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TECHMinutes

Your Small Business Technology Information Source!

Getting Caught Without a Backup Could Be Seriously Bad for Business

While "redundant" isn't typically used as a complimentary descriptor, it very much is when it comes to your business' data and data backups. This is because you want to make sure that you always have a backup copy ready to go. Let's consider what a business that doesn't...

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About Indevtech Incorporated

We are the IT department for many small businesses in Hawaii, across different verticals such as healthcare, legal, financial, and manufacturing concerns.

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Indevtech and Pacific Business News Presents: Hawaii's Most Admired Leaders

I am thrilled to announce that Indevtech has been selected as the Presenting Sponsor for Pacific Business News' inaugural event of Hawaii's Most Admired Leaders!

Nominations closed on July 30, 2023, and the honorees will be recognized on November 9, 2023, at the Alohilani Hotel in Waikiki.

This is a particularly important event to me because Indevtech would not be where it is today without the guidance and mentorship of other local businesspeople who have taken the time to help me by giving their knowledge and support, for free and for fun. Many of you are my role models and you might not even know it.

I am proud that Indevtech can give back to the Honolulu business community by supporting this important event, which recognizes those individuals who have made a career out of impacting the lives of scores of people through their relentless pursuit to lead with compassion, clear vision, and commitment.

Lastly, thank you to all those who have played a part in Indevtech's continued success—we aren't there yet, but we strive to be better every day.

There is Really Only One Problem with Cloud Storage

Finding affordable data storage isn't the challenge it used to be. In fact, some sources say the costs are dropping by 20-to-30 percent annually. This means that businesses that thought cost was a roadblock to using the cloud for their data storage needs, can rest assured that they can confidently go on and secure the amount of secure cloud storage they need.

Unfortunately, there is one big problem with cloud storage for a business.

The Pros of Cloud Storage

Before we get into the one thing that businesses have to confront about using cloud storage, let's take a look at some of the benefits.

One of the major benefits of using cloud storage is the accessibility factor. Cloud-hosted files can be accessed from about anywhere with Internet access. This benefit provides organizations the ability to use a distributed workforce if they so choose. Leaning on remote workers severely cuts a business' real estate, electric, and HVAC costs, giving business owners more flexibility on how they go about doing business.

Another useful benefit is the ability to scale their software to meet the needs of their business. In the traditional method of file storage, businesses would host large servers that would carry the applications and storage capabilities of the organization. This would not only create costly issues that would require that a new software license be purchased for every application, but it typically resulted in an organization wasting valuable computing

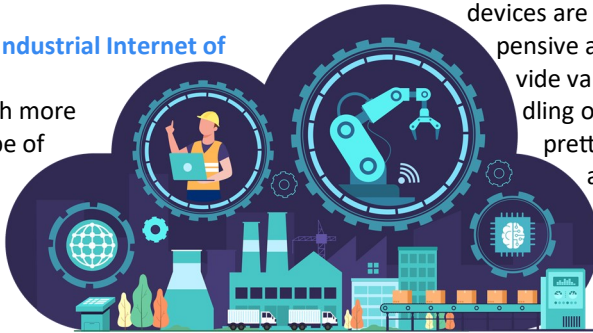# The IIoT and How It Is Transforming Large-Scale Industry

Businesses have been starting to embrace the Internet of Things (IoT) for quite some time now as they can see the benefit of using devices to streamline parts of their business processes that may not be actively engaging. There is another growing trend in the space that is more sophisticated and could be one of the most transformative technologies in the near future, this is the Industrial Internet of Things (IIoT). This month, we discuss what the IIoT is and how it can be used by certain companies to massive benefit.

Introducing the Industrial Internet of Things

The IIoT is a much more sophisticated type of digital transformation technology that provides large-scale industrial companies the opportunity to enhance their data collection, analysis, and automation.

IIoT Compared with IoT

The IIoT is a form of IoT, but while many of the IoT devices that are used are commercially available and come with their own specific function, the IIoT is a technology construct used by manufacturers and other large-scale companies to build incredible efficiencies. It does this by being a central part of any operating process and gives organizations the ability to see (and often automate) workflows in real-time.

