

THE TECH CHRONICLE

Insider Tips To Make Your Business Run Faster, Easier And More Profitably

WHAT'S NEW

Communication is key for every business. Whether you're just starting up or already established, having a reliable phone system is essential. But what if there was a solution that could make your business calls smoother, more flexible, and cost-effective?

Say hello to Cloud-Hosted PBX!
Understanding Cloud-Hosted PBX
Let's break it down. PBX stands for Private Branch Exchange, which is basically the brains behind your business phone system. Traditionally, PBX systems required bulky equipment installed at your office to manage calls and connections. But with Cloud-Hosted PBX, everything moves to the cloud.
Want to know more?

[Explore Now](#)

This monthly publication is provided courtesy of Raul Gonzalez, Solutions Provider.



OUR MISSION:

To build a community of success-minded entrepreneurs that inspires excellence, encourages collaboration and expands the capacity of all members to achieve great things.



MIAMI'S FLOODS: ESSENTIAL DISASTER AND RECOVERY TIPS FOR BUSINESSES



Recent heavy rains and flooding in Miami have wreaked havoc on the area, causing significant disruptions and damage. Torrential downpours inundated Miami and its surrounding communities, leading to severe flooding that left many roads impassable and stranded numerous drivers. The National Weather Service issued flood warnings for several counties, cautioning that "life-threatening flooding" was ongoing. As a result, Florida's governor declared a state of emergency for multiple counties, highlighting the impact on critical infrastructure, including roads, schools, and airports. Social media platforms have been flooded with videos showing submerged vehicles and streets turned into rivers. Residents have been advised to stay indoors and avoid driving, as many intersections have been left without power, and numerous cars have been abandoned due to the rising waters. The flooding has not only caused physical damage but also led to temporary displacements and distress among residents.

Why Disaster Recovery Is Important for Businesses

When natural disasters like these floods happen, having a disaster recovery (DR) plan is crucial for businesses to keep their important information safe and continue working. Here's how disaster recovery helps businesses:

- **Data Backup and Replication:** Regular data backups and real-time replication to off-site locations ensure that critical business information is not lost, even if physical servers are damaged.
- **Cloud Storage Solutions:** Utilizing cloud storage provides an additional layer of protection. Cloud services offer secure, remote storage options that are less vulnerable to local disasters.
- **Redundant Systems:** Implementing redundant systems and networks helps prevent single points of failure. In case one system goes down, another can take over, minimizing downtime.

continued on page 2...

...continued from cover

- **Business Continuity Planning:** A comprehensive business continuity plan outlines procedures for maintaining operations during emergencies. This includes setting up remote work capabilities and ensuring access to necessary resources.

downtime you might face and whether your backups are on the cloud, local or a mix of both. Make sure your backup ticks all the boxes for compliance, especially if you're in a sensitive field like health care.

2. Use the 3-2-1 rule.

Once you have a reliable backup solution, consider using the 3-2-1 backup rule, a standard set of best practices for data recovery. The rule recommends storing three copies of your data in two different formats, with one copy stored off-site. This significantly reduces your risk of total data loss.

3. Make sure a backup status report is being generated daily.

Ensure someone – either you or someone on your IT team – is checking the backup status every day. Incomplete backups should be followed up on immediately. Even if your IT team receives a daily report, ask to have a weekly or monthly report delivered to you too, so you can verify that your backups are successful.

4. Do regular restore tests.

Like a fire drill for your data, do a trial run and restore some files or even the whole server every few months to ensure everything works as it should. It's one thing to have backups, but another to ensure they are in good condition and the data can be retrieved as expected.

Best Practices For Successful Data Backup And Restoration

Reliable data backups and successful restoration are your lifeline in times of crisis. From choosing the right backup solution to regular testing and daily monitoring, these best practices protect your data from surprise disruptions, ensuring your business doesn't miss a beat, no matter what comes your way.

1. Pick a solid backup solution.

For example, immutable backups are a must-have for anyone needing to meet strict compliance rules, as they can't be changed or deleted, even by a ransomware attack. Talk with your IT provider about the backup technologies they're using for you, how quickly you can expect to recover data, what kind of

Don't Ignore Your Data Backups!



