TECHMinutes

Your Small Business Technology Information Source!

About Indevtech Incorporated

We are the IT department for many small businesses in Hawaii, across different verticals such as healthcare, legal, financial, and manufacturing concerns.

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newsletter.indevtech.com

Why You Need a SOC

Proper IT security follows a 5-step model to defend against cyber threats: Identify, Protect, Detect, Respond, Recover.

Most competent IT companies have at least a few of these bases covered, typically the ability to protect against threats (Anti-Virus) and to recover from disasters (Backup and Disaster Recovery).

Enter the SOC. The Security Operations Center monitors your network 24/7 for anomalies, suspicious behavior, computers running tasks they shouldn't, or connecting to untrustworthy remote sites, and alerts us quickly so we can Detect and Respond to threats before they get to the point of recovery.

Think of the SOC as a large facility with a bunch of computer nerds combing through thousands of data points, trying to paint a picture of what's going on in your network, day and night. In reality, they use machine learning and artificial intelligence to pull the actionable data out of the noise, but in the end there is a human evaluating the data and making the call.

Large enterprises have been using SOC solutions for a while, but the technology hasn't quite been affordable for small to medium businesses until recently.

Indevtech has partnered with a mainland SOC provider to provide managed SOC solutions for our clients. We will eventually be updating our security stack to provide 24/7 SOC services for all of our managed clients. In the meantime, if you would like to chat about how a SOC can bolster your security position, give us a call at (808) 529-4605 or email info@indevtech.com

New VDI Options on the "Horizon"

We are thrilled to be testing Servpac's next-generation platform. We have been using it internally for many weeks and so far it rocks! Built on the VMware Horizon platform, this new VDI will include everything our customers have come to love about VDI, including PC-over-IP (PCoIP), the ability to use Wyse thin clients, and full audio/video capabilities within the VDI.

VDI, or Virtual Desktop Infrastructure, is a technology that lets you have a dedicated virtual desktop in the cloud--in this case, Servpac's Hawaii datacenter--that is accessible 24/7 from anywhere in the world. We have helped numerous Hawaii businesses transition from traditional on-premises computer systems to cloud and VDI-based systems. The benefits are 24/7 uptime, no equipment to own and pay to replace every 5 years, and consistent, predictable monthly payments.

VDI is definitely the way of the future. After a long wait, we are so excited to be on the forefront of the next generation of VDI and we can't wait to start bringing it to our clients. For more information about VDI, please call us at (808) 529-4605 or email info@indevtech.com

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"The most important thing is to try and inspire people so that they can be great in whatever they want to do." — Kobe Bryant

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U.S. Lawmakers Need to Consider Overarching Data Privacy Law

For much of the past decade, data privacy has been a big issue. Ever since information was unveiled on how major tech companies (and other companies) use the information gleaned from their users, there has been a cross-section of people who have started to fight back against it. Unfortunately for Americans, this hasn't resulted in an overarching data privacy law that protects people and their personal data. This month, we'll take a look at the data privacy environment and discuss why there haven't been any moves by U.S. lawmakers to protect data privacy.

What Is Data Privacy?

Honestly, if you are American, you could be forgiven if you didn't know what data privacy is. Up until recently, it hasn't really been a consideration. We jest, but in all seriousness, data privacy hasn't really been a peak consideration when it comes to the Internet-using consumer (almost everyone). Effectively, data privacy is the act of respecting the privacy of information that is given to a company or outside organization in confidence. If this seems like it should be something that warrants overarching legislation to protect the data privacy of individuals, you aren't wrong, but the U.S. congress has been reticent to do anything about it.

While there are more conversations by lawmakers and business owners today about protecting people's privacy, there is still an overwhelming amount of major too-big-to-fail businesses that make a lot of money by trading consumer data. Unfortunately, these revenue streams do more to win elections than they do sponsoring consumer protection, and that's where we are today.

