

INERVA INSIGHTS

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WHAT'S NEW



How do you celebrate the 4th of July? With picnics, barbeques, fireworks?

We at Inerva Technology Advisors tend to love spending time in nature - going on a hike, or perhaps, if it's unbearably hot, opting for a river experience instead!

However you celebrate, we hope you enjoy the moment and remember what opportunities this beautiful country of ours can offer you, as well as how to improve it for future generations.

Have a Happy 4th!

UPCOMING EVENTS

Cyber Security Update 2022

July 19th 12pm-1pm FREE Webinar via Zoom

Derrick Weisbrod, of **Inerva Technology Advisors**, and **Rion Jones** from **Cytracom** present:

Your phone system can work for you, not against you!

Why VoIP Is Better – Secure Remote Access, Virtual Receptionist, Visual Voicemail, Integrated Communications System, Call Queuing, Call Recording, Cloud Faxing

For info go to: inerva.tech/free-cyber-security-webinar



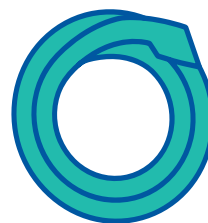
This monthly publication is provided courtesy of **Derrick Weisbrod**, CEO of Inerva Technology Advisors

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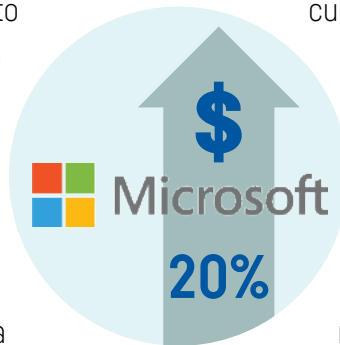
TECHNOLOGY ADVISORS

Our mission is to be trusted advisors guiding businesses in the Greater St. Louis area with professional IT support that always maintains a human touch. We help local businesses to navigate these challenging times when new cyber security dangers affect us all.

SPOTLIGHT: MICROSOFT ANNOUNCES PRICE INCREASE

Since 2019, Microsoft has been slowly converting many of their products to their New Commerce Experience, or NCE. This platform has not been universally loved by the IT community, but it is our job as Managed IT Providers to keep up to date with the changes and pass along as much information as we can about how it will affect your business.

Starting July 11th, Microsoft will add a 20% premium to month-to-month contracts. This will bring their cost more in line with traditional software as a service pricing model. Previously the premium was waived on all month-to-month contracts but starting with July the month-to-month contracts will automatically convert to the new billing model and the 20% price increase will show on the invoices.



There are certain legacy contracts that will not be subject to this change, as their licenses are not supported by the NCE. These include government, non-profit, and education licenses. Also, if your current contract is a legacy product, and the renewal date is in the future, past July 2022, this rate increase will not affect you until your renewal date.

Microsoft is a juggernaut of software and tools, and their constant new features and updates make working in technology more efficient and easier. When their prices increase, we must keep in mind the vast array of tools they make available to us. If you have any questions about the billing increase and how it will affect your business, give Inerva Technology Advisors a call and we can sort it out for you.

TECH TIP: WHAT IS YOUR MOTHER'S MAIDEN NAME?

Security questions are almost as annoying as coming up with strong and secure passwords. If you're like me, you pick the questions that you know you absolutely WILL REMEMBER the answers to and think there is no possibility that you will forget or misremember that particular detail. And then, 4 months later when you're signing in from a new computer and your bank prompts you for the answers, you confidently type it in . . . only to be rejected. Did you spell it wrong? Pick the wrong answer? Surely you know which car was your favorite car that you have ever owned, right?

Security questions are an important part of multi-factor authentication and can help keep your accounts secure. Unfortunately, it often feels like we're keeping our accounts secure FROM OURSELVES. Because of that, it can be tempting to pick very obvious security questions - such as your mother's maiden name, the street you grew up on, or your first pet. However, bad actors also know that those are some of the most obvious and most picked security questions. Have you ever seen those posts on social media that tout "Your Stage Name= Middle name plus street you grew up on." As funny or innocuous as they may seem, these posts can actually be scraped by cyber attackers for valuable information.

The best way to handle security questions is to either NOT pick the most obvious ones - anything that could be discovered with a little googling or searching government databases - or to NOT use truthful answers. Of course, the trick then is to remember what on earth your answer was. And the best way to handle that is with a password manager, where you can put in notes on what your security questions and answers are.

DO I NEED A COMPLIANCE PLAN AND A CYBER SECURITY PLAN?

Cyber security is always a hot topic, and many people are talking about incorporating the right practices to help protect your company from cyber attacks. But there's another word that often comes up when discussing this subject: compliance! While it's important for businesses to focus on maintaining high standards of digital safety, they also need to ensure their policies meet all legal requirements - which can sometimes be tricky in the ever-changing industries of today.

