

The Tech chronicle

What's New

Haycor Computer Solutions Inc. is now taking extra steps to ensure our community is up-to-date with trendy IT topics.

It is our priority to educate the community how to increase efficiency, while reducing operational cost. We are also ensuring you are in the loop with arising cyber security issues.

Please feel free to ask us any IT questions and we will answer your question privately and publish our answers.

March 2020



This monthly publication provided courtesy of Jason Wachtel, President of Haycor Computer Solutions Inc.

Our Mission: To build strong, long-lasting relationships that surpass professional formalities by catering our services to each customer's specific needs.



Clear Signs You're About To Get Hacked ... And What To Do NOW To Prevent It

Do you use the same password for everything? If you do, you're not alone. We all have bad cyber-habits, whether it's reusing passwords or connecting to unsecured WiFi. These habits can make it easy for hackers to steal our personal information and use it for their own purposes – or they can sell it on the dark web for an easy profit.

These are habits you have to stop right now – and habits your employees need to stop too. After all, good cyber security practices are a group effort! But using the same password for everything or using simple passwords aren't the only things that are going to get you into trouble. Here are three more clear signs you're setting yourself up for a breach.

Sharing Your E-mail

Countless websites want your e-mail

address. Sometimes it's not a big deal if you're sharing it with a vendor or e-commerce site. You want to ensure you receive invoices and shipping confirmation. But other websites just want you to sign up for special offers, notifications, e-mail newsletters and other inbox clutter. It sounds mostly harmless, but what they fail to tell you is the fact that they're going to sell your e-mail address to advertisers and other third parties.

To make matters worse, you have no idea where your e-mail address will end up – or if it will fall into the wrong hands. Hackers are constantly on the lookout for e-mail addresses they can take advantage of. They use e-mail for several different kinds of cyberscams – most notably phishing scams. Hackers can even make it look like an e-mail is

Continued on pg.2

Client Spotlight

After searching far and wide for a competent and reliable IT provider, David Rudnick of Elite Camps, decided Haycor Computer Solutions was THE solution to guide and support his team through a variety of IT projects.

The Haycor team rolled up their sleeves and made their first impression by successfully implementing a collection of server-based solutions.

For over ten years, Elite Camps has been leveraging Haycor's services for daily support, consultation and project management of new initiatives, such as migrating their whole infrastructure to the cloud.

As the IT industry evolved, Elite Camps' IT infrastructure is running smoothly and David continues to be a vocal advocate for Haycor Computer Solutions with no signs of slowing down!



David Rudnick
Director & Co-Owner of Elite Camps

Are You Working SMART?

Rubbermaid thought they needed more products to be the leader in their industry. So, they set out to invent a new product every day for several years, while also entering a new product category every 12-18 months. *Fortune* magazine wrote that Rubbermaid was more innovative than 3M, Intel and Apple; now, that is impressive.

Then Rubbermaid started choking on over 1,000 new products in less than 36 months. Innovation became more important than controlling costs, filling orders on time or customer service. They ended up closing nine plants and laid off over 1,100 employees before Newell Corporation came in to buy (rescue) the company.

I had a mentor who once told me, "Rob, I don't care how hard you work. I care how smart you work." Rubbermaid was working hard, putting in time, money and effort while at the same time destroying their own company. How did that work out for them?

Eli Lilly thought they needed to hire 2,000 PhD researchers to create more products to keep Wall Street happy with their growth. The only problem was they didn't have the funds to hire them. So, they had to come up with another way to solve this problem - in other words, they had to work smarter.

They decided to take all their molecular problems, post them on the Internet and tell all molecular PhD researchers that they would PAY for solutions. Instead of having to pay the salaries and benefits for 2,000 new researchers with money they didn't have, they had thousands upon thousands of researchers all over the world sending in their suggestions for solutions to their molecular problems, and they only had to pay for the ones they used. Now, that is SMART!

Do you see SMART opportunities in these statistics?

