Scoring Big with IT Radix Managed Services: Lessons from the Game of Football

In the competitive arenas of business and NFL football, organizations face unique challenges. They need professionals to stay competitive, protect proprietary "game" plans, and be successful on and off the field. That is why so many New Jersey organizations have engaged with IT Radix for IT Managed Services; we are the seasoned professionals in the IT game!

IT Radix is now a proud Small Business Partner of the New York Jets. What does IT Radix Managed Services have to do with New York Jets football? We provide the ultimate playbook to help local businesses tackle IT security and productivity challenges. There are many ways New Jersey businesses can score big by engaging with IT Radix Managed Services.

More Cost-Effective than a Hail Mary Pass
Just like a well-executed offensive play, managed IT services provide cost predictability. Instead of the expense of an in-house IT team, our clients leverage the expertise of our extensive group of experts. This approach ensures access to a team of IT professionals without breaking the bank. Just as a quarterback relies on precision passes, IT Radix clients rely on our Managed Services program to optimize costs and drive efficiency.

Game-Changing Efficiency and Reliability
The Jets offensive line effectiveness is measured by WPA (Win Probability Added). IT Radix Managed Services programs provide our clients with a way to shield their organizations from cyberthreats, ensuring reliability and uptime. We even have scores for measuring the security of your in-house and cloud networks. We handle routine maintenance, security patches, and 24/7 monitoring so our clients can focus on their core competencies, just like the Jets wide receiver focuses on the big catch.

Proactive Defense Wins Championships
A strong Jets defense prevents opponents from scoring. Similarly, IT Radix Managed Services proactively defends your business against cyberattacks. We specialize in implementing industry-standard protections, keeping your infrastructure secure. We are incentivized to continuously improve your IT environment, like Robert Saleh fine-tunes the Jets strategies for each game.

Take Note

Get Disaster Ready
September is National Preparedness Month. Does your business have a "keep working plan" in the event of a disaster?

September 25
WEBINAR
Tech Talk:
Instant Replay: Boost Your Microsoft 365 Security
www.it-radix.com/webinar
Starts @ 12:10pm sharp

October 30
WEBINAR
Tech Talk:
AI Disguises: Deep Fakes
www.it-radix.com/webinar-deep-fakes
Starts @ 12:10pm sharp

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

More free tech tips at:
www.it-radix.com/blog

Lessons from Football

Next Gen Stats

The NFL uses microchips to capture player metrics—speed, distance, acceleration, and more. Similarly, IT Radix has proactive monitoring in place that provides data-driven insights to our clients. By analyzing performance metrics, we help you make informed business decisions. It's like having an analytics team dissecting every play to optimize your game plan.

Cutting Edge Collaboration

The Jets coaching staff is constantly innovating. Like them, IT Radix is committed to continuous learning on all types of innovative technology. We provide our Managed Services clients with ongoing reports and strategic recommendations. We believe in ongoing communication. We're like the Jets offensive coordinator, Nathaniel Hackett, drawing up plays—strategically enhancing your IT infrastructure.

Engaging with IT Radix for Managed Services is like having a seasoned coach in your corner. So, huddle up with us, and let's get winning!

Your Cybersecurity is Good Enough…NOT!

Modern Cybersecurity is About Continuous Improvement

One of the most significant challenges to cybersecurity initiatives today is the belief that "current security is good enough." One of the reasons businesses may be misled by the state of their security is the inherent complexity of cybersecurity. It's incredibly challenging to track and measure security effectiveness and stay current on trends. Thus, an incomplete understanding of security leads executives to think all is well.

Remember your first mobile phone? It was life changing; you thought it was the bleeding edge of phone technology. Mobile phones have changed dramatically over time and what you thought was cool just a few years ago is now passé. These days you think nothing of upgrading your phone on average every two years just to have the latest and greatest. The same is true of cybersecurity and the defenses that organizations must put in place. Those defenses must be evaluated and updated regularly, because the threats constantly get more intrusive and deadly. You do not want to be stuck thinking that you have a strong cybersecurity defense in place when really you have an open avenue into your business.

Get your IT and business teams together and figure out what risks you face right now and what needs to change. Because cybersecurity is constantly changing, your security should never be stagnant. "Good enough" is *never* good enough for your business; vigilance and a continuous improvement mindset are the only ways to approach cybersecurity.

By embracing a mindset of continuous improvement, your business will remain safe and resilient no matter what the future holds. Reach out to IT Radix and take a proactive approach to improved cybersecurity.

