

THE pact-ne PULSE

YOUR TECHNOLOGY BEAT

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pact-ne
OPTIMIZING TECHNOLOGY

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BROKEN HEARTS AND STOLEN DATA

While many people buy their significant other a box of decadent chocolates, a dozen red roses or an oversize teddy bear for Valentine's Day, there are a few people who are going to go home with a broken heart as their personal information is stolen right from under them. It's a harsh reality, but both individuals and businesses are constantly targeted by fraudsters and hackers who want to steal any bit of data that will make them money.

You may have taken all the precautions to protect yourself and your business – but what do you do if it does happen? Just as when a lover breaks your heart, you have to move on, get back on your feet and work your way through this unfortunate circumstance.

Once your data is stolen, it's gone. Credit cards can be canceled, but other information, such as your name, address, social security number and more, can be more difficult to control.

In 2014, social media accounts, such as Twitter, became more valuable to hackers than credit cards. These types of accounts are hot commodities on black markets.

Does that mean you should be worried with all the information you have stored online?

Absolutely not!



If you do fall victim to a data breach, you can still protect yourself!

Contact your credit card companies. Let them know you suspect your credit card info has been compromised. They will work with you to ensure you don't face financial losses.

Keep a close eye on all your accounts. Watch for suspicious activity and report it when you see it.

Change your passwords. This is particularly critical if you used a single password for multiple services.

Use a credit-monitoring service. They aren't designed to prevent data from being stolen, but in the event of a breach, you'll be notified immediately so you can take action.

Give us a call at 866-722-8663 and we'll put together a plan to keep your company's data secure.



Dan Edwards, CEO & Founder
Pact-One Solutions

HOW TO KEEP YOUR LAPTOP SECURE WHEN USING PUBLIC WIFI HOTSPOTS



They are everywhere these days. WiFi hotspots for checking e-mail and hopping on the Internet can be found in airports, coffee shops and even most fast-food joints. But have you ever wondered, just how safe is it to connect? With the proliferation of hackers, viruses and identity theft at an all-time high, you are smart to be concerned. Unfortunately, it is easy for a hacker to set up a WiFi spot to access your laptop, called an **"evil twin."** An evil twin is a wireless hotspot that is used to lure people from a nearby, legitimate hotspot. For example, when logging in at your favorite coffee shop, you may have inadvertently logged in to an evil twin Internet connection set up by the person working on a laptop at the next table.

Just like legitimate sites, evil twins allow you access to the Internet, but in the background they record everything you are typing. Log on to your e-mail, investment web site or bank account, or buy something online, and they are recording your keystrokes.

Tip: Do you want an easy way to securely access your network and the Internet from anywhere? Call us today at 866-722-8663 about setting up a VPN for your office!

You may be asking, "How do I protect myself at WiFi hotspots?" First, you need to make sure the hotspot is legitimate. You can do this by asking someone who works at the WiFi location. In fact, some businesses will give you printed instructions that include the hotspot name. Even here you need to be careful. Many times, in an attempt to make you feel comfortable, the hacker will use an evil twin name that mimics the legitimate hotspot and, on some occasions, the fake site may even show up at the top of your network list by having a stronger signal than the legitimate site.

The best protection you can have is connecting via your company's VPN (virtual private network).

A VPN protects your online information by encrypting your data and activity even if you're connected through an evil twin. If you don't have a VPN, the best protection is to surf the net, but never type in password, credit card, social security, bank account or other sensitive information when connected to a public WiFi hotspot.

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Protect Yourself from Online Credit Card Fraud



The past couple of years have been a rough ride for anyone who relies on a credit card to make purchases. Data breaches have plagued retail stores in the U.S. and Canada. Credit card providers are set to roll out new, more secure credit cards to consumers this year, catching up to Europe and much of Asia in terms of credit card security. The U.S., in particular, has lagged behind in credit card security due in part to the cost of upgrading both the cards themselves and the pay terminals.

If you are concerned about your credit card information falling into the wrong hands, there are several steps you can take to protect yourself:

Only give your credit card information to secure and trusted web sites. Never enter any personal or financial information on a non-secure web page. If you don't see "https" in the web address, move along.

Monitor all activity. Regularly check your credit card and bank statements. The simplest way to spot fraud is to monitor all your financial activity. Many credit card providers have custom alerts you can set to notify you if certain purchases are made.

Never save credit card information. Many online retailers and shops now ask if you would like to save your credit card information for future use. While it may seem convenient, skip it.

Delete your cookies and auto-fill data. When you enter information on a web page, that data is stored in your web browser. After you complete a transaction, go into your browser's options, settings or history tab and delete the data.

Gadget Of The Month: Amazon Echo

Designed as a home Bluetooth speaker, the Amazon Echo connects with Amazon's new digital assistant, Alexa to bring the latest in home audio technology. Using a voice-control system, the speaker is always-on and available to ask for information, music, news, weather and more. Simply choose a wake word "Alexa" or "Amazon" and the user is then able to access the information required. Echo gets smarter the more you use it and adapts to your speech patterns, vocabulary and personal preferences. Featuring dual downward-firing speakers, the Echo produces 360° omni-directional audio to fill the room with immersive sound.



The purchase of this device is invite-only and can be accessed via [this website](#).

