The Top 10 Ways Hackers Get Around Your Firewall And Anti-Virus To Rob You Blind

Cybercrime is at an all-time high, and hackers are setting their sights on small and medium businesses who are "low hanging fruit." Don't be their next victim! This report reveals the most common ways that hackers get in and how to protect yourself today.

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Are You A Sitting Duck?

You, the CEO of a small business, are under attack. Right now, extremely dangerous and well-funded cybercrime rings in China, Russia and the Ukraine are using sophisticated software systems to hack into thousands of small businesses like yours to steal credit cards, client information, and swindle money directly out of your bank account. Some are even being funded by their own government to attack American & Canadian businesses.

Don't think you're in danger because you're "small" and not a big target like a J.P. Morgan or Home Depot? Think again. 82,000 NEW malware threats are being released every single day and HALF of the cyber-attacks occurring are aimed at small businesses; you just don't hear about it because it's kept quiet for fear of attracting bad PR, lawsuits, data-breach fines and out of sheer embarrassment.

In fact, the National Cyber Security Alliance reports that one in five small businesses have been victims of cybercrime in the last year – and that number is growing rapidly as more businesses utilize cloud computing, mobile devices and store more information online. You can't turn on the TV or read a newspaper without learning about the latest online data breach, and government fines and regulatory agencies are growing in number and severity. **Because of all of this, it's critical that you protect your business from these top 10 ways that hackers get into your systems.**

1. **They Take Advantage Of Poorly Trained Employees.** The #1 vulnerability for business networks are the employees using them. It's extremely common for an employee to infect an entire network by opening and clicking a phishing e-mail (that's an e-mail cleverly designed to look like a legitimate e-mail from a web site or vendor you trust). If they don't know how to spot infected e-mails or online scams, they could compromise your entire network.

2. **They Exploit Device Usage Outside Of Company Business.** You must maintain an Acceptable Use Policy that outlines how employees are permitted to use company-owned PCs, devices, software, Internet access and e-mail. We strongly recommend putting a policy in place that limits the web sites employees can access with work devices and Internet connectivity. Further, you have to enforce your policy with content-filtering software and firewalls. We can easily set up permissions and rules that will regulate what web sites your employee's access and what they do online during company hours and with company-owned devices, giving certain users more "freedom" than others.

Having this type of policy is particularly important if your employees are using their own personal devices to access company e-mail and data.

If that employee is checking unregulated, personal e-mail on their own laptop that infects that laptop, it can be a gateway for a hacker to enter YOUR network. If that employee leaves, are you allowed to erase company data from their phone? If their phone is lost or stolen, are you permitted to remotely wipe the device – which would delete all of that employee's photos, videos, texts, etc. – to ensure YOUR clients' information isn't compromised?

Further, if the data in your organization is highly sensitive, such as patient records, credit card information, financial information and the like, you may not be legally permitted to allow employees to access it on devices that are not secured; but that doesn't mean an employee might not innocently "take work home." If it's a company-owned device, you need to detail what an employee can or cannot do with that device, including "rooting" or "jailbreaking" the device to circumvent security mechanisms you put in place.

3. **They Take Advantage Of WEAK Password Policies.** Passwords should be at least 8 characters and contain lowercase and uppercase letters, symbols and at least one number. On a cell phone, requiring a passcode to be entered will go a long way toward preventing a stolen device from being compromised. Again, this can be ENFORCED by your network administrator so employees don't get lazy and choose easy-to-guess passwords, putting your organization at risk.

4. **They Attack Networks That Are Not Properly Patched With The Latest Security Updates.** New vulnerabilities are frequently found in common software programs you are using, such as Microsoft Office; therefore it's critical you patch and update your systems frequently. If you're under a managed IT plan, this can all be automated for you so you don't have to worry about missing an important update.

5. **They Attack Networks With No Backups Or Simple Single Location Backups.** Simply having a solid, reliable backup can foil some of the most aggressive (and new) ransomware attacks, where a hacker locks up your files and holds them ransom until you pay a fee. If your files are backed up, you don't have to pay a crook to get them back. A good backup will also protect you against an employee accidentally (or intentionally!) deleting or overwriting files, natural disasters, fire, water damage, hardware failures and a host of other data-erasing disasters. Again, your backups should be AUTOMATED and monitored; the

worst time to test your backup is when you desperately need it to work!

6. **They Exploit Networks With Employee Installed Software.** One of the fastest ways cybercriminals access networks is by duping unsuspecting users to willfully download malicious software by embedding it within downloadable files, games or other "innocent"-looking apps. This can largely be prevented with a good firewall and employee training and monitoring.

7. **They Attack Inadequate Firewalls.** A firewall acts as the frontline defense against hackers blocking everything you haven't specifically allowed to enter (or leave) your computer network. But all firewalls need monitoring and maintenance, just like all devices on your network. This too should be done by your IT person or company as part of their regular, routine maintenance.

