



# INERVA INSIGHTS

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## WHAT'S NEW



Welcome to our **new look** as we return to our roots! We are rebranding now to fold our healthcare division called **Healthcare Technology Advisors** back into **Inerva Technology Advisors** (our original name and parent company). This will allow us to streamline our services, be more efficient, and focus on expanding to meet the needs of the current tech landscape. Still the same great people and the same impeccable service!

You'll find our newsletters contain tips for better technology etiquette, reviews of services and software, updates on news or technology advancements, and thoughtful explorations of how technology solutions can make your business more profitable and less stressful. Of course, in these dangerous times of cyber security threats our newsletter will keep you informed and offer you guidance that will help you protect your business. We hope you enjoy this service.

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## UPCOMING EVENTS

### Cyber Security Update 2022

June 21st 12pm-1pm by Zoom

The third webinar in this **FREE** series will cover dark web monitoring, risk assessments, and cyber security training. Learn about the benefits they bring to your business. Presented by **Derrick Weisbrod, CEO** of **Inerva Technology Advisors**, and **Al Alper** from **CyberGuard360**.

For info go to: [inerva.tech/free-cyber-security-webinar](https://inerva.tech/free-cyber-security-webinar)



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

## HOW MUCH IS YOUR USERNAME WORTH?

The dark web is the place where all sorts of shady characters do business, and that business includes cyber crime. One popular commodity in dark web markets is stolen credentials. Your organization's credentials appearing in dark web markets opens the door to all sorts of nasty surprises.

Cyber criminals target credentials because it gives them an easy way to conduct operations against businesses. Credentials are worth their weight in gold and the more privileged a credential is, the more it's worth. Just one legitimate, privileged credential can sell for \$120,000.



That's why it pays to know if your organization's credentials are floating around on the dark web.

Dark web monitoring using a quality solution like our dark web scan is a great investment, ensuring that you're not going to be facing unpleasant credential compromise surprises. For the months of May and June, **Inerva Technology Advisors** is offering one **FREE DARK WEB SCAN** per business. To reserve yours today, call **314.312.4701**.

### TECH TIP: CAN YOU RUN BILLING IF YOUR POWER GOES OUT?

Spring floods, tornadoes, lightning – the Midwest knows the drill. Spring and fall always bring new challenges with our rolling thunderstorms and wondrous rivers. We know it's coming. Is your business prepared?

If you can't answer "Yes" to these three questions, you may suffer financial losses in the event of a natural disaster.

- Is your data backed up to a remote location, and have you tested the recovery capabilities recently?
- Do you have your disaster recovery plan documented in a way that is easy for all staff members to follow, with minimal disruption to daily activity?
- Can your revenue cycle activities, such as billing and collections, carry on if your office is closed?



Having these solutions in place is important for maintaining basic business functions in the face of everyday disruptions, such as power outages, workplace accidents, or travel restrictions.

**Need help?** Call **Inerva Technology Advisors** or go online today to schedule a **Free Backup and Disaster Recovery Consult** to help get your plan in place!

## HOW TO SAVE TIME AND INCREASE PROFITS THROUGH TECHNOLOGY

When you started your business, was it just you on your laptop, plugging away at all hours with a dozen windows open running documents, spreadsheets, and tasks? During start up, you probably didn't worry about technology. Everyone worked on their own computer, and you trusted your partners to collaborate with you.

Even in that first office, maybe you set up the wireless network and the printer, bought a few machines, and took pride in tinkering with them yourself.

It probably felt good to do that IT work on your own. A few hours every month maybe, to check for updates, troubleshooting for your employees when the printer wouldn't print.

But now you have a dozen workers and more machines, a phone system, a server, several backups, two networks, and cloud-hosted applications. Your receptionist is complaining about pop-up ads, the computers are running slow, and the new update crashed your accounting software.

