

we're

Thankful

The HI Tech Hui team is thankful for a lot!

- Wine Subscriptions
- Popeye's Ghost Pepper wings
- Dogs who always bark as soon as I get on a Teams call.
- Zapps potato chips
- Working with friends!
- Delivered groceries...and take out, because I'm sick of cooking the delivered groceries.
- Colleagues who encourage me when I need it, share in the celebrations of accomplishments and offer advice as needed.
- Working for a company that is intellectually rewarding and challenging, and the people are fantastic.



For having these little goofballs at home with me so I can see how they really act in class.



PUPPIES!!



Beautiful views.



This left-handed mouse, because sometimes you need a change in perspective to produce great work.



For my family who inspire me to work harder and be better.

HI TECH HUI NEWSLETTER

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OUR MESSAGE



"Feeling gratitude and not expressing it is like wrapping a present and not giving it."
 – WILLIAM ARTHUR WARD

"I hate Coronavirus" said my 7 year old daughter. "I understand", I said. "But, we need to find the good in it. Tell me one good thing that came out of this." Her response was a strong "Nothing". Prompting further, I said "Think again. We got to spend time with the family". Finally! Some excitement, "You are right! We got to spend a lot of time together."

This was not the 2020 I had in mind or planned for. This was supposed to be a transformative year, ironically it has been, but not in the way I expected. This year, I'm choosing to be grateful in the midst of chaos and craziness, taking from something I learned years ago. I was a different person 20 years ago.

I saw the world as doom and gloom and couldn't figure out why so many bad things happened to me. When I was 3, I was hospitalized for over a month for second degree burns all over my body from boiling hot water. When I was 12, my close cousin died from a hit and run accident, and a year later his father (my uncle) died of cancer. A year later my best friend was diagnosed with leukemia, and four years later, just after her 18th birthday she died. Around the same time the recession caused my parents to sell their 3500 square foot home and moved us into a little apartment in a not so great neighborhood. I put myself through University and it took me over 15 years to pay for it! I've faced heartache and heartbreak, countless to mention. Failed businesses and almost filed bankruptcy at least twice!

I didn't have much to be grateful for, or so I thought. Life just sucked so bad that I finally had to DO something about it. My life completely changed when I started being more grateful. Having the attitude of gratitude completely changes your energy and literally changes your life. I started being grateful for just being alive. For having enough to eat. For having my health and for the people in my life. I became grateful for every little thing!

It's easy to be grateful when life is great, it's harder to be grateful when you're dealt some awful stuff. Two years ago, I lost 2 of my close friends within one month apart. It was devastating. I was angry at first, and I still wish they could be here with me today. However, now I can be grateful for the experience. Grateful because it teaches me not to take life for granted. Every moment counts. Every hug is precious. Every laugh is soul medicine. Yes, Coronavirus disrupted so many things this year, and I do know multiple people that have lost loved ones during this time. I don't discount that. However, I am looking at the good and choosing to be grateful for this extra time I've had with my kids being home with me. And more importantly, teaching them through living by a mantra I hope they adopt. I know these holidays will be very different from all others, but I hope you too can find many things to be grateful for during this time.

- Anne-Marie Lerch



SHINY NEW GADGET OF THE MONTH



Arlo Pro 3 Floodlight Camera

In the era of porch pirates, more people are investing in outdoor security cameras. The Arlo Pro 3 Floodlight Camera delivers security and practicality. It features an ultrahigh-definition camera delivering 2K HDR video and color night vision combined with a 2000 lumens light. Nothing goes undetected!

Plus, the Arlo Pro 3 is wireless. It connects to WiFi and doesn't need a power cord (it just needs to be plugged in for charging periodically). Because it's on WiFi, you can check the feed anytime from your smartphone. You can even customize notifications so you're alerted when it detects a car or person. And it has a speaker and microphone so you can hear and talk to anyone near the camera. Learn more at Arlo.com/en-us/products/arlo-pro-3-floodlight.aspx.