8. **They Attack Your Devices When You're Off The Office Network.** It's not uncommon for hackers to set up fake clones of public WiFi access points to try and get you to connect to THEIR WiFi over the legitimate, safe public one being made available to you. Before connecting, check with an employee of the store or location to verify the name of the WiFi they are providing. Next, NEVER access financial, medical or other sensitive data while on public WiFi. Also, don't shop online and enter your credit card information unless you're absolutely certain the connection point you're on is safe and secure.

9. **They Use Phishing E-mails To Fool You Into Thinking That You're Visiting A Legitimate Web Site.** A phishing e-mail is a bogus e-mail that is carefully designed to look like a legitimate request (or attached file) from a site you trust in an effort to get you to willingly give up your login information to a particular web site or to click and download a virus.

   Often these e-mails look 100% legitimate and show up in the form of a PDF (scanned document) or a UPS or FedEx tracking number, bank letter, Facebook alert, bank notification, etc. That's what makes these so dangerous – they LOOK exactly like a legitimate e-mail.

10. **They Use Social Engineering And Pretend To Be You.** This is a basic 21st-century tactic. Hackers pretend to be you to reset your passwords. In 2009, social engineers posed as Coca-Cola's CEO, persuading an exec to open an e-mail with software that infiltrated the network. In another scenario, hackers pretended to be a popular online blogger and got Apple to reset the author's iCloud password.

Want Help Ensuring That Your Company Has All 10 Of These Holes Plugged?

If you are concerned about employees and the dangers of cybercriminals gaining access to your network, then call us about how we can implement a managed security plan for your business.

At no cost or obligation, we'll send one of our security consultants and a senior, certified technician to your office to conduct a free **Security And Backup Audit** of your company's overall network health to review and validate as many as 25 different data-loss and security loopholes, including small-print weasel clauses used by all 3rd-party cloud vendors, giving them zero responsibility or liability for backing up and securing your data. We'll also look for common places where security and backup get overlooked, such as mobile devices, laptops, tablets and home PCs. At the end of this free audit, you'll know:

- Is your network really and truly secured against the most devious cybercriminals? And if not, what do you need to do (at a minimum) to protect yourself now?

- Is your data backup TRULY backing up ALL the important files and data you would never want to lose? We'll also reveal exactly how long it would take to restore your files (most people are shocked to learn it will take much longer than they anticipated).

- Are your employees freely using the Internet to access gambling sites and porn, to look for other jobs and waste time shopping, or to check personal e-mail and social media sites? You know some of this is going on right now, but do you know to what extent?

- Are you accidentally violating any PCI, HIPAA or other data-privacy laws? New laws are being put in place frequently and it's easy to violate one without even being aware; however, you'd still have to suffer the bad PR and fines.

- Is your firewall and antivirus configured properly and up-to-date?

- Are your employees storing confidential and important information on unprotected cloud apps like Dropbox that are OUTSIDE of your backup?

I know it's natural to want to think, "We've got it covered." **Yet I can practically guarantee my team will find one or more ways your business is at serious risk for hacker attacks, data loss and extended downtime – I just see it all too often in the many businesses we've audited over the years.**

Even if you have a trusted IT person or company who put your current network in place, it never hurts to get a 3rd party to validate nothing was overlooked. I have no one to protect and no reason to conceal or gloss over anything we find. If you want the straight truth, I'll report it to you.

You Are Under No Obligation To Do Or Buy Anything

I also want to be very clear that there are no expectations on our part for you to do or buy anything when you take us up on our **Free Security And Backup Audit**. As a matter of fact, I will give you my personal guarantee that you won't have to deal with a pushy, arrogant salesperson because I don't appreciate heavy sales pressure any more than you do.

Whether or not we're a right fit for you remains to be seen. If we are, we'll welcome the opportunity. But if not, we're still more than happy to give this free service to you.

You've spent a lifetime working hard to get where you are. You earned every penny and every client. Why risk losing it all? Get the facts and be certain your business, your reputation and your data are protected. Call us at (905) 707-6775 or you can e-mail me personally at jason@haycorsolutions.ca.

Dedicated to serving you,

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Here's What A Few Of Our Clients Have Said:

They handle everything 'IT' for us!

If you are looking for reliable IT infrastructure solutions, I strongly recommend the team at Haycor! We've used them for over ten years and they have guided and supported us through projects such as server implementation, migration to the cloud and everything else network and infrastructure related. They help us end to end from requirements and scope management, to implementation, project management and production support!

David Rudnick – Director & Co-owner

A massive project that went off without a hitch..

Haycor completed our very large upgrade and migration of our financial application to a new version and server. The results of this process have brought stability and increased performance from the very first moment it went online! Haycor's team delivered perfect planning, set expectations, and ensured a stable delivery process. We recommend Haycor to anyone looking for a new IT firm – no need to think about it or conduct any further research!