While many companies will tout the "best practices" of cyber security, there is no overarching framework for compliance. Rather, each industry has a different set of rules they must follow. HIPAA, for example, has a strict set of guidelines which businesses in the medical field must adhere to, while PCI DSS compliance is necessary for any company that accepts credit card payments.

Compliance and cyber security work best when they're aligned. On its own, compliance is incredibly important for various reasons. Having the proper compliance program will prevent your company from being fined for any breaches that occur, or for failing an audit. Additionally, your compliance plan needs to include continuous monitoring and assessment of networks, devices, and systems that your company uses to align with regulatory cyber security requirements. It also sets up an action plan if your business is ever breached, since you need to communicate news of the breach to any parties that could have been impacted. These requirements feed directly into your cyber security plans, as monitoring is a crucial part of protecting your network from attacks.

Whether you have teams or individuals who oversee security protocols, they all need to know the requirements for cyber security compliance and exactly how protected the company is. If your company utilizes a firewall, which it absolutely should, your teams need to know exactly how protective that



firewall is. They also need the evidence to back up their claims so they can prove the information they provide is accurate. Auditors want to see a handful of different documents, so make sure your team is prepared for any questions or requests.

Once you have the basics of your plans taken care of, you can focus on accurately documenting each step. From meeting notes to the list of items that an auditor may need, your entire team needs to document anything they do, or see, regarding cyber security.

There is another, much easier option to ensure your business stays compliant and is protected from cyber attacks. You can hire a managed IT services provider. As an Inerva Technology Advisors' client, you have a dedicated team that ensures your company's sensitive information is protected and all of your cyber security needs are filled. Moreover, you can be confident in the ability of Inerva Technology Advisors to maintain compliance with any third-party regulating bodies in the process.

Though technology is ever advancing, you shouldn't have to worry about cyber attacks on a daily basis. With strong security protocol, or with the help of a trusted managed IT services provider, you can rest easy knowing your company's information is as secure as possible.

HOW VOIP CAN STREAMLINE MORE THAN YOUR PHONES

Voice Over Internet Protocol, or VoIP, is a type of telephone service that uses the internet instead of traditional phone lines. There are several VoIP providers that offer a variety of plans and features. What are the benefits of VoIP, and why is it a better choice than traditional phone service?



One benefit of VoIP is that it's often much cheaper than traditional phone service. In addition, VoIP plans typically include several features that are either not available or cost extra with traditional phone service. For example, many VoIP plans include voicemail, caller ID, conference calling, and call forwarding at no additional cost. And because VoIP uses the internet, it's also easier to add international calling to your plan. So, if you're looking for a more affordable and feature-rich telephone option, VoIP may be the right choice for you.

Moving beyond basic functionality, there are some impressive features that VOIP can offer that are simply impossible for traditional telephone systems.

Interactive Voice Responses (IVR) - this feature will give the user a clean and polished experience no matter when they call in. They are directed to a voice menu that can easily listen to their answers and direct them to the correct department. It also allows your team to answer calls remotely and can adjust their caller IDs to reflect a number from the main branch so that they always appear with a unified number, boosting your company's professionalism.

Software Integration - This is where VoIP can shine above all other options. There are software integrations that can do the work of several programs all at once. These can be easily bundled into an enterprise VoIP system so that all your communication streams interact and support each other. Online chatting, video conferencing, and email can all work together to keep your team informed. Instead of

having to check 5 different programs on a regular basis to make sure you don't miss an important message, you can focus on work and rest assured that wherever the communication comes from, you will be alerted, and it will be simple to respond.

Cloud Faxing - We may have thought we left the days of fax machines behind, but they have simply evolved! With a VoIP phone system, you can send and receive faxes without ever having to print them out. This is great for businesses that want to be paperless or if they have remote employees. Especially in healthcare and compliance-heavy businesses, faxing is still an important part of how businesses communicate with each other, and it is therefore vital that you have a secure and reliable way to accomplish this task.

CYBER SECURITY UPDATE 2022

FREE!! Fourth Webinar in the Series



Your phone system can work for you, not against you!

July 19th, 12pm – 1pm

Presented by
Derrick Weisbrod of Inerva Technology Advisors
and **Rion Jones of Cytracom**

Why VoIP Is Better

Visual Voicemail, Call Queuing, Call Recording,
Secure Remote Access, Virtual Receptionist,
Software Integration on one platform,
Unified Communications System,
Interactive Voice Response, Cloud Faxing

For info and to register (or view previous webinars)
go to: inerva.tech/free-cyber-security-webinar