



DataGrams



Proven, Field-Tested Network Security Strategies To Help Our Clients Make Confident, Real-Time Cybersecurity Decisions.

WHAT'S NEW?

Are you **NEW** here?

Switching is **EASY** as **1-2-3!**

- Step 1: Analyze:** Document, Monitor
- Step 2: Stabilize:** Update & Secure
- Step 3: Strategize:** Plan, Propose, Upgrade

Data-Link offers easy, seamless onboarding so you can *finally* fire your unresponsive IT firm without worrying about downtime or a big hassle.

WHAT'S INSIDE:

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“ Autocorrect can go straight to hell ”

HAPPY ANNIVERSARY, MIKE LAMCZYK! 30 YEARS AT DATA-LINK & Happy Birthday to our Cyber Wingman, Pam on June 1st!

A QR Code Bundle For You!

DataGrams often features one or two QR Codes that links to a freebie, a sales letter or just a way to get in touch with us when you need us!

We're at halftime for year 2023, so here is compilation of QR codes we've featured so far this year to keep you up to speed on your network security.

Please note: We don't track QR codes so please feel comfortable browsing.

Co-Managed IT: Your IT staff + our Experts = a virtually impenetrable network.

Weekly IT Tips: IT security tips to your inbox every Tuesday, sign up here!

LinkedIn: Our Cyber Wingman, Pam posts and comments daily.

Phishing Email Training: Take a look at PII Protect, our phishing email training.

Free IT Disaster Recovery Template: A link to Pam's email to request a template.

Facebook: Datalinkmsp.com's daily blog posts, client testimonials & funnies.

Co-Managed IT

Your IT Staff + Our Experts



Weekly Tips

Weekly IT Security Tip Emails (Tuesdays)



LinkedIn

Follow Cyber Wingman Pam and DLA



Phishing Email Training



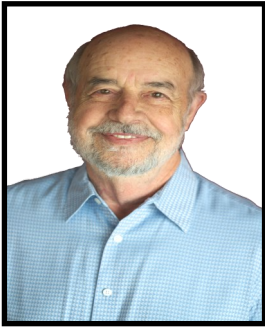
Free IT Disaster Recovery Template



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

Toyota: Car location data of 2 million customers exposed for 10 years



The Who and the What

- Toyota
- Data breach (cloud)
- 2,150,000 customers
- Over 10 years
- Between 11/06/13—04/17/23
- Customers who used T-Connect G-Link, G-Link Lite or G-BOOK services 01/02/12—04/17/23
- Exposed information: in-vehicle GPS nav terminal ID number, chassis number and *vehicle location with time data*
- Info NOT exposed: Personal identifiable information

The How, the Why and ‘Should I Worry?’

- Data breach allowed due to misconfiguration of the cloud environment.
- In order for a hacker to track a vehicle, they need the chassis number (VIN), which they got and a physical access to the vehicle, which they don’t have.
- In October 2022, the details of nearly 300,000 Toyota customers using GitHub between 12/17—09/22 were leaked through another lengthy data breach when a hacker stole them.

Worry Scale: 5/10 I wouldn’t recommend losing sleep over this but take this example as a warning—even the big, bad, kagillion dollar Toyota Motor Corporation and Toyota Connected Corporation couldn’t avoid these hacks. To be fair, your IT guy with an A.S. in Computer Science wouldn’t stand a chance. –CWP

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:

- ◆ Keyboard Shortcuts Every Canva User Should Know
- ◆ What’s The Worst That Could Happen? Grim Stories of SMBs Who Got Hit

Are you new here?

Schedule a Complimentary 10-MINUTE DISCOVERY CALL

with an Engineer and our Cyber Wingman to discuss your network's security.

datalinkmsp.com/discoverycall

Wondering what to make for the BBQ?

Martha Stewart's Potato Salad



Award-Winning Barbequed Burgers

Caprese Sticks (easy!)



You can relax and enjoy...we’ll be watching your network while you’re entertaining. It’s what you pay us to do and we’re glad to do it!

But don’t feel bad for us, we’re not missing out—we use state-of-the-art automations so we’re out barbequing too!



3 Signs It's Time To Cut Bait and Move On To The Next Deal

Don't take a long time to NOT get the deal. Use these three tactics to identify deals that are unlikely to be made so you can move on to the next one. Here's a "Chris Voss special" to help you save time here:

1. You're the fool.

An easy way to determine if you're the favorite or the fool is by asking a proof-of-life question: "There are so many companies out there that have similar products—why are you choosing to do business with us?"

If they come back with something like: I don't know—why don't you tell me? You're likely the fool in the game and your counterpart probably has a solution in mind and is just reaching out to you to do their due diligence. It's time to walk away.

2. Their vision doesn't include you.

Ask: "What is your vision of this deal moving forward?"

If the vision doesn't include you, you're unlikely to get the deal.

If their vision includes you—We want to make a deal with you, we just need x, y, and z— you're in a good place and have moved the conversation along by unearthing their objections or road blocks.

3. Labels and Mislabeled reveal a red flag.

Label Say: "It seems like you have other options."

