



## Regular updates on IT for modern growing organizations

December 2016

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### INCS NEWS

It is an exciting time at INCS! We celebrate our 18<sup>th</sup> birthdate, our growing fan base of happy, safe and secure clients, our continuously growing abilities to serve our clients, our health, leadership, employees, partnerships and much more. Thanks for being with us!

### MEET OUR NEW PRESIDENT

INCS hired a new president in May 2016 to bring an experienced and proven management style to INCS and our clients. James (Jim) Brendle, an Asheville native, owned and operated his own successful technology company in Charlotte for more than 32-years before an acquisition in 2010.

INCS founder and majority owner Chris Humphries along with the INCS board of directors unanimously selected Jim as someone who could not only maintain our level of customer care but also enhance our abilities and services. “I’m all about being sincere with our clients, showing them appreciation for their loyalty and always giving them MORE value than what they are paying for. We intend to really care and go that extra mile.”

Jim’s previous companies provided solutions for some of the country’s largest non-profit organizations, Fortune 500 companies, medical and financial professionals, and general businesses. “I’ve always enjoyed working with business owners and management personnel. Providing quality services and good value seems to always lead to referrals.”

“A good example is a small CPA firm in Nashville, TN who later had me install systems for their clients: John and June Cash, Cathy Mattea, Oak Ridge Boys and more.” Jim is looking forward to getting to know more of INCS’s valued clients.



Ransomware reaches \$ 1.2B in damages

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*“With INCS on our side, we can focus on what’s important-taking care of our patients.” (Oncology Specialists)*

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## THE 11-FOOT LADDER BY BRIAN ALLISON - STAYING SAFE FROM CYBERCRIME

The ransomware industry is expanding rapidly and making a lot of money. They are re-investing the proceeds into their criminal enterprise and getting better all the time. Any organization that relies on digital information needs to have a plan to keep that data safe and secure. Here are some pointers on what to do—an ounce of prevention is worth a pound of cure:



1. Make sure you have frequent, usable back-ups, and follow the 3-2-1 guideline. That's 3 copies of your data in 2 different places, 1 of which is offsite. If you have assured data recovery, you'll be covered in case of accidents, equipment failure, ransomware and more and your organization will be able to recover and keep operating.
2. Don't rely on a single layer of defense – if that gets breached then you'll be compromised. Have an aggressive next-gen firewall and active anti-virus on computers, and look for them to work together to stop infections in their tracks. You should also have an active watch guard on your system that detects ransomware in action and prevents damage before it happens.

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*Find out how the security-first services from INCS give you 2 pounds of prevention and 3 pounds of cure! Call us at 704-362-1682, or on the web at [www.incsnow.com](http://www.incsnow.com)*

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3. Credit card information is highly sought but personal information is more important. It's a lot easier to get a new credit card than it is to change your name, address and Social Security number. Wherever you have personal-type information, it's crucial to prevent your liability from a breach. Know what you store and where, and protect it with encryption to keep it from being used in the wrong hands.
4. Employee mistakes are the biggest source of lost files and infected systems. Technology is great, but you can't overlook the human factor. For a hacker, it's easier to "socially engineer" an employee. Anyone using email or the web needs to know what not to do with attachments and rogue websites.

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*"Every time we build a 10-foot wall, the bad guys build an 11-foot ladder." (Silicon Valley police)*

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## THE INCS TAKE ON CYBER SECURITY

Years ago, Chris Humphries, the founder of INCS, realized we had to stop offering "standard" or canned security solutions to our clients and decided to invest in better security solutions. INCS then selected Sophos

as our primary security vendor. Sophos has since extended their lead in security solutions for the modern growing organizations that we serve. Unique among their competitors, Sophos makes both state-of-the art firewalls and end point protection that work together to stop malware from infecting your computers. We gain new clients all the time because they had a different solution in place and found out the hard way that it wasn't good enough.



