



DataGrams



2023:

THE ONE WHERE EVERYONE WAS RANSOMED

Here's your action plan for 2024

Merry Christmas & Happy Holidays!

From our family to yours, we wish you a very happy holiday season.

The number of ransomware victims reported surged to 143% YOY during the first quarter of 2023. Ransomware alone is projected to cost its victims approximately \$265B **annually** by 2031. Ransomware is a very profitable business for the bad guys and it's about to get worse.

To help you better prepare, here's your high-level action plan for 2024:



Hire an experienced managed service provider (MSP)

The exponential increase of ransomware attacks has businesses big and small scrambling for cybersecurity support, activated by the latest cyber insurance demands, but who can you trust? Every Tom, Dick and Harry are opening MSPs calling themselves 'experts', cashing in on demand.

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Look for:

- Years in business
- Reputation
- Expertise, education, and background of top management
- Question experience of anyone who may touch your network

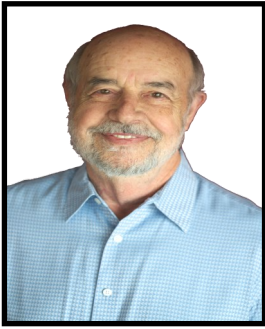
Monitor internal IT staff

IT departments are spread thin and qualified new hires are difficult to come by. Be prepared to pay your existing staff and new hires premium salaries to avoid 'quiet quitting' or jumping ship. If your IT department is sparse and you need help, we offer a Co-Managed IT package in which we work with your head on-staff IT professional to conduct security and support.

Emerging cyberthreats and how to combat them in 2024

1. Cyberthreats will grow in sophistication.
→ The Fix: Be sure to have a minimum: RMM, EDR, firewall, off-site back-up and a qualified person or team who knows how to use and maintain these tools properly.
2. Campaigns to target global network infrastructure and non-traditional IT systems. Routers, switches, firewalls, IoT systems.
→ The Fix: Be prepared with backups with file versioning to prevent data being overwritten by encryption. Employ a qualified IT professional.
3. Spyware will steal our personal data from our personal devices.
→ The Fix: Be very careful what you, your staff, and your family install on phones and computers. Verify the developer and look at reviews. Remember to ask yourself if you really need that app. Google search "Pegasus" spyware to understand this epic and imminent threat.





This monthly publication provided courtesy of Richard Frielink, Founder & President of Data-Link.



Ada Lovelace (1815-1852) is considered to be the world’s first computer programmer. She was a British mathematician and associate of Charles Babbage, the “father of the computer”, after being introduced by a mutual friend, author Mary Somerville.

Ada was born to famed poet Lord Byron, though her parents separated two months after her birth. From the age of 4, Ada’s mathematician mother made sure the young girl studied math and sciences, instead of the arts like her mad father. Though she was paralyzed for a year after contracting measles at age 14, Ada was smart and curious. She was educated by tutors, then later self-educated, but was helped in her advanced studies by mathematician-logician Augustus De Morgan, the first professor of mathematics at the University of London.

In 1843, Lovelace came to translate and annotate an article by Italian Mathematician and engineer Luigi Federico Menabrea, “Notions sur la machine analytique de Charles Babbage” (1842: “Elements of Charles Babbage’s Analytical Machine”). Her detailed and elaborate annotations, especially her description of how the proposed Analytical Engine could be programmed to compute Bernoulli numbers, were excellent. “The Analytic Engine”, she said, “weaves algebraic patterns, just as the Jacquard-loom weaves flowers and leaves.” Ada died of uterine cancer at age 36.

The early programming language “Ada” (1980) was named for her and is still used around the world today in the operation of real time systems in the aviation, health care, transportation, financial, infrastructure and space industries.

The second Tuesday in October has become Ada Lovelace Day, on which the contributions of women to science, technology, engineering and mathematics are honored.

Our Mission

To provide IT solutions and services that allow our clients to succeed in an ever changing and challenging business environment.



EMERGENCY

(630) 406-8969



Coming up in the next issue:

- Hackers know your IT admin’s access portal passwords
- Disaster Recovery Procedure

My wife asked me why I spoke so softly in the house. I said I was afraid that Mark Zuckerberg was listening! She laughed. I laughed. Siri laughed. Alexa laughed

DR ANTHONY YOUN
@TONYYOUNMD

This, That Or The Other:

Historical Figure, Sci-Fi Villain Or Tech Startup?

- | | | |
|--------------|------------|-----------------------|
| 1. Zynga | 6. Davros | 11. Giphy |
| 2. Zurg | 7. Zhukov | 12. Scroop |
| 3. Bluetooth | 8. Zenoss | |
| 4. Blue Fang | 9. GLaDOS | |
| 5. Conenza | 10. Narmer | <i>Answers below.</i> |