Want to know more about this service?

[Contact Us](#)

FREE REPORT:

7 Urgent Security Protections Every Business Should Have In Place Now



You Will Learn:

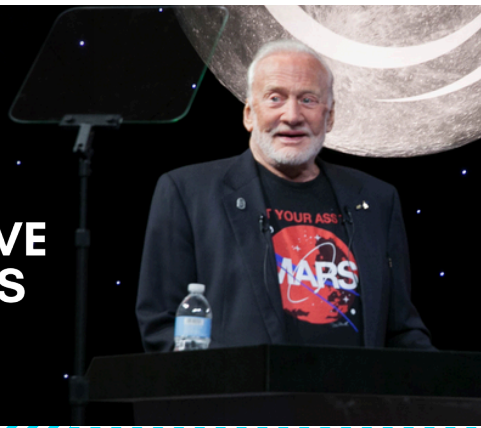
- How to protect your employees and sensitive data effectively.
- Best practices for managing devices and electronics securely.
- How to assess the security of your network.

Claim Your FREE Copy Today At biznettechnology.com/sitting-duck/

CARTOON OF THE MONTH



ASTRONAUT BUZZ ALDRIN'S LESSONS TO ACHIEVE IMPOSSIBLE DREAMS



July 20, 1969, just eight years after President Kennedy made one of history's most ambitious declarations – the US would send a man to the moon and back – Neil Armstrong and Edwin “Buzz” Aldrin became the first people to set foot on the moon.

Today, Buzz is a philanthropist, author and renowned speaker who shares what being a space pioneer taught him about life on Earth: no mission is completed alone, failure is a crucial milestone of success and to never stop envisioning your next impossible dream .

Lessons From “The Moonman”

Dream The Impossible

Aldrin remembers President Kennedy's announcement in 1961, and although he wasn't sure how they'd do it, he said, “We did have a leader with that determination, the courage and the confidence that we can get there.” Without a leader brave enough to share an impossible vision, ideas never get off the ground. In business, it's crucial to give your team a meaningful vision to rally around, something they want to be a part of.

Behind Every Successful Mission Is A TEAM

The “backroomers” – software engineers, secretaries and even the tailors who manufactured spacesuits – were all necessary to Apollo's safe launch and return to Earth. When Apollo 11 landed, the world cheered. “People were not just cheering for three guys but for what we represented,” Buzz recalled in a speech. “That by the nation and the world coming together, we had accomplished the impossible, and the true value of it is the amazing story of innovation and teamwork that overcame many obstacles to reach the moon.”

Success is rarely the story of one person. Rather, it's often the story of many people working together. “There are a lot of people out there in the universe who wish you well and want to be your friend. Let them help you,” Buzz said. “You don't have to carry it all on your own.”

Failure Is A Mark Of Growth

In the book *No Dream Is Too High*, Buzz explains how everyone at NASA knew the risks involved in their mission. Only by planning for failure and testing every system, component and spacesuit zipper could they improve design and functionality – failure was part of the process.

“Some people don't like to admit that they have failed or that they have not yet achieved their goals or lived up to their own expectations,” Buzz wrote. “But failure is not a sign of weakness. It is a sign that you are alive and growing.”

Know What's Next

What happens when you accomplish what you set out to do after all the cheers and high-fives? After Apollo, Buzz wrote in the book *Magnificent Desolation*, “There was no goal, no sense of calling, no project worth pouring myself into.”

He sunk into severe depression for years, finally realizing, “I needed to realign my direction and find a new runway.”

Today, he's a speaker, author and philanthropist for STEAM-based education to help get the next generation of heroes to the moon – and beyond. Perhaps the key to lifelong fulfillment is never to “land” for too long – to keep learning, growing and achieving impossible things.

SHOULD YOU VERIFY YOUR PROFILE ON LINKEDIN?

