



# DataGrams



Proven, Field-Tested Network Security Strategies To Help Our Clients Make Confident, Real-Time Decisions For Their Company's Cybersecurity

## WHAT'S NEW?

Happy Anniversary  
**Data-Link**  
Celebrating 40 years!



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"Are you sure that hitting it with a baseball bat will work?"

## Limit Risk & Keep The Powder Dry



**O**liver Cromwell, at the Battle of Edgehill in 1642, is said to have told his troops in the opening fight of the English Civil War, *"Put your trust in God, my boys, but mind to keep your powder dry."* - When the gunpowder is wet, the gun won't fire. In our instance, I'd like to rephrase to "Stay calm but be prepared to blow the enemies head off." The enemy being a recession.

As we head into this *probable* recession, I want to take advantage of this stage to inform and comfort you, as our client, that Data-Link has been there-done-that with this recession thing a *few* times (Early 1990s, Early 2000s, the Great Recession of 2007-09, the Covid Recession) and want to remind you that cybersecurity and network support is NOT a commodity to be traded or sold and you can't hold it in your hands. Proactive IT management is insurance against cyberthreats.

When done properly, IT support is virtually invisible. In *uncertain times*, *limit risk and keep the powder dry*.

Our company is planning for the effects of another recession following a blueprint of how our clients' network security has been affected in the past.

We are prepared to take on the workload of a CISO or Technology Officer spread too thin, securely set-up/ decommission devices and secure remote connections due to staffing and environment changes.

As you augment the roles of existing/ remaining talent to be more efficient and effective during this time, we are here to help identify opportunities for increased efficiency and offer solutions. We will gladly hold an umbrella over your gunpowder bag until this threat is gone.

### A Special Note To Our Clients:

As our company turns the big 4-0 this month, we thank you for trusting us with your computer network over the years. Our success is attributed to your loyalty and we are grateful for the opportunity to serve you for many years to come.



We are dedicated to your success.





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



# DNS Filter

## Deep Dive

*If you're looking for a technical explanation of the DNS Filter product in this Deep Dive, this is not it. Chomping at the bit to "geek-out" over this software? Contact our DNS Filter Lead, Mike at ext. 572.*

### Our Mission

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

This article lists the benefits of DNS filtering and describes benefits of the product we use to administer the filters—aptly called DNS Filter.

DNS Filter is a software solution that sifts through and categorizes online content blocking unsafe and unwanted sites. The software uses Domain Name System (DNS) technology to block or allow access to specific websites or categories of websites based on predefined rules and policies. This allows organizations to enforce internet usage policies, prevent access to inappropriate or harmful content and increase productivity by blocking access to non-work-related websites. Additionally, DNS Filter provides security features such as protection against phishing, malware, and other online threats. Depending on the needs of your organization, you can choose which types of content are permissible and which to block, specific to your company's needs.

## EMERGENCY

(630) 406-8969



### But why should your organization filter DNS?

- ◆ Greater productivity and increased efficiency
- ◆ Safe Browsing— block inappropriate content.
- ◆ Compliance
- ◆ Security

### DNS Filter benefits:

- ◆ Stop threats before they hit your network
- ◆ Granular control over how your network and devices are used
- ◆ Insight into what types of threats might impact your network
- ◆ Increased productivity by blocking time-waster sites
- ◆ (*DLA's favorite*) User-level reporting on sites and apps used by employees
- ◆ Meet PDNS or CMMC compliance requirements around DNS filtering protection.

### Coming up in the next issue:

- ◆ Q1 2023 Headline Breaches In Review
- ◆ How Famous Billionaires Deal With Risk
- ◆ NEW Crossword puzzle/Sudoku

## SECTION179.ORG

Visit [section179.org](https://section179.org) for info.

Don't forget to get all those tax breaks in for the computer hardware and software you purchased in 2022!

### "DNS Filter Sounds The Same As ThreatLocker. Why are we using both?"

The products are redundant in some ways but stand out from each other in very important ways. **DNS Filter** features website reporting (think staff investigations), advanced protection for remote users and enhances internal corporate security. **ThreatLocker** is the primary tool we use to secure a zero-trust network environment. It allows the sites/apps you need and blocks everything else. No one in or out unless we (or an authorized agent of your company) approves that specific site/application. Utilization of *both* products is necessary for defense-in-depth security. Managed Services clients will see DNS Filter automatically deployed within their service package.