HOW TO GROW STAR PERFORMERS



A study of computer programmers at Bell Laboratories showed that the star performers outperformed moderate performers by a margin of 8 to 1. If that holds true in your organization, the conversion of five of your moderate performers into star performers would be the equivalent of adding 35 moderate performers to your workforce. Where are you going to find the five additional star performers? You don't find them. You develop them.

The Bell Labs study identified nine work strategies that characterize star performers. All of them are qualities that can be inculcated through a good corporate education system. According to researchers Robert Kelly and Janet Caplan, these qualities are:

1. Taking initiative: accepting responsibility above and beyond your stated job, volunteering for additional activities and promoting new ideas.

2. Networking: getting direct and immediate access to coworkers with technical expertise and sharing your own knowledge with those who need it.

3. Self-management: regulating your own work commitments, time, performance level and career growth.

4. Teamwork effectiveness: assuming joint responsibility for work activities, coordinating efforts and accomplishing shared goals with workers.

5. Leadership: formulating, stating and building consensus on common goals and working to accomplish them.

6. Followership: helping the leader to accomplish the organization's goals and thinking for yourself rather than relying solely on managerial direction.

7. Perspective: seeing your job in its larger context and taking on other viewpoints, like those of the customer, manager and work team.

8. Show-and-tell: presenting your ideas persuasively in written or oral form.

9. Organizational savvy: navigating the competing interests in an organization, be they individual or group, to promote cooperation, address conflicts and get things done.

Star performers considered initiative, technical competence and other cognitive abilities to be core competencies. Show-and-tell and organizational savvy were on the outer edge of their circle of importance. Middle performers placed show-and-tell and organizational savvy at the center. While star performers were focused on performance, middle performers were focused on impressing management.

Star performers and middle performers also showed marked differences in their attitudes toward networking. The middle performers waited until after they had encountered problems before looking around for someone who could provide help and support. The star performers built a network of helpers and supporters in advance, so they could call on them immediately when needed.

The study concluded that "Individual productivity... depends on the ability to channel one's expertise, creativity and insight into working with other professionals."

Star performers emerge from educational systems tailored to the individual company and the individual job. They don't want to become clones. Too many companies today are content with training programs that provide people with knowledge and expertise, but skimp on educational processes that teach them to apply what they learn. You can't train them to seek excellence. You change that attitude through consistent input that appeals to an individual's self-interest and organizational spirit.



Dr. Nido Qubein is president of High Point University, an undergraduate and graduate institution with 4,300 students from 40 countries. He has authored two dozen books and audio programs distributed worldwide. As a business leader, he is chairman of the Great Harvest Bread Company, with 220 stores in 43 states. He serves on the boards of several national organizations, including BB&T (a Fortune 500 company with \$185 billion in assets), the La-Z-Boy Corporation (one of the largest and most recognized furniture brands worldwide) and Dots Stores (a chain of fashion boutiques with more than 400 locations across the country). As a professional speaker, Dr. Qubein has received many distinctions, including the Golden Gavel Medal, induction into the International Speaker Hall of Fame and as the founder of the NSA Foundation in Arizona.

To learn more about Dr. Qubein, go to: www.nidoqubein.com

4 TECHNOLOGY INNOVATIONS IN HEALTHCARE

We live in a world full of change. Changes which are no doubt shaping the healthcare industry into a technologically advanced area. As the industry starts to leverage technology to increase access to information, serve more patients and solve medical challenges, experts are experiencing new privacy and security issues of the modern age.



To combat these issues, providers have begun to make technical innovations to reshape healthcare as we know it. Here are 4 that we've noticed.

1. The shift to wearable technology: As the world becomes more fit conscious, it's impossible to ignore the emergence of personal monitoring tools that help track fitness activities, sleep patterns, blood pressure and caloric intake, making healthcare comprehensive and proactive. These devices are just the beginning however. Sophisticated apps and nanotechnology are being developed even as we type this, paving the way for individuals to take charge of their own health and deliver actionable data to the greater medical community.

2. Cloud computing reveals data insights: Cloud technology expanded the reach of the healthcare sector by allowing for easy access to important files anywhere, anytime, allowing patients to receive quicker treatment. The incorporation of ePHI (electronic patient health information) will make it so that doctors and patients can communicate more frequently, streamline billing, and gain a clearer picture of a patient's medical history.

3. Cybersecurity measures are paramount: In the past year alone, we have witnessed a record number of data breaches, especially in the medical field. In fact, according to the Identity Theft Resource Center, 44% of all registered data breaches in 2013 targeted medical companies. As we move to the cloud, cybercriminals will continue to look to healthcare companies for theft of patient's identities, payment information, and even data from medical monitoring devices. This makes safeguarding business data paramount.

4. Telemedicine will change the way we see healthcare: Telehealth, a recent advancement in medical technology that allows patients to connect with doctors using their mobile devices and video chat features. As a cost-effective measure, telehealth is changing the way we view the daily doctor's visit.

Why Your Employees Are Costing You Money



Employees do what we say, right?

Employees are the most reliable resource in your business, right?

You always hire the right person the first time – right?

If you question these answers, then this webinar is for you. Join Pact-One on **Tuesday, February 24 at 12:00PM PST** in an exclusive webinar teaching you the literal caveats in the stewardship of being a culturally positive employer and how to start defining the Return on Investment you need, to grow beyond the here and now. For the business owner who is looking to tactfully lead their employees or for the employee who is looking to better understand their boss, this webinar will provide insight into building your business the right way. You won't want to miss this!

Register now!