

THE TECHNOLOGY BYTE

NEWSLETTER FROM YOUR TECHNOLOGY GUIDE:
ACE TECHNOLOGY GROUP

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ACE TURNS 20

Helping companies become more productive, agile, and secure since 2002.

This March marks the 20-year inception of ACE Technology Group. At that time, the Dot Com bubble had burst, and owner and CEO, Chris Shank, was laid off just days before his wife was due to deliver their first child. What better time to start a business? Especially one with an unproven business model.

Two decades ago, computer support was on a break-fix basis or a maintenance agreement where a technician would come by the office on specific days, a few times a month. If you had a computer problem, you generally had to wait or pay for an emergency visit. This reactive model was very inefficient for small businesses. After working at several large companies, Chris knew the advantage of having IT professionals manage the network of computers and be available to users for quick support. Knowing the benefits of quick and responsive IT support, Chris began his mission to find a solution for companies of all sizes to have secure and reliable technology to keep their businesses moving forward.

20 years later, ACE Technology Group continues to be a leader in remote IT services and provides the highest quality information technology to small and medium-sized businesses at an affordable price.

RECENT SECURITY BREACHES IN THE U.S.



San Francisco 49ers
Exploit: Ransomware



EasyVote Solutions
Exploit: Misconfiguration



Bridgestone America (Tires)
Exploit: Hacking

UNDER HOOD

Next Generation Firewalls

Barracuda NextGen firewalls are a natural progression from the standard firewalls that ACE Technology Group has offered to our customers in the past. A step up from the standard firewall that our customers receive as a part of the IT Guardian plan, the Barracuda NextGen firewall provides malware protections, intrusion detection and prevention capabilities, built-in web and application content filtering, and many more features.

Customers that upgrade their IT Guardian service plan to our advanced IT Security Guardian or IT Compliance Guardian packages will receive a Barracuda NextGen firewall as a part of their new service plan. The combination of endpoint anti-virus protections on your computers and servers, user security awareness training for your team, and a Barracuda NextGen firewall shielding you from the outside world will provide your business with a multi-faceted defense against cybercrime.

Celebrating 20 Years as an Managed Service Provider



CHRIS'S CORNER

Monthly Expert Advice From The Owner

A lot of history happened in 2002, the Department of Homeland Security was established, American Idol premiered, the No Child Left Behind Act passed into law, Serena Williams beat her sister to win her first of seven Wimbledon titles, and Enron Corp CFO was indicted on 78 counts of fraud.

Like many of you, I have personal memories of historical events from 2002. I was laid off from a job only days before my oldest daughter was due to be born. Needless to say, it was not an ideal situation for a young husband and first-time dad, but with the support of my wife, I took that "laid-off lemon" and made lemonade.

Having worked for large companies, I knew the benefits of full-time IT support professionals, but I also knew it was not in the budget for many small and medium-sized companies. I also knew those same companies could not afford to wait weeks for tech issues to be resolved and fixed. Putting the Internet to work, I figured remotely supporting users would be an efficient way to effectively "transport" a tech instantly to any office. Remotely supporting users and businesses without travel time would give companies an affordable opportunity for around-the-clock IT Support.

At the time, the industry was still new and different, but our goals aligned with our clients - trouble-free IT. I did not want ACE Technology Group to be categorized as a "break-fix" shop or to be another IT consultant. Those types of businesses NEEDED clients to have problems so they could fix'em and bill'em. Our vision was to have a partnership with our clients to offer proactive IT management.

Two decades ago, ACE was on the forefront of the industry, so I had to cobble together our toolkit, including remote access tools, ticket tracking, network monitoring, and billing. After a few years, we had some professional-grade tools available in our toolkit, and the industry got a name, Managed Service Providers or MSP.

20-years later, ACE Technology Group continues to provide "enterprise-grade" IT services to help small businesses become more productive, agile, and secure. We currently have 11 full-time staff members and consider ourselves your "Remote IT Department". One thing that sets ACE apart from some of our peers is that we integrated Cybersecurity into the fabric of our service and corporate culture for over 5-years by having a dedicated Cybersecurity consultant on staff. Not only are we examining everything we do through a Cybersecurity lens, but also looking for vulnerabilities in our client's environment and advising them and their team towards a strong Cybersecurity posture as well.

LATEST IN CYBER SECURITY

Talking to Teens About Cybersecurity

Teenagers eat, breathe, and sleep with their phones. It is nearly impossible for parents and guardians to know every detail of their teen's online activity, so it's important that parents and guardians teach teens to be responsible as digital citizens.

Talking to teens about cybersecurity is crucial. They need to know that Privacy and Security settings exist for a reason. Those settings exist to control who sees what they post and manage their online experience positively.

Teens need to know the importance of protecting their reputation on social media. Once something is posted online, it stays online. Teach teens to think twice before posting pictures. A recent study found that job recruiters rejected 70 percent of candidates based on information they found posted online. Teens need to ask themselves, "Would I want my parents or future employer to see this?".

