

## Avoid a Wipeout and Losing All Your Data

In 1963, The Surfaris' instrumental 12-bar blues tune called "Wipe Out," spent four months on the Billboard Hot 100 chart. You may not recognize the title, but you may recall the sound of a breaking surfboard and the laugh: "Ha ha ha ha ha ha, Wipe Out!" and of course, the iconic drum solo. This was the only big hit from this California-based 1-Hit Wonder band.

A "wipeout" was coined in the early 60s California surf scene to describe a particularly spectacular fall from a surfboard. Over time, it has come to describe many failures including business failures. Organizations and entrepreneurial wipeouts can be the result of poor decision making when it comes to Information Technology. There are a number of threats out there that executives need to be aware of and mitigate against.

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Here are some recommendations that will help.

- **Avoid isolated silos with regard to systems and data.** Technology is used in every business area today. The key to reducing your risk is to ensure that your IT infrastructure, which is a complex system, works together easily—with all parts up to date and synchronous. All key personnel should be measured on their ability to make sure all parts work as a whole and are modified as things evolve.
- **Protect against threats of all types.** Be careful in allowing any application into your environment. We often recommend the Zero Trust strategy which allows only pre-approved software and hardware to exist anywhere in your network. The threat of ransomware and attacks is literally at every endpoint in your network. Take a layered approach to security beyond Zero Trust as well, equipping every machine with Endpoint Detection and Response (EDR) software and back up everything...and backup the backup!
- **Educate your staff about scammers.** Conduct routine and ongoing training and testing of your staff on what social engineering schemes

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### Winning With the NY Jets

We are thrilled to announce that we entered into a multi-year partnership agreement with the NY Jets, solidifying our position as a NY Jets Small Business Partner. This exciting partnership not only strengthens our company brand but also underscores our unwavering commitment to the northern New Jersey community. By supporting local businesses, we aim to foster growth, collaboration, and prosperity. Stay tuned for updates on our NY Jets Small Business Partnership.

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



More free tech tips at:  
[www.it-radix.com/blog](http://www.it-radix.com/blog)

## Our Fresh, New Look

The new IT Radix website is a treasure trove for business productivity and security! Here's the scoop on just a smattering of some of the great things you will find:

- **Newsletter Goodies:** We have digital copies of our monthly newsletter, aptly named the *IT Radix Resource*. It's chock-full of tech tips, industry insights, and even a sprinkle of humor. ([www.it-radix.com/newsletter](http://www.it-radix.com/newsletter))
- **People We Help:** Check out all the incredible people and departments we help in every organization. ([www.it-radix.com/people-we-help](http://www.it-radix.com/people-we-help))
- **Meet Our Geeks:** Curious about the faces behind the screens? Meet our IT Radix staff. We're geeks with personalities! ([www.it-radix.com/your-it-support-team](http://www.it-radix.com/your-it-support-team))

Remember, it's our incredible people who make your IT support experience out of this world! Feel free to explore the website and discover all the techy wonders!

## Avoid a Wipeout and Losing All Your Data

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are out there and how to avoid falling victim to a hoax. Confirm who has been tested and retrain and retest consistently. Cybercriminals are unrelenting and you should be too in reinforcing your defenses, especially among your workforce. This is vital as employee mistakes are responsible for over 80% of successful breaches.

- **Beware of the disgruntled employee.** There is always at least one person that for whatever reason has an axe to grind. Ensure your HR team deploys a regimented approach to onboarding/offboarding to minimize turnover and reinforce the risks to personnel if they go outside of stated policies. As part of that, allow file/data access only to those who need it. Review these access permissions at least annually. Also consider data loss prevention software that can monitor the network and identify and shut down anomalous behavior.
- **Manage remote work.** Now the norm, working from home adds additional layers of risk removing crucial barriers of protection for most networks. That means a strategic shift from managing solely endpoint security of machines to a wider approach of managing security of all data wherever it resides. Encrypt information end to end as it flows through your organization. Also, policies to discourage employee use of personal devices in any way should be encouraged.

The "Wipe Out" song is all about the adventure and excitement of surfing those huge Pacific coast waves. We suggest taking a solid approach to IT Security to ensure your business lasts and lasts... like that endless wave!

### Service Spotlight: Microsoft 365 Backups

**Did you know?** IT Radix and Microsoft recommends you have a third-party backup of your Microsoft 365 data.

**Don't risk losing your Microsoft 365 data... get cloud-to-cloud Microsoft 365 Backups today!**

- **Back Up Your Exchange Mailboxes** — Automatically back up Exchange mailboxes, contacts, and calendars so you can recover the exact data you want quickly and easily.
- **Ransomware Protection and Backup of Your OneDrive and SharePoint Data** — Protect OneDrive data and SharePoint sites, libraries, lists, and documents including permissions and metadata.
- **Total Peace of Mind** — Your data is protected and secure, eliminating risks associated with staff leaving and the need to recover data/email beyond the Microsoft 30-day retention period.