Now, you should know that there are U.S. laws that protect data. One could argue that we have too many of them; so many that the average American might know a few of them, but have no idea what the federal government is doing to protect their data. With today's practices, a person's whole identity is just a series of data points. You have a name, a social security number, an address, a driver's license number, a bank account number, etc. and they identify you as you...

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The CRM is the Consummate Business Management Tool

Customer Relationship Management (CRM) software is an especially useful solution for any business to utilize, as long as they do so with a strategy in mind. Let's go over why this strategy is so important, and how it should be shaped.

Let's begin by defining what a CRM strategy really is, which will help to illustrate why it matters.

The Concept of a CRM Strategy

Using CRM software has a pretty low bar for entry. Basically, you just have to procure it and populate it with the data you have collected. The purpose of a CRM strategy is to really use your solution to the fullest extent that you can, which allows you to optimize your outcomes.

There are a few ways that your CRM strategy can enable you to do so:

- It condenses data in context to help you reference it as you make decisions and set goals.
- It makes customer service efforts more comprehensive, which can boost retention and loyalty.
- It assists you in making sales by scaling your process properly and eliminating redundancy.

Naturally, these are benefits that can assist any business in the pursuit of its goals, so it is important that you create a proper CRM strategy to guide you. Here is a simple process for you to follow:

1. **Understand Your Goals and Strategize For Them**
   What is it, exactly, that you want your business to accomplish? What is your intended use of your CRM software, and what do you want to achieve with it? How will each department use it to strive toward their goals? How will your offering be distributed?

   Once you have conferred with your team and answered these questions, it is time to consider the business landscape and who your ideal clients are. Then, determine what makes your offer different, and commit to providing this difference each time in the way that best suits your prospects.
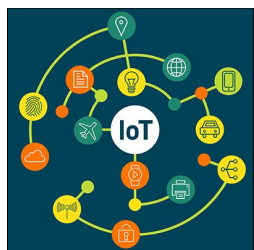
2. **Analyze and Organize Your Team**
   How will the introduction of your new CRM software impact your team? Speak with those whose job...

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Implementing IoT? 3 Questions You Should Ask

With the Internet of Things taking the world by storm, it's no surprise that many businesses are attempting to leverage it to their advantage. However, implementing these devices into your operations comes with its fair share of risks and challenges. Let's discuss some of the ways you should consider implementing the Internet of Things for your business, as well as what you must consider when building your IoT strategy.

Consider Their Functionality

There are a ton of great opportunities for businesses to use the Internet of Things, many of which fall into the smart appliance category. These appliances can be connected to the Internet, allowing for companies to control them remotely through a smartphone app. Other uses for IoT devices include automation of various tasks. However, you choose to implement the IoT for your business,

know that it should be contributing to your operations in a way that makes things easier for you. Otherwise, why bother implementing them at all? Remember, functionality over all else.

Work to Optimize Security

The functionality provided by IoT devices should not come at the expense of security. We recommend that you partition off part of your infrastructure specifically for use with IoT devices. This is because these types of devices tend to share data with each other, a practice that can put it at risk. By partitioning off this part of your infrastructure for their use, you effectively secure the rest of your data by limiting what has access to it. Plus, we recommend that you implement some sort of access control protocol for IoT devices or some sort of policy about bringing them to the workplace. This helps mitigate damage done on the off-chance something does go wrong.

Are They Necessary?

The biggest question you will have to ask yourself is if implementing IoT devices for your business is actually worth it. The answer is not always clear, so you'll have to do a little research to determine if the IoT can provide the results you need to justify their implementation. The more connected devices on your network, the more you'll be putting your company at risk, and the more complicated a network, the greater the chance that something could go wrong. You'll have to figure out if this investment is worthwhile for your business and its operations.

Don't let the endless possibilities for the Internet of Things complicate your business's implementation strategy. Indevtech can help you figure out the best devices to add to your infrastructure, and we can make sure they are implemented intentionally. To learn more, reach out to us at (808) 529-4605.

