

CST Tech News

What's New

Have you ever gotten so frustrated with your technology you want to throw it out the window and run over it with your car? Yea, us too! Yup, I said it, we even get frustrated with the problems we are presented with because much of what we are faced with are caused by Microsoft and/or other vendors we have no control over.

However, there are some things that we can control and with a little education, we can make our lives a little easier. One of the biggest issues my office was faced with last month was two things; email and passwords!

Let's look at some best practice for working with email. Now, I am talking to all the businesses out there that are using a web-based email account, like gmail, yahoo, aol (yes, it is still a thing), and even local internet service provider emails like twcn, spectrum, comcast, centurylink, or verizon. When you have an email like that and are using it for business, it is substantially riskier than if you were to have a domain email.

If you have been in business for more than a year, you should have a domain (location on the Internet to highlight your business). They are inexpensive and whether or not you feel you need a website right now; you should still own your company's domain name. Let me explain. So, we are CST Group, Inc. We also do business as Computer Support and Training. Now I looked for a domain that matches either of those names and everything I looked at was already taken so I had to get creative with "cstsupport.com". Looking

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Our Mission:

CST Group Inc.

To provide outstanding technology services to our customers allowing them to focus on their business.



A Flexible Partnership With IT Professionals

It's hard to see how investing in your company's IT services would be as incentivizing as other investments that might deliver a more tangible ROI. However, ensuring that your IT department has a competent team that's up-to-date on the latest cyber security knowledge and has access to the latest software to allow them to do their jobs well is a sounder investment than you might think.

Investing in your IT services is a little like buckling your seat belt before you drive to work in the morning. You're certainly not planning on getting in a crash that day, but you know that if you do, the seat belt will keep you safe, or at least mitigate the bodily damage the crash could cause.

We live in a world where it pays for companies to be on the forefront of

cyber security. Even in just the past few years, ransomware and other cyber-attacks have become increasingly common, and they target antiquated IT systems that have yet to get with the times. If hackers can infiltrate your company's computers and hold that data hostage, it could financially cripple your company to try to get it back - or shut it down entirely. It could also destroy your company's reputation and hurt your clients and customers.

You need an IT team that you can depend on to keep your company safe, but that still leaves the problem of cost. We get it: keeping your IT up-to-date is expensive, whether because you can't afford to hire the right number of IT professionals or because you can't afford the software necessary for keeping your

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Get More Free Tips, Tools and Services at Our Website: www.cstsupport.com
or give us a call at 877.954.4100

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company from getting hacked. That's why we believe co-managed IT is the best option for companies looking to protect their employees and their customers' sensitive data.

Co-managed IT is a means by which growing companies can have access to all the tools and knowledge necessary to protect their data without paying the full cost. It won't replace your current IT team, and it's more than just a one-off project-based relationship with an outside IT service – it's a flexible partnership between your business and IT services that you can trust.

Say your existing IT team does a stellar job of putting out the little fires that inevitably happen throughout the workday, but they struggle to find time for building and updating company security systems and protocols that will keep your data safe in the event of a cyber-attack. Or your company is going through a period of rapid expansion, and you can't hire enough people for your IT department quickly enough to secure your ever-growing databases. Or perhaps your

“Co-managed IT is a means by which growing companies can have access to all the tools and knowledge necessary to protect their data without paying the full cost.”

IT team does a stellar job of finding balance between the daily tasks and preventive maintenance, but they lack the software tools to do so efficiently. In all these scenarios, co-managed IT can ensure that those gaps your IT team just can't fill on their own get filled through a collaborative effort.

Co-managed IT can be a great solution for a burnt-out, potentially disgruntled IT team. If you don't know whether your IT team is getting burnt out or not, you can look for a few different signs. If they're constantly working late or on weekends, they're not getting projects done on time or correctly, they aren't creating any new security measures or they're showing signs of aggression or frustration at their job, you might be burdened with a burnt-out IT team.

