

## This Issue:

Pulse Technology Solutions Offers Online Cyber Security Training in Partnership with SecuSolutions Ltd.

3 Tips to Get the Most From Your Data Backup

Equipping Employees to Resolve Their PC Issues Has Never Been Easier

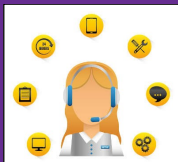
Why it's Important to Monitor Your Event Logs

How to Ditch Your Traditional Phone Line and Save on Expenses

Ask Yourself, Does My Smartphone Have Malware Preinstalled?

Here's How to Make the Internet Far Less Distracting for Your Team

### Equipping Employees to Resolve Their PC Issues Has Never Been Easier



It's a far too common scene in businesses: an employee is working on an important

project when their workstation starts acting up. Flustered, they call in the IT department, but they won't be able to make it...



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## About Pulse

We are a technology consulting firm specializing in technology implementation and management for businesses. We're known for providing , Enterprise-Level IT services for big businesses, small businesses, and medium-sized businesses.

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[newsletter.pulse.tech](http://newsletter.pulse.tech)

## Pulse Technology Solutions Offers Online Cyber Security Training in Partnership with SecuSolutions Ltd.



James Ritter, founder and CEO of Pulse Technology Solutions has announced that the firm now offers it a series of online cyber security training courses. The curriculum was developed by a team of certified security professionals who are dedicated to creating public awareness of cyber security threats.

The training program is based on Information Security Awareness and focuses on key issues such as ransomware attacks, spear phishing, malicious software and social engineering to name just a few. Activities are placed

throughout the courses to test the user's knowledge and to teach them effective ways to prevent a successful attack.

Course content suits a broad and general audience and is meant to create the first line of defense to help prevent attacks against end users and corporate networks.

The training is backed by a powerful LMS-based tracking and reporting system that ensures that the user is absorbing the training that is being provided.

Pulse Technology Solutions recently established an alliance with SecuSolutions Ltd., one of North America's leading cyber security solutions for business.

For more information on how to register for cyber security training, visit [Pulse.Tech](http://Pulse.Tech) or call 239-676-6679.

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## 3 Tips to Get the Most From Your Data Backup



Business owners require ubiquitous access to certain information stored on their organization's infrastructure. Thus, there's an immediate need to safeguard this data from any sort of impending destruction. We'll discuss ways that you can prevent the worst when it seems like your data will fall victim to a loss incident.

Here are three of the best ways your organization can protect its most critical asset: its data.

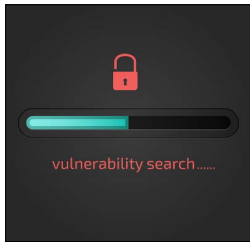
### Have a RTO and RPO in Mind

This has to do with the amount of data that you want to restore, as well as how quickly you plan on restoring it. With tape backup, you could take a backup of your entire infrastructure, which could take several hours or even days to restore in the event of a disaster. Furthermore, the tape might not even be as recent as you would like, which brings into question the backup system's ability to get you back into operation with minimal data loss. Thus, tape fails to meet the requirements you put into place for your backup solution.

With a BDR, as part of your business continuity plan, you can ensure that you meet your recovery time objective (RTO) and your recovery point objective (RPO), optimizing your business's ability to dodge downtime. This is why BDR is such a valuable tool for a business

*(Continued on page 2)*

## Why it's Important to Monitor Your Event Logs



Do you understand what the event logs of your network are, and how they keep your organization secure? If not,

you could be ignoring one of the most basic components of network security. Event logs are important for spotting significant issues on a workstation or laptop.

### What are Event Logs?

Event logs keep track of events and notifications stored in the background of your computer. Event logs record errors and other important details going on under the hood of your PC, even those that might not appear directly in front of you. If there's suspicious activity on your workstation, the event logs are one of the ways to tell.

Take, for example, the likely occurrence of a hacker posing as one of your network administrators to gain access to

privileged data. If they've stolen the proper credentials through either a data leak or a targeted spear phishing attack, they can use a legitimate access method to discover even more sensitive material.

Since the hacker is using a legitimate method of accessing your network, the system won't flag it as a malicious attempt. Even if you're using an access log, you might run into problems unless you pay attention to the IP of the user or the physical location. For example, it would certainly be suspicious if you had a network administrator sign into your network from the other side of the world. Therefore, it makes the most sense that you forsake an automated event log monitoring solution for one which is being watched by professional IT technicians who know what to look for, including the aforementioned discrepancies.

