



This Issue:

Planning for Failing Technology Keeps You in Business

Value-Based Managed IT Helps Project Completion

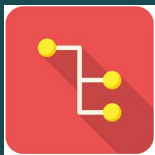
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Know Your Tech: Breadcrumbs



A trail of breadcrumbs can be a useful thing, whether you're using it like Hansel and Gretel to find their way back home, or you're using it in computing to find your way back to a page you were previously on. Today's tech term is dedicated to the latter.

What is Breadcrumb Navigation?

As per the aforementioned fairy tale, breadcrumb navigation consists of a path leading home. In this case, home is the homepage. With breadcrumb navigation, you can more easily keep track of how you got to the current web page...



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About Global Tech Solutions

We provide IT Support such as technical helpdesk support, computer support, and consulting to businesses nationwide. It's always been our goal to provide enterprise-level IT practices and solutions, with small business prices.

Visit us **online** at:
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We wish to take this time to express to you our sincere appreciation for your confidence and loyalty. We are deeply thankful and extend to you our best wishes for a happy and healthy Thanksgiving Day.

Planning for Failing Technology Keeps You in Business



It is interesting to see how different businesses deal with legacy computing systems. On one hand, these systems have been critical in getting your company to where they are today. On the other, they are getting old, and newer technology will almost assuredly improve aspects of your business, including security, software functionality, and computing efficiency. For this reason, companies that have a dedicated strategy in place to routinely upgrade their core technologies tend to run into fewer technology-related problems.

What Exactly Is a Legacy System?

A legacy computing system is a euphemism for an outdated computing system. Many organizations that have been in business for a while run into times when the technology they use is either multiple versions behind the current systems available or is simply not available for purchase any longer. Most legacy computing systems, while still having an immense amount of function for a singular company, create problems for migration to new hardware and new cloud environments, and most concerning, for data security.

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Value-Based Managed IT Helps Project Completion



Project management can be an exceptionally tricky part of implementing any new solution or service for your business. While technology can help with this process, you'll want to understand how its implementation helps in the grand scheme of things. We'll help explain how value-based managed IT services can help you ensure projects are completed with minimal downtime and technology hiccups.

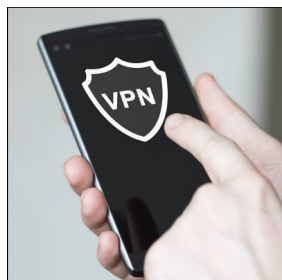
First, we'll talk about how managed IT can provide value for your organization's project management efforts, and then we'll tackle how project management software specifically can aid in this.

Managed IT for Project Management

You can't make progress on a project if your technology solutions are constantly experiencing problems. For example, if an employee is trying to work with Microsoft Office, but the license runs out for the solution, you'll be unable to get work done with that solution. The same thing could happen for just about any software your business relies on to get the job done, as well as just about any other asset that your project management team needs.

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A Virtual Private Network Builds Organizational Flexibility



For businesses that get a lot of work done while out of the safety and privacy of their offices, the im-

portance of having a secure way to connect employees to important assets and data cannot be understated. To achieve these ends, many organizations implement what's called a Virtual Private Network, or VPN. But what is a VPN, and how does it work to protect your business while out of the office?

Why Use a VPN?

The best way to understand what a virtual private network does, is to have a little background knowledge of why it's necessary to have one. The easiest way to understand it is to think about accessing your business' data as a two-lane road. On one side of the road is the traffic moving from your business' infrastructure toward your device, and on the other side is data moving from your device to your business' infrastructure.

Anyone with the right tools can see the data as it's being transported from one location to the next, and if the data isn't protected by the right solutions, it can be stolen while it's in transit. A VPN makes it much more difficult for hackers to accomplish this feat.

Understanding a VPN

Your average connection should be encrypted to protect the integrity of any data stored on it, and a virtual private network helps by augmenting this practice while out of the office. To aid in protecting your organization's network connectivity, a virtual private network can encrypt your connection to sensitive data while on a different connection, such as if you're working from a remote location, or just simply not in the office at the moment. When the data is encrypted, hackers have a harder time stealing the information that's being sent to and by your devices while out of the office.