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Is Wi-Fi Fast Enough to Support Your Business?
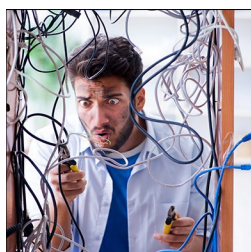
It hasn't been too long since connectivity required an actual physical connection between the connecting endpoints, making a wired connection the de-facto option for businesses. However, now that wireless connectivity is so widely available, businesses now have a choice… but which is the better option? Let's compare some of the pros of each to make the answer a little clearer.

Why a Hardwired Connection?
Security
The fact is that a direct connection is inherently more secure than one that is broadcast over the airwaves, as these have the potential to be snagged in

transit much more easily. Therefore, if security is paramount, a wired connection is the better option by default. That said, there are ways to secure your wireless connection, utilizing a VPN.

Speed
Wired connections are also much faster than a wireless one, whether data is being communicated within your business network or to and from the Internet. In terms of efficiency, the wired connection comes out on top.

Stability
Save for a case of infrastructure failure, the only way you could lose a wired connection would be if the wire were to be unplugged. This stability not only makes them more reliable; it contributes to the consistency of the aforementioned higher speeds.

Why a Wireless Connection?
Convenience
The lack of cables that a wireless connection requires just makes Internet access so much simpler for a business to implement. Without the need to adapt any existing infrastructure to run wires and such things, it is far easier to add, subtract, and move users around as needed.

Mobility
Wi-Fi's inherent mobility works so well for businesses because a user can pick up what they're doing and bring it with them if they have the right device. This makes it much more practical to implement in the workplace, especially if collaboration requires meetings to…

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The Right Strategies Can Transform Your Operations

These days it can seem like the gap between small business and large enterprise is so massive that it is impossible to close, but the truth is the exact opposite. Through the smart application of business technology, you might be surprised by how much you can improve your operations and stand out from the crowd. It all boils down to tracking your business for analytics, ensuring that you provide an excellent service or experience to your customers, and implementing the right technology solutions.

Tracking the Right Data

Your first step toward transforming your business will depend on what the numbers and analytics are telling you. It's important that you don't try to do too much too fast; otherwise you may wind up compromising your ability to follow through on each of your operational deficits. Start by asking yourself, "Where does my business struggle?" And be honest! Start by looking at what the indicators say. Then you can start to look at potential solutions to resolve your operational inefficiencies.

Implementing the Right Solutions

When it comes to business, no solution is the silver bullet that will accomplish everything for all businesses. You'll want to implement solutions that address your specific needs—needs that have been established by looking at the analytics and statistics behind your operations. Focus on overcoming shortcomings that create a clear operational deficit, then once those issues have been shored up, you can move into what you can do to make your business truly exceptional.

Providing the Right Experience

Now it comes time to use the data and solutions you have implemented to work toward providing an excellent customer experience. No matter whether you deliver a product or a service, you have customers who need to be taken care of. Identify opportunities to improve their experience, whether it is through improving your products or services, or just making them easier to implement or seek out service for. Modern technology offers several opportunities to do so. Ask yourself, "How can I make my customer's experience exceptional?" and go from there.

Indevtech can help you implement business technology solutions that can help you stand out from the crowd and deliver truly great goods and services to your customers. We believe that, through technology, anything is possible, as long as you have a clear goal in mind and the people supporting you to make it happen. That's where we come in; we can help you determine your best path forward and make intentional steps toward your desired goals.

To learn more about what we can do to improve your business, reach out to us at (808) 529-4605.

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Indevtech has been serving Hawaii since 2001, providing end-to-end managed IT services to small- and medium-businesses. Our philosophy is very simple: we strive to be the best at what we do, so that you can succeed at what you do. We have a proven framework that, when deployed with a solid commitment from our clients, provides an unshakable foundation on which our clients can build their businesses.

Tech Trivia
66% of buyers have used a shopping app either on mobile or tablet to complete a purchase.

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