**Special Offer: 10% off on setup charges through 7/31/24 (new clients only)**  
([www.it-radix.com/microsoft-365-backups](http://www.it-radix.com/microsoft-365-backups))



## Airline Ticket Scams are Soaring

Scammers love travel season. They know your eyes are peeled for a cheap ticket and have devised convincing ways to get their hands on your money. Tricked consumers have spent tons of time dealing with the consequences of these scams and lost thousands of dollars in the process.

In a recent plague of travel scams, criminals are pretending to be “travel agents” selling plane tickets. Between 2020 and 2021, digital fraud in travel and leisure increased 68.4% globally, according to TransUnion’s 2022 Global Digital Fraud Trends Report.

### How Plane Ticket Scams Work

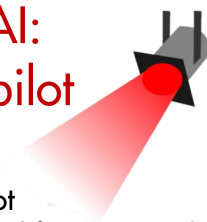
There are a handful of tactics travel scammers use to steal your information. They create fake websites, pose as travel agents and send you “confirmation” emails that don’t include an airline ticket. Some call your phone to “confirm your information” for a flight, asking for your credit card, bank, or personal information. Or they use social media ads or emails advertising free or cheap tickets. These are all major red flags to watch out for. Before clicking or booking anything, pay attention to these travel tips to avoid getting scammed out of thousands of dollars of your hard-earned vacation savings.

### How To Avoid Travel Scams

1. **Always verify that an agent or agency is legit.** In the US and Canada, you can use the Better Business Bureau (BBB) or travel associations like the International Air Transport Association to verify agent credentials. Read customer reviews and look for weird grammar errors in emails and on websites. However, the BBB recommends booking directly through hotels or airlines.
2. **Check for a ticket confirmation number.** If you don’t get a ticket number with your confirmation email, a scammer may have reserved you a seat instead and stolen your money.
3. **Watch out for online deals.** Scammers use fake emails and ads to boast amazing deals on hotels or flights. If you think they are too good to be true, they are.
4. **Be skeptical of “confirmation calls.”** If you get a follow-up call from an agent to verify your personal information, it’s probably a scam.

IT Radix is here to help you stay informed; pay attention and implement these practical tips for your next adventure. Safe travels!

## Spotlight on AI: Microsoft Copilot



Microsoft Copilot is an AI-powered chatbot designed to make your life easier and more efficient. As the rebranded successor to Bing Chat, Copilot offers a range of features that can streamline your tasks and enhance your productivity. Let’s dive into what Copilot is all about and how it compares to other AI chatbots.

Essentially, Copilot is Microsoft’s version of ChatGPT. It shares the same language model as ChatGPT (thanks to Microsoft’s investment in OpenAI) and can handle a variety of tasks, like answering questions, generating text, and creating images.

The best part? Copilot is **free** in Microsoft Edge! It’s the only way users can access GPT-4, the most advanced version of OpenAI’s large language model, without any additional charges. All you need is a Microsoft account, and you’re ready to explore Copilot’s capabilities. If you’re a Windows user, chances are you already have an account.

Microsoft built Copilot on the latest version of OpenAI’s GPT model—GPT-4. This advanced model ensures accurate responses and up-to-date information. Whether you’re writing poetry, creating stories, or tackling complex tasks, Copilot’s language capabilities are top-notch.

In summary, Microsoft Copilot is your everyday AI companion—a versatile tool that can assist you across various domains. Explore Copilot and let it enhance your productivity! 🚀

## Inside This Issue

- What you can do to avoid losing your company's data
- How to avoid travel scams
- Meet Microsoft Copilot—your everyday AI companion

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*"Don't doubt yourself.  
Sometimes the biggest thing that  
gets in the way is...you!"*

— Wolf Van Halen

**off the mark**.com by Mark Parisi



### From the desk of Cathy Coloff

Those of you who know me, know that I enjoy a corny play on words. So, I'm looking forward to having some fun with our Small Business Partnership with the NY Jets. Given its summer, many tend to relax and let their guard down when it comes to IT security. Rest easy as you jet near and far for vacation, IT Radix will be here with our strong offensive line helping you outrun the hackers.

Like many, I'm looking forward to some R&R with my family this summer and once again, I am amazed at the plethora of information available to help plan amazing experiences, pack like a pro, prepare for potential pitfalls at our destination, and so much more. While we're traveling, I'll once again be grateful for my light-weight but very versatile iPad Pro with its keyboard and mouse. I've got entertainment for the flight, books to read while relaxing, my favorite travel apps, plus the ability to login securely should I need to touch base with our amazing team back home. You'll notice the word securely... Even though I'm on vacation, I won't let security take a siesta, and I hope you won't either!

Wishing you a happy and safe summer season,  
whether you're traveling or perhaps just taking a  
staycation.