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 9/30/24 (new clients only)
(www.it-radix.com/microsoft-365-backups)

Here's The 123 on Your BCP

You can't predict when a business disaster may happen, but a Business Continuity Plan (BCP) ensures that the unexpected doesn't slow you down. Downtime costs SMBs $137-$427 per minute, according to a 2020 IBM report, and can be the death of the business.

What Is a Business Continuity Plan?

Simply, it's a plan to keep businesses continuously running when an unplanned event occurs. It could be a natural disaster, cyberattack or human error. A BCP outlines processes and procedures to follow during a crisis. It considers operations, assets, human resources, technology, and safety. It is your guide to keep all necessary functions running until the disaster is handled.

Isn't a Disaster Recovery Plan the Same Thing?

Disaster recovery plans focus solely on restoring your IT systems. A DRP is a component of your BCP. If a winter storm knocks out your Internet, the disaster recovery plan outlines how to restore any lost IT services.

Why a BCP Is Important

What if there is a major fire incident? Do you know where and how your employees would work? Would they be able to handle customer calls? Where would your executive team meet to make critical, time-sensitive decisions? Do you know the best way to communicate with clients and vendors? Laying out this in a BCP provides a framework for your company's resiliency and sustainability. It also demonstrates strong management. Leaders do not hesitate in response to an emergency.

What Your BCP Needs

A few basic elements make up a solid BCP framework for every business, no matter your industry.

1. **Your company's critical functions.** What are the must-do activities in your business? This could be anything from order fulfillment to customer support. Knowing what is absolutely critical to your company helps you prioritize during a disruptive emergency. Assess the likelihood and impact of these risks to understand what you're preparing for.

2. **Risk assessment.** What types of crises could disrupt your business? These could range from floods or earthquakes, cyberattacks or a key employee leaving unexpectedly. Deliberate but don't get hung up as it's impossible to think through every scenario.

3. **Recovery strategies.** For each critical function and process, develop strategies to recover if disrupted. This might include alternative methods of operation, using various locations, employing backup systems, etc. **Pro Tip:** ditch wordy manuals for flow charts and checklists to communicate plans to your team.

4. **Data backup and recovery.** Check (and double-check) that all your critical company data is regularly backed up and can be restored quickly. Decide on off-site storage, cloud backups, and establish protocols for data recovery.

5. **Communication plan.** How you will communicate with employees, customers and stakeholders during a crisis? Include contact lists, communication templates, and dissemination methods (e.g., email, social media, website updates).

6. **Alternative operations.** If your main office isn't usable or accessible, where will your team work? Do you have relationships with alternate suppliers if your primary ones are unavailable?

7. **Review schedule.** Your business will evolve, and so should your continuity plan. Create a schedule to run drills and update your plan regularly. Also, distribute it to everyone who needs to know, so everyone knows their role during a crisis.

Is a BCP Right for Your Business?

There is absolutely no company—big or small—that's not at risk of a disaster. According to a 2022 threat report by ConnectWise, nearly two in three midsize businesses experienced a ransomware attack in the last 18 months. One in five victims spent $250,000 or more to recover. A BCP reduces those risks.

The goal of a BCP is to minimize disruption and help you return to normal operations as fast as possible. Get with your team and review your BCP today. If you don't have one, consider this your sign to get it done. IT Radix is here to help .

Inside This Issue

- How your business will score BIG with managed services

- Why your current cybersecurity is not good enough

- Key elements for a solid Business Continuity Plan (BCP)—no matter what your industry

IT Radix Family and Friends
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*"We have never arrived.
We are in a constant state
of becoming."*

— Bob Dylan

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off the mark.com   by Mark Parisi

WE NEED SOMETHING THAT'S BOTH POWERFUL AND COMFORTABLE

SALE

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From the desk of Cathy Coloff

September is a busy month for many of us, me included. It's oh so easy to get wrapped up in the day-to-day bustle of life and skip taking some time to simply "be." A technique that I have yet to master is to intentionally schedule some downtime. Often when I have unscheduled time, I simply don't know what to do with myself.

Many years ago, I heard a speaker advise me to create a stop-doing list as well as a downtime list. Honestly, my stop-doing list does not exist, but I recently created a downtime list that I keep by my favorite chair at home. It includes things like music that I want to listen to, short articles that I'd like to read, and more. I also have a coloring book and pencils, blank postcards with stamps, a few inspirational books as well as a place for a cup of tea and water. It's a little oasis in the chaos of our home and life. My iPad is usually right there for note taking using one of my favorite apps (OneNote), web browsing, or flipping through photos.

Even if disaster strikes, I've got my little oasis—where's yours?

Cathy