

It's a Zoo Out There!



Spotting a Social Engineering Attack

"I'm not going to make payroll—we're going to close our doors as a result of the fraud." Unfortunately, that statement is becoming more common among smaller businesses, according to Mitchell Thompson, head of an FBI financial cybercrimes task force in New York. The FBI reports that since October 2013 more than 12,000 businesses worldwide have been targeted by social engineering-type cyber scams, netting criminals well over \$2 billion. And those are just the reported cases. Often, due to customer relationships, PR or other concerns, incidents go unreported.

These unfortunate events were triggered by a particularly nasty form of cyberattack known as "social engineering." Social engineering is a method cyber con artists use to lure well-meaning individuals into breaking normal security procedures. Similar to leopards' trademark spots that camouflage and help them blend into their environment while hunting their prey, social engineering disguises one's true identity to exploit their victims. Even a simple willingness to help can be used to extract sensitive data. For example, an attacker might pose as a coworker with an urgent problem that requires off-limits network resources.

The key to shielding your network from this threat is a keen, ongoing awareness throughout your organization. To nip one of these scams in the bud, every member of your team must remain alert to these five tell-tale tactics:

1. **Baiting** – In baiting, the attacker dangles something enticing to move his victim to action. It could be a movie or music download. Or something like a USB flash drive with company logo, labeled "Executive Salary Summary 2Q17," left where a victim can easily find it. Once these files are downloaded, or the USB drive is plugged in, the person's or company's computer is infected, providing a point of access for the criminal.
2. **Phishing** – Phishing employs a fake email, chat or website that appears legit. It may convey a message from a bank or other well-known entity asking to "verify" login information. Another ploy is a hacker conveying a well-disguised message claiming you are the "winner" of some prize, along with a request for banking information. Others even appear to be a plea from some charity following a natural disaster. And, unfortunately for the naive, these schemes can be insidiously effective.
3. **Pretexting** – Pretexting is the human version of phishing, where someone impersonates a trusted individual or authority figure to gain access to login details. It could be a fake IT support person supposedly needing to do maintenance, or an investigator performing a company audit. Other trusted roles might include police officer, tax authority or even custodial personnel, faking an identity to break into your network.
4. **Quid Pro Quo** – A con artist may offer to swap some nifty little goody for information... It could be a t-shirt, or access to an online game or service in exchange for login credentials. Or, it could be a researcher asking for your password as part of an experiment with a \$100 reward for completion. If it seems fishy, or just a little too good to be true, proceed with extreme caution, or just exit out.
5. **Tailgating** – When somebody follows you into a restricted area, physical or online, you may be dealing with a tailgater. For instance, a legit-looking person may ask you to hold open the door behind you because they forgot their company RFID card. Or,

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What's New

June 9

Cybersecurity Awareness

Cathy Coloff is speaking on Cybersecurity at the Morris County Collaborative Law Group.

June 23

WEBINAR

10-Minute Tech Talk:

Cool and Useful Things in Office 365

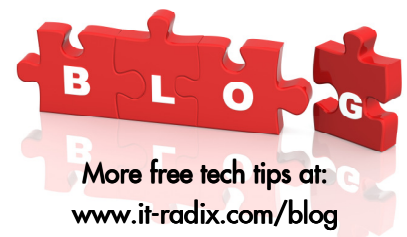
www.it-radix.com/webinar

Starts @ 12:10pm sharp

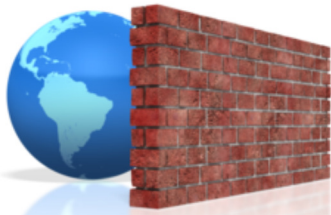
Earth Day E-Waste Results

We are excited to share that we collected and properly recycled a total of 789 lbs of e-waste during our April electronic recycling event.

If you would rather receive our newsletter via email, sign up on our website or send an email to resource@it-radix.com



What's Your Firewall Against Extinction?



Like it or not, the world's biodiversity is diminishing. Fortunately, zoos are playing a greater role in preventing the extinction of species in nature—in effect, they have become firewalls against extinction. Zoos provide naturalistic habitats for animals that give the illusion of open access, but both the animals and the visitors are protected. Next-generation zoos are providing much more space both on and off the zoo property. By providing inspiration and enjoyment to its visitors, zoos are encouraging its visitors to become involved in the collective efforts to stop extinction.

Just like a zoo, an organization's computer systems must have the right boundaries and protection. Typically, this starts where your internal computer network touches the Internet; and a device, appropriately called a firewall, is often put in place to protect the internal computer network from external threats. A strong firewall looks at each and every packet of information that passes through it to ensure that it was actually requested. So, if a hacker comes knocking, the firewall looks at the request, recognizes that it was not requested by something or someone on the inside, and denies the request. Just as zoo visitors can't be right in the cages with the animals, you don't want wide-open access to your systems. The IT Radix technical team feels that all businesses should have a firewall in place as one layer of overall security defenses.