Ideally, a burnt-out IT team would welcome help with their responsibilities and see the benefits of the collaborative effort between them and another group of experienced IT professionals. Together, we can protect your company from hackers, if you're willing to invest in your IT infrastructure. Even though you might think that keeping things the way they are won't cost you a dime, with how common cyber-attacks are becoming, it could only be a matter of time before hackers hold your data for ransom and cost you everything.

With all this in mind, we strongly encourage you and your IT lead to come to a diagnostic consultation with us. We'll help you understand how, moving forward, co-managed IT can save your company a boatload of money and trouble.

Free Report Download: If You Are Considering Cloud Computing For Your Company, DON'T, Until You Read This...

INTRO TO CLOUD COMPUTING

“5 Critical Facts Every Business Owner Must Know Before Moving Their Network To The Cloud”



Discover What Most IT Consultants Don't Know Or Won't Tell You About Moving Your Company's Network To The Cloud

If you are considering cloud computing or Office 365 to save money and simplify IT, it is extremely important that you get and read this special report: **“5 Critical Facts Every Business Owner Must Know Before Moving Their Network To The Cloud.”**

This report discusses in simple, nontechnical terms the pros and cons of cloud computing, data security, how to choose a cloud provider and three little-known facts that most IT consultants don't know or won't tell you about cloud computing that could end up causing you MORE problems and costing you more money than you anticipated. **Even if you aren't ready to move to the cloud yet**, this report will give you the right information and questions to ask when the time comes.

Get your FREE copy today
<https://www.cstsupport.com/cloud>

back, I may have done it a little different but after almost 21 years, I'm just going with it. Everyone can search for and purchase a domain name. With that, you can also have email accounts that are significantly more secure than using any of the web-based stuff. Once again, domain names are inexpensive, and will often come with FREE emails accounts.

Once you have a legitimate company email, you present yourself in a more professional light and we can protect that email account with security and encryption.

Whether you have a domain email address or any other email address, here are some additional tips:

- ◆ NEVER open an attachment or click a link in an email from someone you don't know especially if it sounds urgent, asks for money, or personal information.
- ◆ BE CAUTIOUS in opening an attachment or clicking a link in an email from someone you know especially if you are not expecting it. If it sounds urgent, asks for anything financial or requests personal data – Call the person and have a conversation about the request. The phone is still the best way to confirm information. I know it sounds archaic but it works!
- ◆ Please document or remember what your email password is (please don't tuck it under the keyboard or on a post it note on your monitor). We had several issues last month with people not remembering their password and therefore could not get access to their email. Even the "forget password" option requires you to know the answers to your security questions and in some cases, you have a secondary email as backup but if you don't remember that, then we can't help.
- ◆ If an email looks like it is coming from a legitimate company, look at the sender's email address and ensure it is what is expected. Often, it is NOT the company but some bogus, random email address.

There are many more precautions I could recommend when dealing with email, but this newsletter is simply not big enough. Remember, we are always here if you need us. If you have doubt about something, are trying to purchase a domain or need help with your email in general, please give us a call. Next month, be watching for information about passwords. They too make us crazy, but I will provide some great resources in next month's edition.

As schools get back in session and the Fall season starts, remember to focus on what is important to you and filter out all the nonsense that simply makes you crazy.

Have a great September everyone!

Lisa

What Is The #1 Key To Success?

Dr. Geoff Smart: The Key To Success Is Building A Talented Team

To start off, I'll tell you what the key to lasting success isn't. It isn't financially savvy, competitiveness, humility or even hard work. Lots of people embody those traits, so they won't cause you to stand out from the crowd. No, what it really takes to be successful is hiring a talented team.

Successful leaders aren't successful just because of the things that they do on their own. They find success in hiring the right people for the right jobs. That's ultimately what leaders do: they assemble talent and allocate it toward a worthy goal. They have to understand a person's strengths and weaknesses and perceive if and how that person will further the mission of the team, whatever that may be. With a stellar team in place, the decisions of one person become less and less important.