**FOCUS ON:  
(Digital) Marketing For  
Manufacturers**

All buyers use the internet to answer questions, seek out better solutions/ alternatives and evaluate vendor options. 95% of B2B buying journeys start with an internet search.

Today, customers are more likely to switch suppliers more than ever. Trade shows will never be what they were pre-covid because the world has found easier ways to find and market services digitally. So how will you pivot to keep your sales funnel full?

If you already have a marketing strategy, I'd bet dollars to doughnuts it consists of cold calls, list-buying, paid ads and maybe an inconsistent weekly/monthly newsletter.

If you're ready to reshape your marketing efforts, it may benefit you to spend some time researching the following topics to super-charge your funnel. Don't quit marketing during a recession. Keeping your sales funnel full is of utmost importance at times like these. Find a campaign that works then rinse and repeat forever.

Update Meta Tags for your webpages (expand by adding cities periodically).

Daily presence on Facebook/LinkedIn and join groups or comment. Write or share relevant articles on LinkedIn your clients would find educational or fun. Allow yourself 10 minutes per day, don't get buried here.

Set up automated email marketing and direct prospects to your Blog posts. Posts should be educational. (Look up Educational Direct Response Marketing)

Pick your Target Market carefully and define your Unique Selling Proposition.

Make sure your contacts are clearly categorized in your CRM. Farm list, Active Prospects, Joint-Venture Partnerships, Current Clients, Vendors.

**Increase Productivity By 3.33%  
With This One Easy Change**

The search for productivity hacks is never-ending for the general public but I know many of our readers are in manufacturing who live and breathe production numbers. Many are Six Sigma black-belts and understand me when I say we're honing in on a Level 4 is this article—Improve The Process.

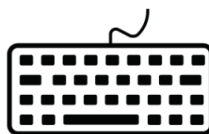
Brainscape Founder & CEO Andrew Cohen asserts "Keyboard Shortcuts Could Revive America's Economy" by the time gained by using hot keys.

We're about to Improve The Process on TYPING and getting around the computer. Why stop productivity gains on the production floor? You've made your plant processes efficient, it's time to make yourself and support personnel who use computers all day a bit more efficient, too! We've all seen them, but how many of us actually USE them? Here are some basic **Hot Keys (or keyboard shortcuts)** to make your time spent on the computer up to 3.33% more efficient. For Macs, use the Command Key.

CUT	Ctrl + X
COPY	CTRL + C
PASTE	CTRL + V
BOLD	CTRL + B
UNDERLINE	CTRL + U
ITALIC	CTRL + I
FIND TEXT	CTRL + F
PRINT	CTRL + P



**It's easy to implement!  
Introduce 2 new hot keys every couple days.**



RENAME FILE	F2
SAVE FILE	F4
UNDO (put. it. back.)	CTRL+ Z
REDO (When you hit Ctrl +Z too many times)	CTRL + Y
Increase font size	Ctrl + Shift + >
Decrease font size	Ctrl + Shift + <
Open new browser tab	Ctrl + T
Close current tab	Ctrl + W

**Are you new here?**  
 Luck won't secure your network  
 Schedule your **FREE**  
**10-MINUTE**  
**DISCOVERY CALL**  
 with an Engineer and our Cyber Wingman, Pam to find out how we can secure your network.  
[datalinkmsp.com/discoverycall](http://datalinkmsp.com/discoverycall)

**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!



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**What are DataGrams, anyway?**

A *datagram* is a basic transfer unit associated with a packet-switch network. Our newsletter, DataGrams, was first published in August 1997 and was named by pairing the first part of our business name, Data-Link, and *grams* as in a delivered message.

**Got Spare Change?**

**How About A Quadrillion Dollars?**

*How Stuff Works* estimates that \$15 Billion worth of loose quarters, nickels, dimes and pennies are in circulation. And if humans were to sell Earth, Assistant Professor Greg Laughlin from the University of California thinks Earth could currently sell for \$5 Quadrillion (or 5,000 Trillion or 5 million Billions) based on his research and pricing of Earth's resources.