Your security and protective measures should not and cannot stop at the front entrance (the firewall) to your network. Many businesses need its staff or others to have access to the information or programs on their internal computer system. In these cases, IT Radix often recommends creating a Virtual Private Network (VPN) connection for someone on the outside of your computer network to gain access. Think of the VPN as your ticket to get into the zoo. VPN requires that the outside party (usually an employee) provide the correct security information (i.e., userid/password) in order to pass through the firewall (the front entrance). Once authorized by the VPN, you can access anything that you normally can. VPN does not elevate your internal computer network access, it is simply the ticket from the outside to the inside of your computer network and nothing more.

Your layers of security should not stop at the firewall. Just like at the zoo, users should not be permitted to roam everywhere. Organizations must think about where/what they want their users to have access to and put additional security measures in place to enforce them.

Need help with your network security? Give us a call today to ensure you've got the right measures in place to prevent your business' extinction.

Thanks
for the
referrals!

Referrals are the best form of compliment! We would like to thank the following for referring us to their friends and colleagues:

Angela from Bluebird Auto Rental Systems
Anthony from Anthony & Company, Inc.
Deb from DNS Computing
Monica from Sedita, Campisano & Campisano LLC
Stuart from Greenberg & Co.

Visit us at www.it-radix.com to learn more about our **Referral Rewards Program!**

Spotting a Social Engineering Attack

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someone asks to borrow your laptop or computer to perform a simple task, when in reality they are installing malware.

The problem with social engineering attacks is you can't easily protect your network against them with a simple software or hardware fix. Your whole organization needs to be trained, alert and vigilant against this kind of incursion. Call us today to learn about our security awareness training and simulated phishing tests.

OUR CLIENTS
SPEAK OUT:

THE BUZZ

"As an environmental engineering and science firm with clients all over the country, we rely on access to our computer resources on a 24/7 basis. IT Radix has helped develop and facilitate our ability to meet our clients' needs at any time through setting up and maintaining our virtual network. Their support capabilities have proven essential for our operations."

Kevin Draganchuk, President — Carpenter Environmental Associates

Cleaning Out Our IT Habitats (Part III)

Enhancing the security of your online accounts is important for staying safe online.

- Turn on two-factor authentication on critical accounts like email, banking and social media.
- Secure your router by making sure it has a strong password and does not broadcast who you are through its name (e.g., “the Jones Family” or “123 Elm Street”).
- Make better passwords by combining upper and lower case letters with numbers and symbols.
- Make unique passwords for important accounts like email, finance and healthcare.
- Write down your new passwords, and store them in a safe place away from your computer.
- Check to ensure all devices are password, passcode or fingerprint protected.

Follow these tips and you’ll be well on your way to a happier, healthier IT habitat.

Proudly folded & stuffed by Park Lake School



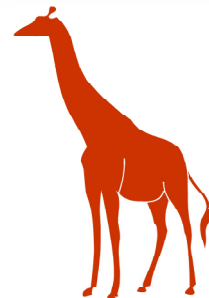
SPECIAL OFFER

Come Out of Your Shell

Sign up for a year of IT Radix Management and Support during the months of **April, May and June**, and receive tickets to Turtle Back Zoo.

Visit www.it-radix.com to learn more about what’s included in each of these proactive maintenance plans. Offer for new managed service clients only. Some restrictions may apply. Call **IT Radix** today to learn more!

Standing Tall with Creators Update



This past April, technology allowed us to usher in a member of the next generation—April the giraffe and her calf! Much like in the animal kingdom, new technology is being developed and born into the digital world every day. New technology, much like baby animals, needs time to grow and mature into their fully developed potential. But just like having a new puppy around the house, you can expect a lot of fun and surprises as we watch the latest technology live up to its name.

Standing tall amongst the latest and greatest developments is none other than the Windows 10 Creators update that also debuted in April. The new update promises a smorgasbord of new features, performance optimizations, and aesthetic additions that have us very excited. Sticking its neck out from among the crowd is the Creators update’s venture to embrace 3D technology and virtual reality. Virtual reality has been an up-and-coming technology that’s full value has only just begun to surface. Software providers, such as Windows, are embracing the concept of virtual reality and provide a platform for applications that can be used for both personal and professional use.

All major software updates may have unexpected bugs or issues initially. Utilize our IT Radix expertise to research and test before installing and rolling out to your users.

The Creators update will add a new version of MS Paint, implementing 3D support and 3D model design. That means anyone with the new Windows 10 update will have access to 3D design tools and can architect their own ideas without having to look to other more expensive programs. The update will also introduce Windows’ Mixed Reality, allowing virtual reality integration with the world around us. Imagine being able to create a workspace, much like any other *physical* space, but decorating the walls with your everyday applications and custom 3D inventions.

The update also promises to address other areas of computer use as well. The update plans to reduce eye strain by implementing a setting referred to as Night Light. This will adjust the type of light emitted by your monitor during evening hours to help ease eye strain. Research suggests that blue light can inhibit the production of melatonin and negatively interfere with our natural sleep habits. Having technology that begins to support overall health can reduce stress and make our daily routines more enjoyable.