Event logs can also help a technician identify a hardware or driver issue before it starts to affect the end-user. By

doing so, this eliminates downtime and serves as an early-warning system.

### Remote Monitoring and Maintenance

By now, you're probably wondering how you can always keep an eye on your logs, even when you're as busy as you are. One way is hiring in-house network administrators whose responsibilities include monitoring event logs, but the average small business may not have the budget to sustain this type of preventative measure. Instead, the easier way is to outsource remote monitoring and maintenance to a managed service provider who can keep a close watch on your network and IT infrastructure.

Pulse Technology Solutions can equip your business with the tools it needs to monitor its event logs and ensure maximum network security. Our team of professionals can remotely monitor and maintain your network for any...



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## 3 Tips to Get the Most From Your Data Backup

*(Continued from page 1)*

that wants to prolong its life cycle. Remember, a business that fails to recover their data following a data loss incident is likely to go out of business within a year.

### Keep Multiple Copies of Your Data

Let's say that your office building is struck by a flash flood. You evacuate the building before anyone gets hurt, but you still feel forlorn that everything that you've worked so hard for is getting destroyed by something that you couldn't predict. You could have prevented your business's data being completely wiped out.

This exact scenario is why it's important to not only have multiple copies of your data, but to store them in different locations as well. If you store your data backups on-site, and your infrastructure becomes subject to a disaster or hacking

incident, where can you go for a solid backup of your data? Any good BDR solution will store your backups both on-site and in a secure data center for quick access in the event of a disaster, minimizing downtime.

### Take Frequent Backups

In the old days of tape backup, you could only take one backup every day. Furthermore, since the backup was so resource-intensive, you would have to wait until the end of the day to do it. This meant that you could lose out on an entire day's worth of work, and furthermore, you're relying on mistake-prone human beings to set the tape and start the backup. This isn't the ideal way to handle such a critical task.

Instead, you want to take backups of your data at least as often as every fifteen minutes. Doing so means that

you're always using the most up-to-date version of your data possible, and that you'll minimize data loss in the event of a disaster. BDR can accomplish this impressive feat, and can rapidly restore data directly to the BDR device, effectively eliminating downtime while you order replacement hardware.

If your business is ready to start taking data backup seriously, we highly recommend a Backup and Disaster Recovery solution from Pulse Technology Solutions. With it, your data will be safe and secure, and you'll be taking an important first step toward achieving business continuity.

To learn more, reach out to us at 239-362-9902.



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## How to Ditch Your Traditional Phone Line and Save on Expenses



When it comes to a business being successful, it's only natural to eliminate any wasted expenses and focus on those that can serve multiple purposes. Many businesses are very good at doing this, but they overlook a great opportunity to cut costs through the consolidation of their telephony system.

While at first glance, a telephone may seem to be just a telephone, this communication technology is not quite so cut and dry. More and more businesses have embraced a Voice-over-Internet-Protocol approach to handle their voice communication needs, with benefits that have a very real impact on their business. Let's go over some of the ways that VoIP can directly assist your organization.

### Significant Cost Savings

First and foremost, a major benefit to VoIP is the fact that it can take a considerable chunk out of your operating budget by eliminating some or all of your existing telephone bills. Since VoIP uses the Internet to send and receive sound, you have the potential to save in the long term.

This is helped by the fact that many VoIP solutions don't require particularly specialized hardware, meaning that you will not only be saving on the phone bill, but in some cases, you might not need to replace all of your existing equipment.

### Record-Keeping and Collaboration

Both the ability to document what progress has been made and the ability to work cooperatively with teammates are crucial to a business' success. VoIP can enable a user to do both of these things. Whether it's used to hold a meeting, recording what was discussed, or to al-

low clearer communication between two coworkers working on the same project from different locations. Either way, VoIP assists in keeping the lines of communication clear.

### Convenient Utility

With the right setup, a VoIP line is extremely adaptable to the needs of the user. If a user has many virtual phone numbers for whatever reason, they can all be set to ring on a single headset. On the flip side, a single number can be set to ring on assorted devices, and any device can be set to forward the call to another, based on time of day. Calls can even be sent and received by smartphones.

Therefore, for a busy business owner, VoIP is an excellent option if they're...