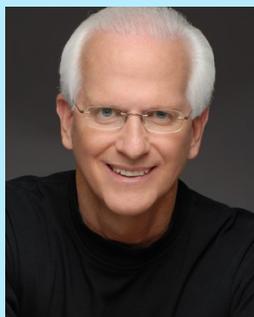


- About 66% of employees would take a lower paying job for more work flexibility.
- About 62% of employees believe they could fulfill their duties remotely.
- About 60% of employees believe they don't need to be in the office to be productive and efficient.

Could you lower overhead and expenses by having some people operate from home? Some managers will immediately say, "That won't work; you won't have control of your employees. They won't get things done." If that is your argument, my statement to you is this: you have hired the wrong people.

JetBlue has hundreds of reservation agents operating from their own homes. Their home-based agents save, on average, up to \$4,000 on their commuting expenses, not counting the savings of lunch, daycare and wardrobe. JetBlue found they had a 25% increase in productivity once employees were allowed to work from home; they figured out a different, more productive, less expensive, more profitable ... *SMARTER* way to operate.

To survive in this competitive marketplace, you must change, adapt, modify, challenge, innovate, transform, revise and improve, but what's paramount to your success is to be working SMART!



Robert Stevenson is one of the most widely recognized professional speakers in the world. Author of the books How To Soar Like An Eagle In A World Full Of Turkeys and 52 Essential Habits For Success, he's shared the podium with esteemed figures from across the US, including former President George H.W. Bush, former Secretary of State Colin Powell, Tony Robbins, Tom Peters and Stephen Covey. Today, he travels the world, sharing powerful ideas for achieving excellence, both personally and professionally.

These 6 Hobbies Will Make You Smarter

Play An Instrument – Learning to play an instrument – or playing an instrument you’re already familiar with – keeps the brain sharp. It’s an “active” hobby that creates new neural pathways in the brain, which is linked to good brain health, including improved memory and problem-solving.

Read Constantly – Reading helps reduce stress while boosting cognitive abilities, like interpreting data and emotions. Interestingly, it doesn’t matter what you read as long as you read often.

Exercise Daily – Exercise promotes the release of brain-derived neurotrophic factor (BDNF) within the body, a protein that promotes healthy brain activity, including better mental acuity.

Learn A New Language – Like playing an instrument, learning a new language creates new neural pathways. Research shows that people who learn a second language

are better at solving puzzles and problems.

Play “Brain Games” – Activities such as sudoku, puzzles, board games and problem-solving video games can be beneficial to the brain. These activities increase brain neuroplasticity, which improves cognitive ability and reduces anxiety.

Meditate – It’s also important to quiet the brain. Meditation improves focus and can improve your mood significantly, which can boost confidence. *Business Insider, Dec. 17, 2019*

Beware At The Gas Station...

If you use a credit card at the gas pump, you increase your risk of having your credit card information stolen. At the end of 2019, Visa warned a number of its customers that hackers are actively stealing credit card information by hacking into gas stations’ point of sales networks. These networks, it turns out, are not as secure as they should be.

Hackers also use phishing scams. All the gas station employee has to do is click a malicious link and hackers can install software that steals credit card information from the station and sends it back to the hacker.

What can you do to protect yourself? Make sure your credit cards are up to date with the latest chip technology. Never use your card’s magnetic strip, if possible. If you’re still using your magstripe, ask your issuer for an updated card or find a new credit card provider. Cash is also a great option. *Inc., Dec. 16, 2019*

4 Ways To Improve Business In 2020

Automation – Boost efficiency with automation tools. Think accounting and financial management tools like FreshBooks and QuickBooks or project management tools like Trello. You can also use e-mail marketing apps like Mailchimp.

Accessibility – Make it easier than ever for customers to book your services. Online-scheduling software streamlines the process, allowing customers to schedule times that work for them and you. You can have customers book times on your website or Facebook page.

Employee Engagement – Delegate more, encourage more communication through apps like Slack and celebrate more achievements.

Customer Service – Chatbots and other types of similar customer service-based artificial intelligence are bigger than ever. Use them on your website or direct customers to Facebook Messenger. HubSpot’s Chatbot Builder is a good tool to try when getting started. *Small Business Trends, Dec. 1, 2019*