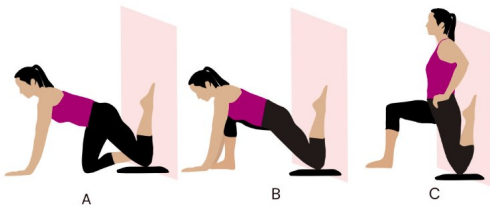
1. Startup, founded *FarmVille*, 2. Villain, *Toy Story*, 3. Historical, King Harald “Bluetooth” Gormsson of Denmark, 4. Startup, *Zoo Tycoon*, defunct, 5. Startup, Social for corporate alumni, 6. Villain, *Doctor Who*, 7. Historical, WWI Soviet commander, 8. Startup, Zen + OSS, 9. Villain, *Portal* video game, 10. Historical, first pharaoh of Egypt, 11. Startup, gifs, 12. Villain, *Disney’s Treasure Planet*

Dynamite Exercises For People Who Sit At Desks

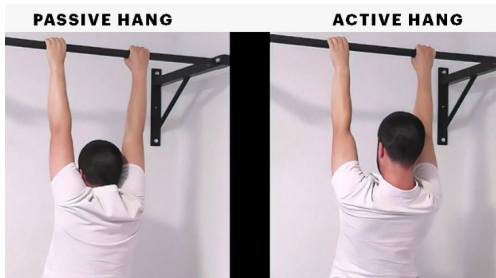
Note: You should check with your healthcare provider before starting new exercise.



The World's Greatest Stretch
The best bang-for-buck exercise on the planet.



The Couch Stretch
Save/increase lower body mobility



Passive Bar Hangs
Upper back pressure from slouching. decompress spine, Aim for 2 minutes/day.



Walking & Backwards Walking
Getting in 4000 steps per day has been shown to greatly increase overall health. Walking stimulates BDNF, which is like Miracle-Gro for your brain. It boosts creativity while reducing stress levels.

Strategies To Optimize Your IT Spending

It's time to pull up those KPIs and revisit them under an IT lens. We'll focus on productivity goals and security. This exercise should be fairly painless but it can yield massive results.

- 1. Define Your Business Goals** What are your specific upcoming and down-the-road goals. You'll need IT to support your growth, and planning will help ensure efficient spending later on.
- 1. Measure Success In Using IT Effectively And Efficiently** Create an actionable plan that aligns with your goals and helps you track and achieve them with your IT budget. Track KPIs against your IT plan.
- 3. Make Use Of Your Existing Technology Infrastructure Assets** Purchase new equipment and software only when needed, but be careful to not just put out fires and risk security or productivity. The time to replace your server is not after it fails. The time to relicense your firewall is not the day before it expires.
- 4. Figure Out Where To Invest In New Technologies** If your goal is to increase production, look at automation tools. Determine how much value each initiative will add over its lifetime, taking into account the cost associated with implementing a particular project, identifying other resources required for success, and how much revenue will be generated by that investment.
- 5. Reduce Costs By Eliminating Non-Essential Services Or Equipment** Are there any unnecessary subscriptions or software licenses you can cancel? Do you really need the latest and greatest technology for your organization? If it's not a game changer, stick with what works. Are there any applications or services that can be outsourced (i.e. cloud-based) instead of hosted internally?

We can help you answer these questions. Schedule a Technology Business Review.
Angela Jamerson (630) 389-1576 ajamerson@datalinkmsp.com

Lunch 'N Learn

Available to non-client CEO/CFO/CISO

→ A 30-45 min Lunch 'n' Learn Consultation with a top Security Engineer and our Director of Operations to discuss your network under no obligation. Please prepare to have all technology decision makers present.

→ Catered lunch for meeting attendees.

Schedule today!
info@datalinkmsp.com

You Choose: Virtual or In-Person

Why did the computer get cold feet?

It left it's Windows open overnight 🙄😂

Thank You For Calling!

Thank you to those who called in a referral this month, sent topic requests for the Weekly IT Tip emails, requested more information, or sat for an appointment. We appreciate you!

Emergency Medical Relief in Israel struck by DDoS

The websites of two humanitarian groups aiding Israel and Gaza were struck by low-level, unsophisticated distributed denial-of-service (DDoS) attacks that flooded their servers and caused them to crash. Hacking activity backed by Hamas is likely to continue.

You Are More Likely To Be Hacked On A WEDNESDAY (Thursday is second)

Why Wednesday?

To up the odds of infecting a target, cyber criminals target the middle of the week, when most people are likely to be at work. If you think about it, if you're going to take a day off it's usually a Friday or Monday.

The Danger Of Denying A Bank Fraud Alert

Cybercriminals know a lot about you, including where bank.

Beware of a text message or email from your bank that asks you to click on a link to enter your credentials to respond to the alert.

A real alert will not require a sign-in. When in doubt, call a verified number for your bank, not a number the probable hacker conveniently gave you.

Had An Apple II growing up?

In 1977, the cost was \$1,298. Adjusted for inflation, \$5,809.

Christmas Sudoku

Directions: Each line must contain each of the letters from the word "MISTLETOE."

		O	S	T	I	E		
		E				T		
T								S
		E	T	T	S	I		
	S						M	
		I	O	L	M	E		
T								O
		T				M		
		S	E	E	T	L		

THREATLOCKER — CYBERSECURITY —

No one gets into your network without your approval. Ask Angela if ThreatLocker is right for YOUR network.

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If you're new here...we invite you to:

Scan To Sign Up For Our **Weekly IT Security Tips**

to receive timely and relevant cybersecurity tips and news via email every Tuesday morning!

