



**Dimensional
Dispatch**
7th Dimension
Newsletter

7th Dimension
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"INSIDER TIPS TO MAKE YOUR BUSINESS RUN FASTER, EASIER AND MORE PROFITABLY"

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7 Ways To Dodge A Data Disaster

What you need to know to avoid a major data loss.

Ransomware attacks are more common than ever, especially at smaller companies. That's because small companies make easy marks for hackers. The average small business is much easier to hack than high-value, heavily fortified targets like banks and big corporations. According to Time magazine, cybersecurity experts estimate that several million attacks occur in the US alone every year. And that figure is climbing.

So how can you make sure you never have to sweat a ransomware attack or other data disaster? Here then are seven ways to make sure you're in good shape:

Insist on regular, remote and redundant processes. A good rule of thumb is 3-2-1. That means three copies of your data is stored in two off-site locations and backed up once a day.

Don't cheap out on disk drives. Less expensive arrays that save money can leave your data at risk. Get features like

a redundant power supply and hot spare disks.

Guard against human error. Make sure people doing backups know exactly what to do. Take people out of the loop and automate wherever possible. And watch for situations where backups aren't a part of someone's regular duties.

Check backup software settings routinely. When new software or updates are put into service, a change in settings can cause incomplete backups, or backups that fail. Do the people who maintain your backups include this on their regular to-do list?

Make sure critical files aren't getting left out. Documents can get misplaced or left off the backup list. Insist on quarterly or annual meetings with your backup management team to make sure all mission-critical files are included in your organization's data recovery systems. (cont. p.2)



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Address network issues immediately. Any component in your network that isn't working properly can introduce another point of failure in your backup process. Every juncture in your network, from a misconfigured switch to a flaky host bus adapter, can hurt your backups.

Ask for help with your data backup and recovery system. You cannot be expected to

be an expert in all things. Leverage the knowledge, skill and experience of an expert who stays current with all the latest IT issues.

Data Recovery Review Reveals Backup System Vulnerabilities

One attack can result in a serious financial blow. Call us at 916-221-0855 by April 30 for a

FREE Data Recovery Review, ordinarily a \$300 service.

We'll provide you with a complete on-site assessment of your current backup system to check for and safeguard against any gaps that could prove financially lethal to your business.

Student Laptop Buyer's Guide

Use These 6 Tips When Buying Your Student's New Laptop.

If you're in the market for purchasing a new laptop for one of your children (it seems like anyone from elementary schoolchildren to college graduates need a laptop these days, right?), here are 7 tips to get the most out of your laptop purchase.

Tip #1: Bigger is NOT necessarily better when it comes to laptops. If your student is on the go, smaller laptops are going to be your best bet. Go for less than 4 lbs. and either 11" or 13" screen size.

Tip #2: Pay for a good design. A student will be using their laptop day in and day out. Choose sleek over clunky. Also opt for a design that is made to protect the display and resist wear and tear over the next few years of use.

Tip #3: Buy for the long haul. Think about how long you want your student's computer to last. Make the mistake of saving a few bucks now for a cheaper processor, lower memory or smaller hard drive and you'll be regretting that decision when you're buying another laptop in 2 years instead of 3 or 4.

Tip #4: Go for long battery life ... your student will use it! Six hours of battery life is the MINIMUM spec you should purchase. If you can get 10+ hours of battery life in your budget, go for it.

Tip #5: Consider touch-screen hybrids. For kids that grew up on tablets and smartphones, these hybrids make them feel right at home with their new



computer and actually make them more efficient.

Tip #6: Mac versus PC. This decision is really up to you and your preferences. Software choices these days allow your student to do just fine with either choice. Choose whichever operating system your student is used to using and they'll do just fine.

Still unsure what to buy? Don't hesitate to give us a call and we'll be happy to guide you in the right direction. We're here to help.

Facebook Protections

In March, Facebook found itself under fire on reports that Cambridge Analytica misused its data and failed to protect its users. Here are 3 tips on upgrading your privacy without giving up the social network.

All of these permissions can be reset in Facebook's "General Account Settings."

- **Remove Facebook from apps:** In doing this, you are blocking third-party apps from accessing your account and its information.
- **Block specific data used by other apps:** Cut off the data that

- friends and family take with them on other apps. This includes your birthday, relationships, education, employment and more.
- **Turn off Facebook's data collection on other websites:** Prevent Facebook information from being used in advertisements. (Digital Trends, 2018)

Small Business Websites: Attacked 44 Times a Day

A recent report shows small businesses and their websites being a large target from cybercrime.

Many small companies think that they are not a target for cyber-attacks. However, a recent study by SiteLock reveals some frightening details about small businesses and their websites.

SiteLock analyzed 6 million websites and discovered that small business websites are being attacked on average 44 times per day, and that a single website can experience up to 16,000 attacks in one year alone.

These attacks encompassed bots, malware, backdoors, and other malicious software.

The most impactful thing a business owner can do to protect their website is to stay proactive and



vigilant about maintaining and updating the proper securities.

Have a WordPress site? Your site is twice as likely to be infected by malware due to the fact that WordPress is the most commonly used website platform. Regularly updating the software and plugins greatly reduces your site from being hacked.

What are the effects of owning an infected website?

Connectivity: Internal systems can be susceptible to ransomware and other viruses.

Customers and Prospects: infected sites can launch unwanted ads or download malicious software and viruses to unsuspecting visitors who click on links.

Blacklisting: You can be notified if your site has been blacklisted. Oftentimes, Blacklisting affects your business's search rankings, traffic, and even reputation. (sitelock.com)

Want a website security review?

Call us at (916) 221-0855 to schedule a comprehensive Security Audit.



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IT without limits

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We love having you as a customer, and quite honestly, we wish we had more like you!

Simply refer any company and earn up to \$100 when your referral becomes our client.