To be fair, it's not that hackers can't steal the data being sent to or by your devices while using a virtual private network; it's that the data that hackers

do steal is much less useful to them overall. The reason for this is the encryption. If the hacker can't crack the encryption of the files, they can't read the data, and, then the data they have just stolen is completely useless to them. Modern encryption methods are virtually impossible to decrypt (at least, the average hacker will spend more time than it's worth to decrypt the data, making the process far less appealing than it normally would be).

Global Tech Solutions can help your business set up the perfect virtual private network for all of its specific needs. Whether you're out of the office momentarily or for a lengthy amount of time, or if you have remote workers in all corners of the globe, the right virtual private network can keep your data as secure as can be while it's moving from one location to the next.

To learn more, reach out to us at (800) 484-0195.



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Planning For Failing Technology Keeps You in Business

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It Isn't Always So Simple to Upgrade

Upgrading from a legacy computing system is always going to be costly, but it doesn't have to be as costly as you may think. Even though it is in the best interest of the business to upgrade to systems that better fit its current needs, moving forward on these upgrades creates a lot of anxiety, given the large costs involved. Beyond these costs, you have a myriad of variables to concern yourself with. These include:

- **User productivity:** Will the people tasked with using this system take to it quickly, or will there be some very obvious transitional problems? Additionally, will they accept the change? For example, if you've had employees using the same hardware and software systems for close to a decade, altering the entire construct,

while in the best interests of the business, can sometimes have devastating effects on employee morale.

- **Time investment:** Typically, a major hardware refresh, or platform migration will come with substantial upfront (and often recurring) costs. That is expected; but, beyond the expected expenses, depending on the project, you may run into some downtime, a major problem for any company trying to migrate from an older IT system to something new.
- **Employee dread:** When making big investments into infrastructure or networking, some employees may begin to surmise that, once the new technology is implemented that the built-in automation possible with new technology will spell curtains for their jobs. Having an upfront and open dialogue with your staff can set the situation straight before any

company-wide panic sets in.

- **Committing to the new solution:** As stated above, if you've gotten this far with the system you have, changing part of the way upstream may leave you only utilizing features that you are comfortable with, when new solutions present organizations with many, many more options to boost productivity and efficiency. If you are going to commit to spending the time and money in upgrading, be sure that you are ready to commit to the new solution.

How Creating a Dedicated Upgrade Strategy Helps

With what seems to be a never-ending list of issues popping up, you decide...



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Value-Based Managed IT Helps Project Completion

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Global Tech Solutions can help your business manage its IT so that your assets are always available when you need them most (like in the middle of a project implementation). This means that you won't have to worry about your technology experiencing any inefficiencies while you're focused on the project's implementation. In essence, by effectively doing our job, we can help you get your job done as smoothly and efficiently as possible. This means that instead of focusing on keeping your technology solutions working as intended, you're focused on getting the job done as quickly as possible, meaning you experience less downtime and save more money for other endeavors.

Project Management Software

Project managers have the responsibility of managing all of this information and connecting the implementation team with all the resources they need to get the job done. This is often easier said than done, but thanks to project management software, your organization can take advantage of a central hub-like interface to connect all resources to users in a centralized fashion.

In essence, project management software helps your team communicate and access resources in the most convenient way possible. Project managers can take a look at progress, assign tasks to specific individuals, check the current state of the project's budget, and so

much more, all through a single software solution. This helps to make sure that projects are completed in a timely manner, keeping your business from having to redo the implementation process multiple times (because we all know that doing something twice wastes time and money better spent elsewhere).

Global Tech Solutions can help your business get started with managed IT and project management. To learn more, reach out to us at (800) 484-0195.



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Ransomware Can Floor Your Business



Ransomware has been a major problem for several years now, and 2018 continues to see this threat

develop in unforeseen ways. Ransomware is malicious software that can encrypt data located on your device or network, with the encryption key only being available to those who pay a ransom. Ransomware is known today as one of the most pervasive threats out there. We'll take a look at how ransomware has changed, what the future looks like, and how you can keep yourself safe.

Variants of Ransomware

Unlike other malware threats, ransomware isn't designed to gain access to a system to steal data outright. Rather, it's just to convince the user to hand over some cash for the safe return of their data. Businesses struck by ransomware are in danger of losing their data and money completely, as there is no guarantee that the hacker will ever return the data, even if the ransom is paid in full. There are two different

types of ransomware--"locker" type ransomware targets the CPU, while "crypto" variants go for the encryption of file systems.