4 Questions Your IT Services Company Should Be Able To Say "Yes" To

Out with the old and in with the new! For far too long, small businesses have taken an old-school approach to IT services and security. In other words, they wait until something goes wrong before they call an IT services company and request help.

Back in the day (think 1990s and 2000s), this approach worked, more or less. External threats, such as hackers and viruses, were still few and far between. A data breach wasn't on anyone's mind. So, it made sense to wait until something went wrong before taking action.

In IT circles, this is known as the "break-fix" approach. Something breaks, so someone has to come in to fix it. And they charge for their services accordingly. If something small breaks and it takes a short time to fix, you could expect a smaller bill. If something big breaks, well, you can expect a pretty hefty bill.

The break-fix approach is 100% reactive. As many businesses have learned, especially in more recent years, as the number of threats have skyrocketed, it can get very expensive. IT specialists are an in-demand field. With just about every business relying on the Internet and Internet-connected devices in order to operate, there's a lot of opportunity for something to go wrong.

This is exactly why you can't rely on the reactive break-fix model anymore. If you do, you could be putting your business at serious risk. In some cases, the mounting costs and damages done could put you out of business.

If you're hit by a data breach or if a hacker infiltrates your network (which is a common occurrence), what's next? You call your IT services partner – if you have a partner – and tell them you need help. They might be able to restore lost or stolen data. That is, if you routinely backed up that data. You don't want to find yourself in this position.

And you don't have to.

Instead, take a proactive approach to your IT support and security. This is the new way of doing things! It's also known as managed services – and it's a far cry from the break-fix approach.

If you work with an IT services company that only comes out when something breaks, it's time to get them on the phone to ask them four big questions. These are questions they absolutely need to say "yes" to.

1. Can you monitor our network and devices for threats 24/7?
2. Can you access my network remotely to provide on-the-spot IT support to my team?
3. Can you make sure all our data is backed up AND secure?
4. Can you keep our network protected with up-to-date malware solutions, firewalls and web filtering?

If your IT services partner says "no" to any or all of these questions, it might be time to look for a new IT services partner.

If they say "yes" (or, even better, give you an emphatic "yes"), it's time to reevaluate your relationship with this company. You want to tell them you're ready to take a proactive approach to your IT support, and you'll be happy to have them onboard.

Far too many small businesses don't bother with proactive support because they don't like the ongoing cost (think of it as a subscription for ongoing support and security). They would rather pay for things as they break. But these break-fix services are more expensive than ever before. When things go wrong, and these days, things will go wrong, you'll be left with the bill – and be left wishing you had been more proactive!