Teens need to be cautious with how much personal information they provide on social media networking sites. Too much personal information posted could lead to a hacker, or someone else, stealing their identity, accessing their data, or committing cyber crimes in their name. Around age 16 parents should check their teen's credit report to fix any errors.

Many teens today aspire to be social media or YouTube influencers. There is excitement and fun in creating large friend followings. Teens need to understand that not all friends are created equal. Teens looking to have a public persona need to create a "fan" page. It limits personal information but encourages broad participation. Teens should have a separate personal profile to keep real friends separate from people they do not know or trust.

Teens should also be taught they do not need to accept every friend request they receive. It is absolutely acceptable to deny a friend request of someone they do not know. Teach teens that if someone is threatening or harassing them they should remove them from their friend's list and report them.

Teens need to understand the need to update apps, web browsers, and other software. It's the best defense against viruses, online threats, and malware. It's so much easier to click "update" than to deal with a cybercriminal gaining access to their personal information.

Encourage teens to create a strong passphrase when setting passwords. Picking a passphrase or a sentence from a book or movie will help to remember their passwords easy, but hard for a cybercriminal to crack. Teach kids they can use the same passphrase across different sites, but to use different variations (for example, "I love mint ice cream" can be changed to "i l0ve MiNt Ic3 cre@m").

Finally teach teens to be cautious of links in texts, emails, and social media messages. Cybercriminals send phishing links as an easy way to collect personal information on their victims. Teach teens to be wary of clicking or downloading anything they weren't expecting or that comes from a stranger.



HOW GIRLS VS BOYS EXPERIENCE THE INTERNET



Bullied Because Of ~ *Appearance*

41%



29%

Bullied Because Of ~ *Sexual Orientation*

21%



14%

Bullied Because Of ~ *Political Beliefs*

41%



29%

Source: National Cyber Security Alliance.

CYBERSECURITY TERMS TO KNOW

ROOTKIT:

Malware that allows cybercriminals to remotely control your computer. Rootkits are especially damaging because they are hard to detect. A successful rootkit can potentially remain in place for years if it's undetected.



REMINDER

LET US KNOW WHEN YOU'RE CONSIDERING OR IN NEED OF NEW SOFTWARE AND HARDWARE SO OUR TECHS CAN ENSURE A PROPER AND SAFE INSTALLMENT.

NEW IN TECHNOLOGY

What Exactly is the Metaverse?

Meta (formerly Facebook) describes the metaverse as "a set of virtual spaces where you can create and explore with other people who aren't in the same physical space as you."

The metaverse will be a virtual 3D world of all shapes, sizes, and purposes and will be backed by an enormous amount of different companies. It will be a world of mixed reality that relies on augmented reality (AR) and virtual reality (VR).

Companies will use the metaverse to sell their products to consumers who will then be able to decorate their virtual rooms with real-life art and decor. In addition, the metaverse will have digital avatars that will mimic real-world expressions and body language. Need to clothe your avatar? Consumers will have the ability to purchase and create a closet of clothes for their avatar to wear across all experiences. The avatars will create a "presence" so it will feel like the person is really there as an AR hologram or virtual person.

The metaverse will have virtual workrooms, classrooms, as well as virtual field trips. Adult education will also be available from everything from virtual surgeries to car repair. In the metaverse, you'll have the ability to "make things happen just by thinking about them". Have a favorite object in this world? The metaverse is working on a way to scan anything in the real world so you can have a digital version in virtual reality.

In reality, the Metaverse and your virtual surroundings will only be as cool as you can afford. It will be a collection of spaces, games, and apps. For decades Meta has been investing "billions of dollars" into the metaverse and has hired over 10,000 engineers in Europe. Metaverse could launch into our reality anywhere between 2026 - 2036.



Source Meta

Get to know your friendly ACE team!

EMPLOYEE SPOTLIGHT: JEFF

Jeff just recently celebrated his 9 year anniversary with ACE!

Chief Operating Officer (COO); Hatfield, PA native; Montgomery Community College grad; Microsoft Certified System Engineer



Jeff has a strong background in the Service, Distribution / Manufacturing, Health Care, Legal, and Financial industries and 20 years' worth of experience; worked for Advantage Computer Consulting and The LLB Group before reconnecting with high school friend Chris, referring clients from a different niche in the same industry, and eventually joining ACE.

Known for the ability to fix and/or make technology work for our customers, Jeff also has a real knack for developing relationships and getting to know our customers' businesses as they apply to technology. He's amazing at breaking down the issues to find the root cause of a problem. For clients, "he sticks with it and is able to decipher geek speak."

Jeff truly loves learning about our customers' businesses and engineering and applying technology to improve their businesses. He also enjoys the diversity of working in so many different industries...at ACE, not too many of our days are the same.

POWER COMMANDS



Bold Text

For Windows: Ctrl + B to bold text

For Mac: Command + B to bold text



Print a Document

For Windows: Ctrl+ P

For Mac: Command + P