It doesn't matter which strand you contract. The basic premise is still the same. After the threat is unpackaged and executed on the user's device or network, it encrypts access to data, processing, or both, and it gives the system its demands in the form of instructions on how to make payment. The user then has to make the decision of whether they actually pay the ransom. If they don't, there is always the option to restore from a data backup platform, if you have one.

Ransomware is a drastically different kind of malware compared to the more traditional methods of hacking. Unlike malware that wants to keep itself hidden so it can siphon information from a computer or install backdoors, ransomware wants you to know what misfortune has befallen you.

Ransomware has grown more common in recent years, and so many strains are now seen in the wild that it's tough to keep up with. These attacks have targeted municipalities, enterprises, and

other organizations, all with the goal of leeching as much money from them as possible.

How Ransomware is Delivered

Ransomware might seem like something created by only the most nefarious hackers, but in reality, it's spread in much the same way that any other threat would be. Spam messages and targeted email campaigns can initiate a ransomware attack, either through clicking on infected links or downloading suspicious attachments. In these cases, ransomware is typically most effective against businesses that have poor network security practices.

Take spam, for example. There's no reason your business should be dealing with messages like this on a daily basis. With enterprise-level solutions, they can be outright prevented from even entering your inbox. The same can be said about your employees. With proper training, they shouldn't be downloading unsolicited attachments or clicking on suspicious links in emails. If you invest some time and resources...



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The Right Data Recovery Strategy is Important to Protect Your Business



Data recovery is a major consideration that every organization that depends on data has to plan for as a part of their business continuity strategy. Since there are so many ways that businesses can lose data, there needs to be a plan to recover data for any possible reason. Today, we will take a different look at operational data loss and talk about how your organization should consider strategizing data recovery.

Data Value in Business

The first thing that you need to know is that losing data is a very big deal. In fact, there is an entire field of study created to deal with this very issue. Called infonomics, this can put a dollar value on an organization's data. While some organizations continuously deny that data has a tangible value, it is becoming more evident than ever that those organizations (typically insurance and accounting) have a vested interest in data's value remaining intangible. Every other business can be sure that their data has monetary value.

With the acknowledgement that the analysis of organizational data can help business-

es run a more efficient and profitable business, any standard enacted to properly evaluate this asset would be made to promote a strategy of organization-wide data security. If you need to justify spending capital on a data protection and redundancy strategy, you should be able to ascertain what the actual value your data has to your organization. A few ways you can value data include:

- How much capital would it cost to replace lost data?
- How much revenue is dependent on that data?
- How much money could you make by selling or renting the data you have?
- How much capital will you have to spend to protect this data?

However, you look at your organization's data, it is an asset, and as those assets are compromised on your network, or removed from your network, you need to have a solution in place to get that data back.

Data Backup

The first step in any data recovery strategy is data backup. At Global Tech Solutions, we believe that the best data backup strategy is to promote redundancy. In order to do so we promote a strategy that backs up data locally AND

offsite. This presents options to make data recovery more efficient.

Our BDR service initially backs up your entire network. Since backing up an entire network will take a long time, and any downtime is extraordinarily costly, setting up a backup solution that protects the data you need without taking down the network at all, is important. Our BDR keeps data redundant on multiple hard drives and provides an organization with the much-desired data security it is looking for from a comprehensive solution.

Disaster Recovery

The first thing that has to be said is that the best data recovery strategy is one that never has to be used. However, data loss disasters can (and do) happen, leaving your business to pick up the pieces. The best way to do this is to have a dedicated disaster recovery platform in place that takes two crucial factors into account:

Recovery Point Objective

(RPO) - The interval of time that might pass during a disruption before the amount of data lost exceeds the...



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We partner with many types of businesses nationwide, and strive to eliminate IT issues before they cause expensive downtime, so you can continue to drive your business forward. Our dedicated staff loves seeing our clients succeed. Your success is our success, and as you grow, we grow.



Abraham Brown
CEO

Tech Trivia

More than half of YouTube views come from mobile devices, and the average mobile viewing session lasts more than 40 minutes.

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