Anton Ionescu

We were finally able to stabilize our systems and focus on our business and not our IT issues!

Since we started using Haycor as our company's primary IT resource, I don't have to stress about our IT system's function and security. They are proactive and thorough without getting in the way of our day to day operations. They have been much more diligent and proactive with a much higher level of professionalism and expertise than I have experienced with previous IT firms. There are many ways to design your IT environment and security. Some are inherently better than others depending on your needs. Jason and Haycor took over our existing network management and within days it was performing significantly better than before without the cost or headache of changing any hardware. Haycor is an excellent firm that is more than capable of handling anything – experienced, smart, professional, and reasonably priced.

Jeffrey Switzer – Managing Partner

Trust and reliability goes a long way!

The single biggest benefit of working with Haycor has been knowing that our company is up to date with our IT services and the security that comes with that. Haycor's team have far surpassed our previous IT provider as they pointed out where we are vulnerable as far as security and stability of our server and network. At the end of the day, you need to trust the advice your IT provider gives you and we've found that Haycor is a company that is both trustworthy and dedicated to their clients.

Marisa Colosimo – Office Manager

They have been very responsive to us and have been a true "partner"

Since we have moved our IT services to Haycor's Managed Services program the main benefit would be the high level of efficiency we have been able to maintain. They have been very responsive to us and have been a true "partner" – Haycor has worked seamlessly with us, almost like an in-house IT team! They took to time to truly familiarize himself with our business and our people in order to truly understand our requirements. There is no question that Haycor's team are results-driven!

Talya Gaborieau

Was finally able to standardize our network and IT solutions

Haycor have really helped streamline our business. Our software was a hodgepodge of products and services from different providers, with licenses constantly expiring at different times across platforms. Haycor implemented an Office 365 solution that made sense for our business and he saved us money by elimination unnecessary services we were previously paying for. They're help with our security issues, network configuration and proactive approach support has been immeasurable in protecting our network and helping us recover files that were damaged in a targeted attack by hackers. I would strongly recommend Haycor to any business or any size, as they have proven that they can tailor a solution to suit the needs of any enterprise.

Steve Switzer – Broker – Managing Partner

Truly reliable and stress-free service!

Haycor have provided our company with immediate solutions to any IT problems with successful results and personal ongoing services. They always provide us with an explanation of the issues involved and how they will be fixed. The staff are extremely knowledgeable, and we never wait for services. They have always come up with workable solutions to any of our IT issues – truly reliable and stress-free service!

Marla Kay – President

Moving to the cloud completely changed our business

We spend a lot of time on the road, moving to Office 365 has allowed us the ability to be connected from anywhere at any time, this has been a huge change for us. Haycor has always gotten back to us in a very timely fashion whether it is to solve a problem we have encountered that affects our computer systems or simply answering a question we have. The team at Haycor definitely have a personal touch that can be lacking in other providers. You feel like you are working with people who are very knowledgeable about what they provide, and you never feel like someone in-line at a call centre. For whatever your IT needs are whether it is setting up your systems, upgrading them, or just solving a problem with their assistance, we recommend Haycor.

Ian Rogers – Chief Pilot

We no longer have an unstable and unreliable network!

After having an unstable computer network, Haycor implemented a new server and network upgrades in our office. Since then they have always taken care of our IT needs in a timely manner ensuring the issues were resolved and our staff were able to work efficiently. Haycor have always been there for us when needed – nights, weekends – if there is a problem, they make themselves available to rectify our issues.

Hersh Borenstein – President

They are true professionals and their service is exceptional

I have had the pleasure of working with Jason and the team at Haycor since 2013. They are true professionals and their service is exceptional. We no longer have an unstable server or network. We truly have peace of mind with Haycor. A true recommendation if you want Product and Service when you need it, day or night!

Joel Kleinberg – President

They are very creative, knowledgeable and great to deal with

Before hiring Haycor as our IT Consultants we had a number of issues that were never resolved and since they have been managing our IT the results have been excellent. They are very creative, knowledgeable and great to deal with. They are very approachable and reachable. If they don't know the answer right a way to an issue we may be experiencing, they get back to us ASAP.

Elisa Gomierato, CEO

Huge piece of mind knowing our systems are taken care of

With the large amount of user computers in our environment, we have huge piece of mind knowing that the Managed Services program keeps our systems up to date with critical and security updates and patches. Haycor ensures that they understand the detailed systems that we use and always provides cost-effective recommendations and solutions using the best tools and services available, from data backup, disaster recovery and security. During the past 12 years that our company has been working with Haycor, they have completed many projects of all complexity and size. They always deliver high quality service and we continue to be satisfied with their work.

Rene Preotu, IT Operations Engineer

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