**Listening At A Higher Level— Goal Level 3**

Level 1: Listening for the gist of what somebody's saying and then re-focusing on the inner voice.

Level 2: Listening to rebut what the other party says either to argue how they're wrong or how you can 'fix' what you've determined their problem is.

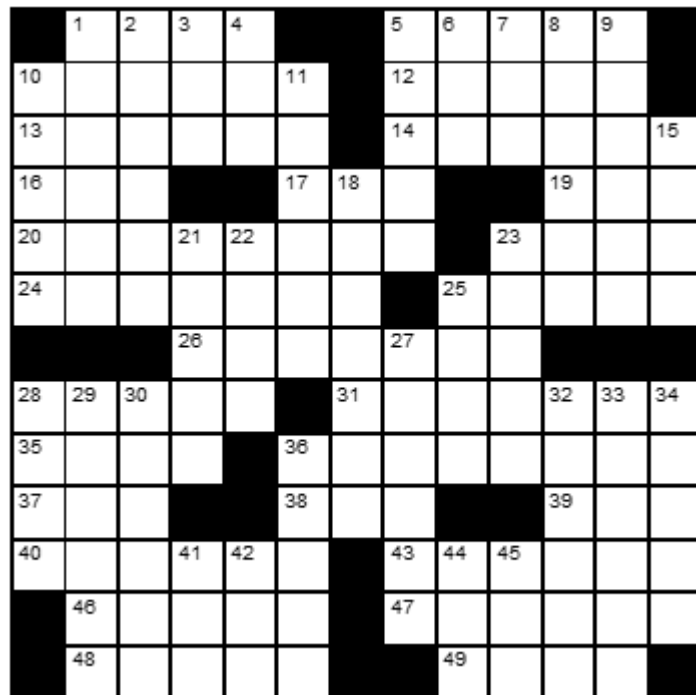
Level 3: Listening for the other side's internal logic. At this level, you're trying to figure out the 'why' behind what the other side is saying.

**Lead Gone Cold?**

Send a 9-Word email. With only their First Name in the Subject line and 9 words (or less) in the body. "Do you still need 'xyz' product or service?" It works better than you'd think.

**Across**

- 1 Radar screen image
- 5 Athlete's occupation
- 10 Failing that
- 12 Military instruction
- 13 Stop working
- 14 Evades
- 16 Explosive used as a measure for others
- 17 Chinese ultimate reality
- 19 Batter's stat.
- 20 High-minded belief
- 23 Bombard
- 24 Traps
- 25 Chunks
- 26 Patella
- 28 Yo Yo Ma's specialty
- 31 Sir Walter ---, who named Virginia
- 35 Double-reed woodwind instrument
- 36 Stand astride
- 37 Short numbers
- 38 Web company (Abbr.)
- 39 Felled tree trunk
- 40 Obtained
- 43 Salad green
- 46 Booth
- 47 Underground route
- 48 Ceases
- 49 Luggage



**Down**

- 1 "Godfather" Marlon ---
- 2 Anthony Hopkins' cannibal role
- 3 Kind, dismissively
- 4 Tire inflation measure
- 5 Corrupt Biblical city
- 6 In favor
- 7 Weird
- 8 Bitterness
- 9 Junior's voice
- 10 About the eye
- 11 Complete
- 15 Rests on a chair
- 18 States with force
- 21 Foot joint
- 22 Longtime "Tonight Show" host Jay
- 23 Shrilled
- 25--- Cynwyd, Pa.
- 27 Chew out
- 28 Viet ---, Nam guerillas
- 29 Kindle collection
- 30 Blew a gasket
- 32 Ticking over
- 33 Hand warmers
- 34 German philosopher
- 36 Submerges
- 41 Also
- 42 Sibyl's gift (Abbr.)
- 44 Kernel
- 45 Double helix molecule (Abbr.)

**Stumped?**

Visit [dlainc.com/crosswordanswer/](http://dlainc.com/crosswordanswer/)



/cyberwingman



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