In 2022, LinkedIn launched verification options where most users can submit a personal ID, employer e-mail or workplace ID to prove they're a real person amid an increasing number of fake accounts. In the second half of 2021 alone, Microsoft (LinkedIn's parent company) removed over 15 million fake accounts. If you feel weird about sharing your biometric or ID information online, that makes sense. But verification isn't a bad idea because of the number of fake accounts on LinkedIn. Although LinkedIn reports using the highest security protections, consider using the employee e-mail option if it's available (employers must have a LinkedIn page and turn on this feature) because it's the least risky.



What Our Clients say



“Best experience!!! Raul and Joseph are the best. Thank you Biznet !!!Your support and cooperation are greatly appreciate.”



DEEPFAKES ARE COMING TO THE WORKPLACE

INSIDE THIS ISSUE

Why 60% Of Data Backups Fail Businesses When They Need Them Most **P. 1**

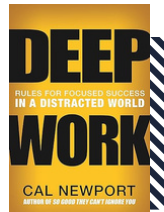
12 Little-Known Facts Every Business Owner Must Know About Data Backup And Disaster Recovery **P. 2**

Astronaut Buzz Aldrin's Lessons To Achieve Impossible Dreams **P. 3**

DEEP WORK

By Cal Newport

It's undeniable: we're more distracted than ever. From text messages and e-mail pings to social media and our own disruptive thoughts, the relentless influx of distractions is sabotaging our productivity and even our ability to be present in our lives. *Deep Work*, by Cal Newport, is a compelling guide to help us take back our focus and cultivate more fulfillment in our work. Newport introduces readers to four "rules" to transform our minds and habits into a hyper-focused superpower: work deeply, embrace boredom, quit social media and drain the shallows. Through engaging stories and practical advice, the book outlines a framework for cultivating a deep work ethic, promising professional growth and a more profound sense of personal fulfillment. *Deep Work* is an essential read for those looking to navigate a distracted world with grace and achieve focused success.



Deepfakes result from people using AI and machine-learning technology to make it seem like someone is saying something they never actually said. Like every other tech on the market, it can be used with good and bad intentions. For example, David Beckham appeared in a malaria awareness campaign, and AI enabled him to appear to speak nine different languages. On the other hand, pornographic deepfakes of Taylor Swift went viral on X (to the horror of Swifties worldwide), and audio deepfakes of Biden encouraging New Hampshire voters not to cast ballots caused concern among experts.

However, deepfakes aren't happening only to high-profile politicians and celebrities – they are quickly making their way into the workplace. In April 2023, forensics research company Regula reported that one-third of businesses worldwide had already been attacked by deepfake audio (37%) and video (29%) fraud. Regula also noted that the average cost of identity fraud, including deepfakes, costs global SMBs \$200,000 on average.

How Deepfakes Are Impacting The Workplace

While deepfake technology is used to commit a variety of crimes, there are two ways deepfakes currently cause harm to businesses like yours:

1. Impersonation/Identity Fraud Schemes
2. Harm To Company Reputation

One of the most common deepfake attacks is when AI impersonates an executive's voice to steal credentials or request money transfers from employees. Other attacks include deepfake videos or audio of a CEO or employee used to disseminate false information online that could

negatively affect a brand. More than 40% of businesses have already experienced a deepfake attack, according to authentication experts at ID R&D.

What To Do About It

There are a few simple things you can do to prevent deepfakes from having damaging consequences on your business.

1. Review policies around technology and communication

Ensure you have transparent communication practices and that your team knows how communications are used internally. Would a company executive ever call an employee to place an official request for money or information? If not, employees should be suspicious. Also, encourage employees to verify any e-mail or phone request they aren't sure about.

2. Include deepfake spotting in cyber security awareness training

Double-check that your cyber security awareness training covers how to spot deepfakes. Things to look for include unnatural eye blinking, blurry face borders, artificial-looking skin, slow speech and unusual intonation.

3. Have a response plan

Deepfake attacks are in their infancy, and you can expect to see more attacks like this in the future. Be sure your company's leadership talks about how to respond if a deepfake attack impacts your company. Even though there's no perfect solution to the problem yet, the worst thing that can happen is to be caught unprepared.