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## Ask Yourself, Does My Smartphone Have Malware Preinstalled?



You might take extreme measures to keep your business's devices from contracting the odd virus or malware, but what

if all of your efforts are for nothing? You could have the greatest preventative solutions out there, but you can still get infected by some nasty threats, the reason being that the device was infected before you even started using it. You might be surprised by how often this happens, even to wary business owners.

Two unnamed companies had the misfortune of discovering this after researchers found malware on 40 different company-owned devices. To make matters worse, Check Point, the firm that discovered this malware, believes that the malware was installed on the device before it had even left the factory. To resolve these troubles, the devices

required a full reinstall of the operating system to ensure that the malware was removed, the reason being that the malware was installed through system privileges.

The following devices were infected:

- Galaxy Notes 2, 3, 4, and 5
- Galaxy Note Edge
- Galaxy Tab 2 and S2
- Galaxy S7 and S4
- Galaxy A5
- LG G4
- Xiaomi MI 4i and Redmi
- ZTE x500
- Opportunities N3 and R7 Plus
- Vivo X6 Plus
- Nexus 5 and 5X
- Asus Zenfone 2
- Lenovo S90 and A850

Many of these devices had malware pre-installed on them at an alarming variety. Most of these were simply adware that displayed annoying ads, or malware designed to steal information. Some exam-

ples are the Loki malware and the Slocker ransomware--a concerning pair to be found on any device.

These instances certainly aren't unique, or the first examples of such a malware installation, but it might be just enough to force you to reevaluate your organization's vetting process. Always have your IT department check out devices before they are put to use; particularly used devices that you may have picked up at a discount.

If this proves anything at all, it's that you can't always trust manufacturers, and that you can never be too diligent when it comes to network security. As such, you should take the necessary precautions to make sure your infrastructure isn't vulnerable from within thanks to preexisting conditions. If your organization needs help protecting its data...



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## Here's How to Make the Internet Far Less Distracting for Your Team



The average office worker needs to access the In-

ternet in order to do their job. What they don't need to access is cat videos, memes, social media, online games, and malware-ridden websites. How can a business owner clamp down on Internet activity in their office? By equipping their network with a content filtering solution, of course.

Having a content filtering solution allows you to block websites and online content visited by users across your network. This can range from staff at their workstations, remote employees on their mobile devices, and even customers taking advantage of your Wi-Fi. By implementing a content filtering solution, you will enhance your business in two key ways: productivity and security.

Regarding employee productivity, it's likely that your office comes with enough difficult-to-manage distractions as it is, like mindless chitchat, political debates, and Mondays. So why would you want to add virtual distractions of the web to the

list? With content filtering, you can rest assured that the time employees spend online is time that will benefit your bottom line.

***"Having a content filtering solution allows you to block websites and online content visited by users across your network. This can range from staff at their workstations, remote employees on their mobile devices, and even customers taking advantage of your Wi-Fi."***

Regarding security, all it takes is for one user to click on the wrong link and blammo, your network is infected with malware. Seeing as there are a ton of websites designed to be a delivery system for malware, and these sites are spoofed in a variety of ways that can trick even experienced users, you don't want to leave the safeguarding of your network from these sites to chance. By having a content filtering solution in place, you can prevent users from visiting these dangerous sites, once and for all.

In addition to keeping employees out of sticky online situations, you can apply content filtering to your own computer to help keep your-

self on task. Think, for example, of how embarrassing it would be if it were discovered that a website you visited was responsible for a massive, company-wide data breach. That is one apology letter that no business owner should have to write to their clients, and with a content filtering solution in place, you won't have to.

As a bonus, a content filtering solution like what Pulse Technology Solutions offers is specially designed for enterprises with multiple departments using the Internet for a variety of tasks. This allows you to filter websites on a per-user basis, meaning that you and whoever oversees marketing can access social media to run your company's accounts, while other workers are blocked from such needless distractions.

As great as content filtering is, it's only one piece of the network security puzzle. This is why we offer a security solution, like a Unified Threat Management tool, that comes with content filtering, as well as firewall protection, spam prevention, antivirus, and more. To shore up your...



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We partner with many types of businesses in the area, 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.



James Ritter  
Founder & CEO



**Tech Trivia**  
For 20 years, the passwords for U.S. nuclear missiles was 00000000.

### Pulse

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