Be Consistent. Consistency helps build and define your brand. The customer experience, from your marketing to every customer interaction, should be uniform.

Craft A Story. Tell your story and open up to customers. Stories define who we are, and they can define your business's personality. *Forbes, Jan. 27, 2021*



Larry Grew A Unibrowser.