If you don't think that hiring a talented team is the ultimate sign of your success as a business leader, then maybe I can convince you if I approach my point from a different angle. In my book *Who*, which I wrote with Randy Street, one of the first things we established was that one of the biggest problems facing companies today is unsuccessful hiring. At the time, it cost companies \$1.5 million per year, and the average company had a success rate of just 50%. Wouldn't it make sense that solving this problem, which is arguably the most important problem many companies face, would be the key to lasting success?



Marshall Goldsmith: The Key To Success Is Creating Lasting Positive Change In Yourself And Others

I would agree with Geoff that success isn't dependent on any of the common, pithy traits like trust, passion, honesty or engagement, but I don't think it necessarily has to do so much with a leader's team. I think that lasting success still starts when one person commits to make the most useful change that will bring about the most good for their business.

So, while having a talented team is important, at the end of the day, if you're not committed to changing yourself, then you won't be able to enact positive change in others when needed either. Your lasting success can only start with you, no matter how much talent you surround yourself with.

That's why in my book, *What Got You Here Won't Get You There*, I emphasize so many different "behavior derailers," like passing judgment, making destructive comments, telling the world how smart you are, etc. Changing these things within yourself where lasting success begins.



Dr. Geoff Smart is the chairman and founder of ghSMART, which serves Fortune 500 companies and helps their CEOs make impactful, successful decisions. He is also the author of the New York Times best-selling book, *Who*, and many others.

Marshall Goldsmith is one of the most successful leadership coaches currently working. He is the only two-time #1 Leadership Thinker in the world, as ranked by Thinkers 50. He has written 42 books, many of which are best-sellers.

OH FRED, LET ME COUNT THE WAYS . . .

Are you ready for Fall? In Upstate New York, the leaves are just starting to turn yellow and orange, families are getting back into their school year schedules, and fuel tanks are getting filled in preparation for the cold weather.

CST Group Inc. loves everything about fall. We cannot wait for all the freshly baked donuts, hot apple cider, and decorating the office with pumpkins from local farmers. Another thing we have counted down the days to is waking Fred from his peaceful slumber.

Do you remember our lovable Fred? Bald, skinny and pale, No? Well maybe you might remember our Onsite Tech Manager, Carrie, driving around the North Country last fall with a skeleton buckled into her passenger seat cruising through town on her way to visit clients. Or maybe you spotted that same skeleton while Carrie was dropping the girls at school in the morning. Well, that is our Fred!

September 1st alerts us to Fred's wake up time and he always "comes to life" ready to mingle. Just like last year, Fred will be assisting Carrie with her onsite jobs so be prepared for his appearance in your office.

Feel free to show him around, meet the employees and take a few pictures to post on social media. Fred had a great time last year visiting 5th Wheel Diesel, Franklin County Historical Society and socializing with Malone Town Supervisor, Andrea Stewart among others. He is looking forward to seeing more of our wonderful clients this fall so keep an eye out for him. Remember to tag us on Facebook and check for daily updates. And as always #staycybersafe.

#cstgroupinc #followfred

Jessica



Chillin with by BFF,
Achmed!



I'm sexy and I know it!



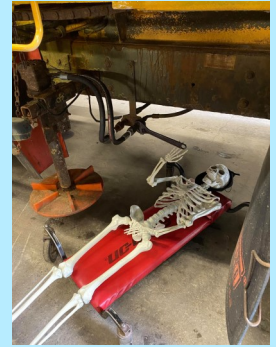
You are such a great listener
Supervisor Stewart



Everyone deserves a
little break!



Carrie, eyes to the
front girl, I don't
want to die!!!



I see the problem, its that
thingy, that connects to the
whatchamajigger



Maddy, Paul....Did she
take it? Can we stop
smiling now?



Quality time with the
Village of Malone
Mayor, Andrea Dumas



Um, excuse me Steven, can I
get a hug?