Total IT Support Gives You Freedom to Grow

Your Business' Roadmap to Better IT

There's no doubt that we as a society rely on technology more than ever before. From the smartphone in our pocket to the tablet on our nightstand to the laptop at our desk, it's hard to imagine life without our screens. But as much as we take them for granted, few of us stop to think about the importance of good IT. In a world where data is increasingly digital, IT plays a crucial role in keeping our information safe and secure and keeping our businesses running smoothly and efficiently.

Managed IT is an Investment, not an Expense

It's time to dispel the myth that information technology is an expense. IT is, in fact, an investment – and a wise one at that. The cost of not investing in IT support can be far greater than the initial outlay.

Here's how IT can give your organization a true competitive advantage:

• IT can automate repetitive tasks, freeing up your employees to focus on more rewarding work
• IT improves communication and collaboration within organizations since employees can share tools and work together more effectively
• IT improves customer service by responding to inquiries quickly
• IT saves your organization money by streamlining processes and increasing productivity
• IT improves operational efficiency by helping employees work smarter, not harder
• IT increases reach and access to new markets and customers
• IT drives innovation by harnessing the power of data and analytics

Finding Your IT Gaps

The best place to start with uncovering your organization's existing IT gaps? With a little Q & A! Ask yourself the following questions:

• Do you know where your data is being backed up? And how frequently?
• What data isn't being backed up? And why not? What would be the implications of losing this data?
• What security protocols and solutions are in place to protect your systems? What assets need protection?
• What is included in your cybersecurity liability coverage? What is your organization's risk tolerance?
• What do you do in the event of a security breach? How do you know if your data or systems have been compromised?

Your Organizational Security Stack

As the world becomes increasingly digitized, organizations must take steps to ensure that their data is secure. One way to do this is to develop a security stack, which is a set of software tools that work together to protect data. Common elements of a security stack include software, admin controls, antivirus, backups and spam filtering.

Software
Organizations need to be vigilant in their efforts to protect their software. One of the best ways to ensure the security of software is to keep it up to date. Regular updates provide critical security patches that can defend against known threats. In addition, organizations should also carefully screen any third-party software that they use, as these programs can introduce vulnerabilities that hackers can exploit.

Admin Controls
Admin controls are only as secure as the organization responsible for them. A surefire strategy for keeping admin controls safe is to elevate admin controls only when needed. That way if somebody accidentally clicks on something, they can't take the entire network down; the number of bad things that can happen is limited.

Antivirus
As the front line of defense against malware and other cyberthreats, antivirus software is essential and should be installed on all devices. But even more importantly, your antivirus should be reporting back to some type of central portal that's being managed and monitored. Additionally, organizations need to keep the software up to date by installing the latest updates and patches. And finally, only use reputable antivirus programs from well-known vendors.

Backups
Did you know that Microsoft has it in their end-user license agreement that they recommend a third-party backup because they do not back up your data? Many don't realize this and instead assume that Microsoft is backing up all their 365 data.

To ensure that backups are as secure as possible, organizations should take a multilayered approach that includes both physical and digital security measures. In addition to physical security measures, it's also important to take steps to secure backup data electronically. This includes encrypting data in transit as well as at rest. Many organizations choose to use a cloud-based backup solution to take advantage of the added security that these services provide.

Spam Filtering
In addition to being a nuisance, spam can also pose a serious security risk to organizations. This is where spam filters come in. To ensure that spam filtering is as secure as possible, organizations should take the following steps:

- First, they should keep their filter rules up to date
- Second, they should use a multilayered approach that includes hardware and software solutions
- Third, they should educate their employees on how to spot and report suspicious emails.

The Time is Now

Think of IT like driving. Bad IT is akin to driving without insurance. You may drive along uninsured for some time before it catches up to you. But when something does (inevitably) happen, the outcome can be disastrous. Get ahead of the disaster by getting your IT ducks in a row … before the technological version of a fender bender happens and then it may be too late.

Like with driving, there will be maintenance and operating costs along the way. Just like you have to put gas in your (hopefully now insured) vehicle, good IT will come along with some ongoing costs … but these costs will 100% be worth it.

Your Final Step to Better IT

Technology Assurance Group (TAG) is just the managed IT business partner to help your organization get its IT ducks in a row before it is too late. Understanding that there is no one-size-fits-all solution to IT, TAG will work to develop a customized solution to address your specific and unique requirements. Just consider some of our key Managed IT differentiators:

- The tremendous peace of mind that comes with our robust security package
- Our client communication is top-notch
- As most of our clients have been with us for almost 10 years each, we're not just another vendor – we are a true business partner committed to your organizational success
- Our client retention is strong (our largest client has been with us for 20 years)
- Our employee retention is strong too (with most employees being with us over 10 years!), courtesy of our tight-knit, family-run atmosphere