**Are you overwhelmed with regulations, cyber security, and automation?** Are you spending too much time playing tech when you need to be running your business? Keeping up with your IT needs is a full-time job, and you just don't have the time anymore.

Hiring for that IT role involves overhead, training, a long interview process (the job market is competitive and very tight right now). Inevitably, there will be turnover, and then you'll do it all over again.

Outsourcing to a big company often means that you'll be handed to a new "client success representative" every two weeks, and never have consistent or personalized help to address your needs.

**There's a better way to handle this:** Inerva Technology Advisor's managed IT solution was designed to fit the needs of growing businesses. By taking on the responsibility of managing your complete technology

footprint, **Inerva Technology Advisors** allows you to put your valuable time toward running your business. Through real conversations about your goals and future, a roadmap is developed that will allow your business to grow without the growing pains. And best of all, you'll be in the hands of a dedicated team who understand your particular business and its needs - not lost in the shuffle of thousands of clients.



When you reinvest your time into your business and put money into growth rather than hiring and training a new employee, your future becomes brighter and stronger. You won't have to worry about the network or the printers, because your team will be there to handle it. You won't have to schedule security updates - the Inerva Technology Advisors team has it under control. You don't have to fret about the security of your data, because your team at Inerva already has the best defenses in place.

Don't miss out on your chance to experience our managed IT solution - we're only a phone call away.

**Call us at 314.312.4701!**

## THE WHOLE NEW WORLD OF CYBER SECURITY

Between global unrest and rising malware rates, the severity of cyber threats has increased drastically. The dark web, once a little known or little understood “back room” to the internet, is now part of a normal conversation. Crypto currency has gone mainstream. You can use it to buy your morning coffee or pay your loans at a bank! With all the talk about ransomware and hacking and stolen passwords, it can feel like we’re well informed, on top of it. Even our local TV newsrooms talk about the dark web. It must be something simple and normal now, right?

With all that easy knowledge... **Do you know how to protect your data? Do you know how to react if your password is stolen? Do you know how to PREVENT hacks to your vital networks?**

Unless you’re remarkably interested in technology, the answer is probably no. That’s because cyber security has become an intricate web of protection that interacts with every part of your business. It touches on the computer you use, where you store your data, the internet connection of your business, the security cameras on your front door, and the people who check their emails every day in your office. With each advancement in technology, criminals find new ways to steal and misuse data then we develop new ways to prevent it.

With this ever-evolving world of cyber threats the only good solution is a comprehensive one that is agile, adaptable, and growing. That’s why **Inerva Technology Advisors** tests, researches, and vets each new cyber security option that comes to the market. What was great protection five years ago may be second-class today.

**PG360** is a new solution that shines by being both comprehensive and evolving. It touches everything that needs protection and focuses on the human factor.

The Breach Prevention Platform Focuses On:

- Risk Assessment
- Security Awareness Training
- Employee Vulnerability Assessment and Training
- Policy Management
- Dark Web Monitoring

By focusing all these efforts through one lens, **PG360** makes security compliance and remediation a simple task. If you partner with a team that can make your security their priority, your business will be protected while you do the hard work of making it run.

**Want to find out more about PG360?** One of the subjects in the third webinar of our FREE cyber security webinar series will be **PG360**.

### CYBER SECURITY UPDATE 2022 FREE Webinar Series!



***Are You Sure  
You Are  
Still Safe?***

June 21  
12pm – 1pm

*Derrick Weisbrod, CEO of Inerva Technology Advisors,  
and Al Alper from CyberGuard360*

*Covering dark web monitoring, risk assessments,  
cyber security training and the benefits they bring  
to your business*

**FREE DARK WEB SCAN AFTER YOU  
ATTEND THIS WEBINAR!**

[A value of \$150]

**Check how secure your business is right now  
For info and to register (or view previous webinars)  
go to: [inerva.tech/free-cyber-security-webinar](https://inerva.tech/free-cyber-security-webinar)**