The main difference between the IoT and the IIoT is how the technology that fuels these platforms is deployed. IoT devices are generally inexpensive and can provide value by handling one process pretty well. Think about a smart thermostat: It can be set to automate based on changes in heating and cooling needs. This is useful, but it isn't all that transformative for a business. The IIoT, however, is a ground-up platform made by putting sensors, actuators, and smart computing processes to work for a business with a lot of moving parts to essentially give real-time knowledge to managers that then can alter processes to create optimal efficiency.

More than that, IIoT devices are manufactured and developed to withstand physically demanding environments, which makes them perfect for huge agricultural firms, manufacturers, and shipping companies that have to deal with the elements or friction. Since these systems are remotely monitored, IIoT technology can be developed to automate processes from locations far away.

Data in the IIoT

Like any other Internet of Things system, data collection and analysis is the central benefit. These platforms deal with a…

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There is Really Only One Problem with Cloud Storage

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resources by only using a fraction of the space and computing power of the server. With cloud computing, your organization can get all the storage it needs without huge capital outlays.

Finally, what could be the largest benefit of using cloud computing for your business' storage needs, is that the underlying technology is not only extremely fast, it is monitored and maintained by the service provider. This way, businesses that depend on cloud storage get reliable, up-to-date systems that are completely backed up and able to be upgraded as needed. If the decision to use cloud computing comes down to the technology used, it becomes an easy decision to make.

What About Security?

One variable that isn't necessarily a pro, but not a con either is how data is protected in the cloud and in transit back and forth between it. There are actually two different considerations. The first: the security of the underlying data in a cloud environment, is one that can be answered quickly; the other: how data is protected in transit, is a longer discussion. This is because the data that is stored is done so on reliable servers with experienced technicians overlooking the infrastructure. For the most part, your data is safe in storage.

The other issue, securing data that's in transit, is actually on your organization to figure out. Here is a list of four things you can do to ensure that your cloud-based data stays secure:

- **Ensure logins are protected** - Probably the most important consideration for protecting cloud data is to ensure that it is protected by strong passwords…

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Clearly Laying Out a Plan of Attack will Transform Your Business

Every organization needs to have specific strategies on how to maintain productivity. This can be doing things like getting new technology, changing strategy, and even hiring new employees that are more aligned with your expectations. The latter can be a challenge as different people need different situations in order to be their most productive. Let's take a look at how to establish and communicate your expectations for your business.

Clearly Communicate Your Vision

In order to get the most out of any relationship there has to be clear communication. In the employee/employer relationship there is no better way than to have clear expectations. After all, if an employee is unsure what is expected of them, they could waste time and effort just trying to identify what comes next.

Almost every employee hates to be micromanaged and will do what they can to avoid having this become part of their daily work life. By setting clearly communicated objectives and expectations, it provides workers all of the information they need to take control of their work lives. It also allows you to set measurable goals for your people to reach and allows you to easily determine how they are performing. If you routinely review objectives, you can set a streamlined guideline for your entire staff; moving your work forward more effectively.

Be Upfront

When onboarding new employees, there is a tendency to try and get them up to speed by utilizing your more experienced employees as a type of mentor or to let your managers handle their progress until they are up to speed. Regardless of what type of strategy you use, you will want to set your expectations early. Obviously, you may not know exactly what you have in that particular employee, but understanding your business and what need you hired a new employee for will allow you to effectively communicate exactly what the job demands from day one.

This starts even before you make a hire. You should have an accurate job description that serves as a baseline of trust between you and an applicant. Once you make a hire, you should have a discussion that centers on your workplace culture, the way your business sets goals, how you measure results, and all the expectations of them when they work for you, be it from an office or as a remote employee. The faster a new employee can identify how an organization works and where they fit, the more comfortable they will get, and the better work they will produce...

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Leadership Is Key to Get Through Troubled Times

Businesses have been put through the wringer over the past couple of years, and for the small business owner, this could have you asking a lot of tough questions. It's even more stressful because, unlike large enterprises, a lot of the issues are directed at you. This month, we thought we'd take a look at a couple of questions that need to be addressed when going through periods of uncertainty.