Mislabeled Say: "It seems like we're one of the top companies you're considering." If the other side doesn't provide a robust answer, you probably won't get that work. (*Chris Voss — The Black Swan Group*)

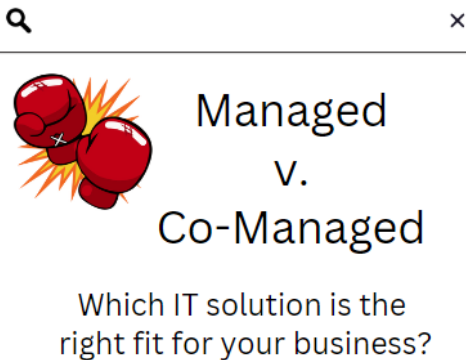
"Data-Link's customer service is by far the best of any company I've dealt with. Someone is always available to pick up the phone to address my problem. Even better, I **don't need to recruit/hire/retain any IT employees!** If I hadn't hired Data-Link to handle our co-managed IT, I would have had to hire 2 or 3 different individuals to handle the breadth of services they provide. I would say that it is extremely unlikely that there is an IT firm out there that has the combination of expertise, customer service and product/service offerings that Data-Link has."



Ted



Vice President of IT
International Wire Forming & Finishing Company



If you're deciding on an IT package or currently have IT in-house or outsourced, this article is for you.

To find out if Managed or Co-Managed IT is right for you, ask yourself these 3 questions:

1. What size is your company?
2. Do you have IT staff in house?
3. What is your budget for IT services?

Company size—

The general rule of thumb is to have (1) IT person assigned to every 60-75 employees with computers.

If you have less than 60 employees, go with a Managed Services option.

Do you have IT staff in house? —

As soon as you are big enough to have on-site IT staff, they will take care of the Managed Services, for the most part.

In this case, choose a Co-Managed IT package. This will eliminate the need to hire more IT staff as you grow, give your staff an expert network to ask questions on issues they may never have seen before, and offset duties that may be overwhelming your IT department.

What is your budget for IT?

A business should plan to spend **4-6% of gross revenue** on TOTAL IT expenditures, including cybersecurity, business continuity, IT staff, hardware, compliance—everything.

Now that solid IT management is a requirement of doing business —of any industry or size—the only question that remains is do you need Managed? Or Co-Managed IT?

Thank You For Calling!

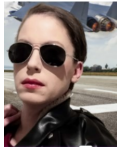
Thank you to those who called in a referral this month, sent topic requests for the Weekly IT Tip emails, requested more information or sat for an appointment. We appreciate you!

LinkedIn Hacks We Love

1. Do your connections and followers view you as a “nice-to-have”? Or a “must-have” value contact? Check out Jasmin ‘Jay’ Alic for copywriting and branding tips. He’s the undisputed LinkedIn pro.
2. It’s best to share on LinkedIn 2 or 3 times per week, at minimum. When you’re in the groove to write, knock out a number of posts and schedule them. Look for the CLOCK at the bottom of the Post.
3. Make your profile searchable by switching from Private to Public. And optimize your LinkedIn pages for SEO so prospects can find your LinkedIn profile through Google search.

Cyber Wingman’s Rant: Social Posts & Google Reviews

I have quite a few *very* successful vendors (12, 20, 50 million dollar companies) I follow on LinkedIn/FB that get only 4 likes and 1 comment on their posts. I have a vendor with 10,000+ happy clients that has only 60 Google reviews with a 5-star average.



Have you noticed this about *your* vendors? Maybe this is *you*?

I also know a competitor of ours that has 124 Google reviews with a 5-star average that is flying by the seat of their pants, growing too fast— due to dedicated networking and dance videos on socials—that has unacceptable service wait times and Level 1 techs trying to handle complex security problems, billing all the way. Beware of smoke and mirrors.

What If Your Internal IT Department Is Overwhelmed, Unable To Keep Up And Facing Projects They Cannot Handle On Their Own, Putting You At Risk For A Significant, Expensive IT Failure?

instant
download

FREE SPECIAL REPORT

The CEO/CFO’s Guide To Co-Managed IT

Co-MIT is the newest trend in IT support and we’ve been doing it for years! We know **your internal IT staff** is smart, hardworking, capable and dedicated people. We ARE them and we know what it takes! Find out how Data-Link can work WITH your IT department to supplement your company’s IT support to **fortify your network** against ransomware.

Even better, Co-MIT costs much less than hiring additional IT staff.

Want to learn more?

DOWNLOAD this FREE REPORT at datalinkmsp.com/partnership



Word Search

Answers at dlainc.com/wordsearch



- | | |
|---------|---------|
| Allergy | Punch |
| Ant | July |
| BBQ | June |
| Bikini | Kite |
| Boat | Lawn |
| Daisy | Lazy |
| Easy | Light |
| Fair | Party |
| Fan | Patio |
| Heat | Punch |
| Hike | Rain |
| Hot | Sand |
| Humid | Sea |
| July | Shade |
| June | Sun |
| Kite | Swim |
| Lawn | Tan |
| Lazy | Tent |
| Light | Thunder |
| Party | Walk |
| Patio | Wasp |