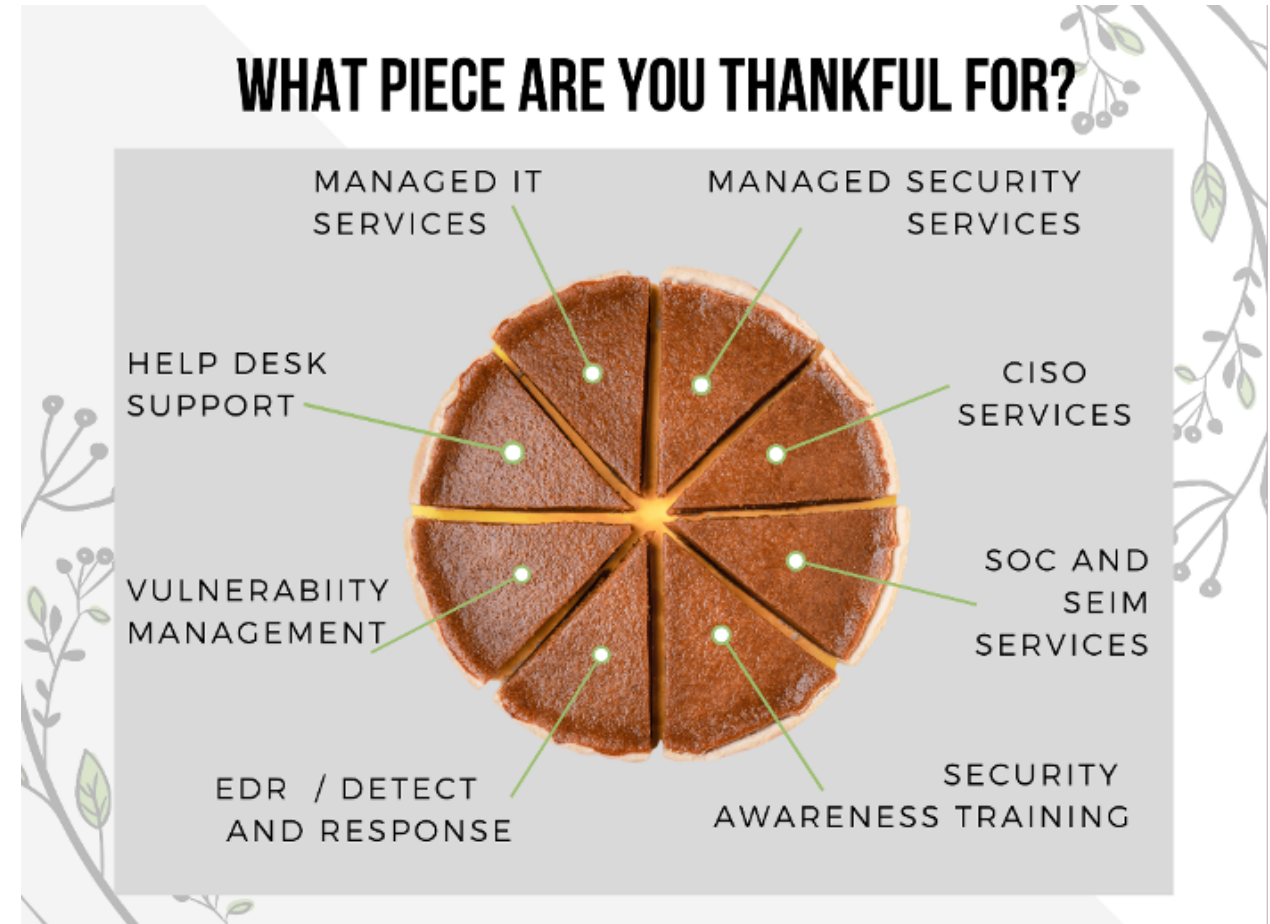
Don't be that person. Make the call and tell your IT services provider you want proactive protection for your business. Ask them how they can help and how you can work together to avoid disaster!

No matter how you slice it, HI Tech Hui is here for your IT and Cybersecurity needs to provide you PIECE of mind.

MANAGED SERVICES - HI Tech Hui strives to provide a superior managed services program that not only exceeds our customers expectations for technology administration, but incorporates a unique cybersecurity approach. Performing all tasks that keep your technology running smoothly and assists your employees with IT issues keeping them performing their job fully, our managed services programs are scaled to meet your organizations individual needs.

MANAGED SECURITY SERVICES - HI Tech Hui is thankful for our ability to grow beyond our superior MSP offerings to provide Managed Security Services. This program provides high-level cybersecurity monitoring and management. From compliance and privacy protocols, to employee security trainings, our managed security services help put into place systems essential to combatting data breaches. Connect with us to discuss how our cybersecurity experts can help to analyze your company networks, perform penetration testing, provide assistance with incident response plans and disaster recovery plans and more.

SECURITY OPERATION CENTER (SOC) - Being able to launch our very own locally owned and managed SOC is the topping on the THANKFUL pie, Our SOC services are used to detect, analyze, and respond to cybersecurity incidents using a combination of technology solutions and a strong set of processes. We work to ensure that potential security incidents are correctly identified, analyzed, defended, investigated, and reported. Take the stress out of reading your cybersecurity alerts and logs, and let us help you!



OUR SOLUTIONS

Cyberruptive



SOPHOS



BlackBerry

CYLANCE



proofpoint.

datto

backupify

DEMISTO

thycotic



Microsoft 365 Business

bitglass

Qualys.

paloalto NETWORKS



KnowBe4

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