How Are You Responding to Current Issues?

The most important function a business owner has is to lead. They need to set the strategy the business is going to use to get where they want it to go. Setting a course isn't always that simple, because coming up with objectives and goals isn't always seen with clarity. The more involved a business owner is in the day-to-day decision-making, the more employees will be willing to sacrifice.

Unfortunately, there isn't an all-knowing guide to leading people. While setting goals is a major thing, so is providing constructive feedback. It's true that there is a balancing act here, as well. By and large, workers don't like to be micromanaged, it creates animosity and a disdain for management that does nothing to promote the company's objectives. On the other hand, some of these same people aren't as productive or engaged without strong decision-making coming from the top down. This double-edged sword has to be navigated with careful consideration. While leaders don't need to be in on every decision, and certainly don't have to question every single decision their managers make, it is crucial that any good leader is informed and provides feedback that will help their employees accomplish their vision.

In smaller companies, this balancing act is much more important as it is their responsibility to set the tone for the entire workforce. By conducting thorough assessments regularly and managing people the way they need to be managed, an organization will thrive. Without these considerations, however, there are a lot of detrimental circumstances that can arise including inefficiency, worker turnover, and worse yet, failure to meet customer expectations...

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The Phishing Nightmare and What You Need to Do About It

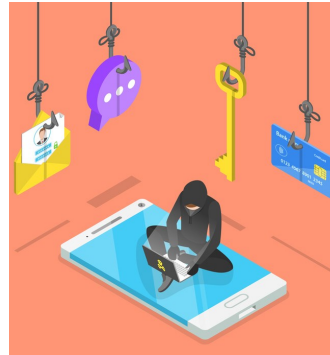Phishing is the most widespread attack vector for modern day hackers. They are continuously evolving, getting more and more sophisticated, and therefore more dangerous. In this month's newsletter, we are going to go through what makes a phishing attack and how to give your organization the best chance at keeping them from being a major problem for your business.

How Phishing Starts

Scammers will fashion and send out a lot of messages; mostly aimed at being convincing enough in their message to get recipients to interact with the message. Phishing isn't a problem that is exclusive to email, but the vast majority of phishing attacks are carried out via email, so we will be focusing on this avenue of attack.

The first thing you need to understand is that email attacks are getting more and more sophisticated. They will target individuals with information about them that they are expected to see when they open an email. In order to successfully scam someone into getting them to provide enough information to get into their accounts, hackers have to come up with a good story.

This is where it is important to know what to look for when it comes to phishing emails. When your boss sends you an email demanding that you immediately undertake an action, a large percentage of people are going to do the task (and hope to do it satisfactorily). This is exactly the type of thing that these scammers count on. They will masquerade as a manager or other decision maker that demands immediate attention to a situation that is completely contrived in order to get a person to take impulsive action and share too much information with the sender.

This subterfuge can be exceedingly well crafted. In fact, some of the more sophisticated attacks look just like official correspondence and are more veiled in their direction than most of the phishing attacks that we encounter. These well-crafted scams would be hard for a regular person with no training to not get scammed by.

You Need to Train Your Staff

You invest heavily in training for a lot of other things. Some things are mandated by government regulations, some are dictated by industry. Sometimes, your processes need more context and need people with knowledge to mentor new employees. One thing is for certain, however, nowadays you need to ensure that your employees are well trained and ready to confront the phishing menace.

Let's go through some tips on how to properly train your employees to identify phishing attacks.

Have a Training Platform

Since it's such a massive problem for businesses and other organizations, there are a lot of third-party security training products out there that you can set up inside your...

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Indevtech has been serving Hawaii since 2001, providing end-to-end managed IT services to small- and medium-businesses. Our philosophy is very simple: we strive to be the best at what we do, so that you can succeed at what you do. We have a proven framework that, when deployed with a solid commitment from our clients, provides an unshakable foundation on which our clients can build their businesses.

Tech Trivia
Dark Web activity has increased by 300% in the last 3 years.

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