Microsoft is also gearing up to make your day easier by optimizing existing features like Cortana and Edge to offer more options and improved performance. As technology gets smarter, applications like Cortana will be able to integrate with other platforms, allowing you to stay organized throughout your day. Edge, on the other hand, will now offer a more intuitive browsing experience—allowing you to organize the inordinate number of tabs that currently monopolize your screen as well as multitask without losing your place.

Plan on a few other bonuses too, such as books coming to the Windows Store along with other performance improvements and visual customization options. The next generation of technology offers a myriad of benefits just waiting to be unlocked by your company. All major software updates may have unexpected bugs or issues initially. Utilize our IT Radix expertise to research and test before installing and rolling out to your users.

“Clearly, then, the city is not a concrete jungle, it is a human zoo.”
— Desmond Morris

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“According to the encyclopedia, we should have grown legs and evolved into land creatures millions of years ago. Why didn't we get a memo about this?!”

From the desk of: Cathy Coloff



As we wrap up our zoo newsletter theme, I’ve done more reading than I usually do on our environment, the importance of zoos, biodiversity and more. There is a short video bouncing around the Internet, particularly on Facebook (check out my feed if you want to see it), about the re-introduction of 14 wolves into Yellowstone Park and their impact on not only the wildlife but also the actual course of rivers. To me, it’s absolutely amazing how interconnected everything is. Fourteen is not a big number, but what a difference these 14 wolves made.

I like to think that little ol’ me, like the wolves, can make a similar positive impact on our world. For me, it starts at home—by raising our son to be a responsible, contributing individual. Not easy! He, like many young kids, lives very much in the “now.” It makes me so proud when he stops our bike ride to pick up all the plastic bottles left behind on the side of our local bike trail. Once it was so much, I had to make use of the “doggy bags” located at the trailhead! I’ve learned to always take an empty plastic bag everywhere I go to hold whatever trash he might generate or pick up.

In our community, I’m pleased to be part of FAMILYConnections, a non-profit organization that envisions a world where all children, adults, and families are nurtured, educated, and empowered by safe, healthy, inclusive communities. I recently learned about their HomeSafe program; and again, I was amazed at how a small program could benefit not only the FAMILYConnections clients but also the New Jersey taxpayers. Once again, I’m reminded how interconnected we all are.

What about at IT Radix? We might not be changing the course of rivers, but we’re changing the course of business by helping our clients succeed. It may be a little tip that one of our techs shares with a user or it could be avoiding a ransomware attack...but I know that what we do makes a difference, and that’s why I love IT Radix!



Fun Zoo Facts!

- No two zebras look alike. Similar to our fingerprints, each has a different stripe pattern.
- Gibbon pairs vocalize together, called “duetting.” These songs help bond the pair as well as advertise their location to other gibbons.
- Fruit bats don’t use echolocation, only insectivorous bats do.
- Dart frogs species come in a range of bright colors. These bright patterns tell potential predators, “I’m toxic. Don’t eat me.”
- Giraffes give birth standing up! That’s 6 feet that the baby drops.
- Giant Anteaters do not have teeth; instead, they have tongues that can reach as much as 2 feet in length!

Technology Takeover at the Zoo



Technology plays a key role in improving the operation of today’s zoos.

Thanks to Animal Adventure Park’s webcam, April the giraffe has become a household name. The entire world was captivated—anxiously awaiting the birth of her calf. In fact, 1.2 million tuned in on April 15 for the live birth! Do you know that April has her own website and even an apparel line? (www.aprilthegiraffe.com) April became so famous that the zoo took to **social media** as a means of advocacy and fundraising by having a calf-naming contest. The park set up a GoFundMe page giving the public a chance to choose the calf’s name through a monetary vote. With an initial goal of \$50,000, the park raised an astounding \$170,510; and, the calf received the name, Tajiri—Swahili for “hope and confidence.” The money raised was divided between: giraffe conservation in the wild, giraffe care at Animal Adventure and an annual fundraiser named Ava’s Little Heroes.

The state-of-the-art Sydney Zoo, scheduled to open this September, plans to incorporate mobile apps, augmented reality and robots/drones to enhance their patrons’ zoo experience. **Mobile apps** will share logistical information (e.g., park schedule, parking delays) as well as provide services (e.g., keyless entry, food orders). **Augmented reality** will be used to integrate digital information with the visitors’ environment in real time. Unlike virtual reality which creates a totally artificial environment, augmented reality uses the existing environment and overlays new information on top of it. For example, visitors can point their smartphones at an exhibit and receive information about that animal. **Robots and drones** will be used to help with the day-to-day maintenance (e.g., feeding, cleaning) as well as the stimulation of the animals (e.g., animals chasing drones for exercise).

Today’s state-of-the-art zoos are truly an experience to be had and a sight to behold... a great way to get out and learn more about our animal friends in the wild!