*"IT USED TO BE THAT IF YOU WORRIED ABOUT UNSEEN FORCES YOU WERE CONSIDERED PARANOID. NOW YOU'RE A SECURITY EXPERT."*

As a result of our security-first approach, INCS is a leading provider of certified Sophos solutions in our area.

## COMPLIANCE AND AUDITS

The widespread attacks by cybercriminals are forcing the federal government to enforce strict compliance with HIPAA regulations and it is about to get much stricter. Through the first 8 months of 2016, more than \$20 Million has been assessed in HIPAA penalties. This is way up from the \$6.1 Million amount for all of 2015. An assessment of your HIPAA compliance is your best way to understand what changes may be needed to avoid the embarrassment and expense of noncompliance. INCS can provide HIPAA, PCI, network and other compliance assessments at a reasonable cost. Please contact your account manager for more information to make sure you can avoid the nasty surprise of a big penalty.



**Quick and Easy – take the Sophos 60-Second HIPAA Health Check and find out where you stand.**

With those million-dollar fines now common, it's never been more important to be HIPAA healthy. How secure is your data? Find out with the [60-second HIPAA Health Check \(www.sophos.com/hipaa-check\)](http://www.sophos.com/hipaa-check).

## GET STARTED WITH A VOICE OVER IP PHONE SYSTEM (VOIP)



INCS has partnered with Digium to provide the Switchvox VoIP phone system to our clients. Built on Asterisk, the #1 open source communications toolkit, Switchvox by Digium offers the best of both worlds: The great value of Open Source software, combined with enterprise-class service and support.

INCS builds on the Digium offering to fine-tune the

way the entire phone system works to meet your exact requirements. Asterisk-based systems are used by SMBs, enterprises, call centers, carriers and governments worldwide. We offer Digium phone systems as a hardware solution located on your premises, or as a cloud-based solution with no extra hardware to buy and maintain. Switchvox systems include all Unified Communications (UC) features and seamless integration with mobile phones. With INCS expertise, these phones are easily deployed, flexible, reliable and affordable. We are happy to compare other vendor solutions, recommend configurations and provide you with a proposal.

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*"We are very happy with the service we receive from all of you at INCS. I know we are in capable hands." (Charlotte Dentistry)*

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## HOW DOES YOUR BACKUP STACKUP? BY DENNIS ESELMAN

In the early days of computing, data backup was to a floppy drive, or for the bigger systems to a tape drive. Nowadays, the options to choose from are numerous, as are the consequences of that choice should data restoration ever be required. So here are some thoughts that may enlighten you as to the nature of protecting your data and the results of having to reestablish that protected data to your production systems.

Methods of backing up data include USB thumb drives, tape cartridge drives, external hard drives, synchronized replication,





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backup appliances and cloud-based storage. Some of these options can be provided in tandem to enhance the desired level of data protection. All of these methods have their place, but there are considerations with each that need to be understood, especially within a business environment.

So let's talk business backup and what those considerations are. Probably the best questions you can ask yourself is: **How long can I afford for my business systems to be down in an outage? And when we are back online, what have we lost in the meantime?** The answer to these questions mean everything. If it's been a week since your last usable backup was taken, what does that week of work represent? If your systems are down, can you still serve your customers? If not, will some of them walk out the door? You should look at your losses associated with down-time, both financial and non-financial. These are real consequences, and you need to understand with complete clarity the answers to those questions. With those answers in hand, you'll be prepared to determine what type of backup system your business requires. INCS can help you navigate these choices and find the solution that's best for your operational needs and budget.

## DID YOU KNOW?

INCS can provide telephone systems, internet connectivity and voice circuits? Large scale warranty and maintenance solutions? Cloud and other storage solutions? Consulting and resource management? Business continuity and disaster recovery? Hardware, networking and software solutions? All this and more...

Whatever your technology needs are, we know how to find a great fit for your business. Let our experts help!