CYBERTOOLS, INC.
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Meet Our New Team Members

Cybertools has been busy adding new team members. We would like to introduce two of our new hires. Join us in welcoming, Atley Epping and Andrea Raynz.

Andrea is graduating from Gig Harbor High School and entering Western Washington University in the fall. She plans on studying marketing. Andrea works in our marketing department. She is our video editor and idea generator. She has a great passion for marketing and is very innovative.

Atley is completing his 2 year degree at Tacoma Community College as well as his High School diploma. He is entering Western Washington University in the fall studying Computer Engineering. Atley develops content for our social media and is our videographer. He has been essential in publishing informational articles and videos created for Cybertools.

Cybertools is offering digital marketing for our clients. Want an online prescence? Call us to find out more.

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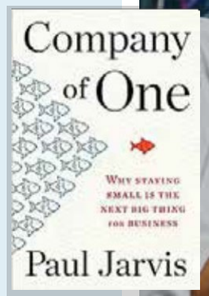
CYBERTOOLS CHRONICLE

INSIDER TIPS TO MAKE YOUR BUSINESS RUN FASTER, EASIER AND MORE PROFITABLY

Company Of One
By Paul Jarvis

We've all heard that bigger is better, but is that necessarily true for your business? Sure, it may seem like a bigger business will bring more success and money into your life, but what will you have to sacrifice along the way? *Company Of One* by Paul Jarvis challenges the idea that growth is always good for business.

He argues that growth for growth's sake can actually harm a company and that entrepreneurs should instead build a profitable business that works for them and their idea of success. He provides sound advice on determining your ideal company size and building a business that services your customer instead of chasing exponential growth. If you're tired of hearing the same old advice about the importance of continued growth, give *Company Of One* a read.



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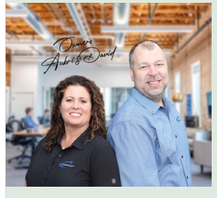

This monthly publication is provided courtesy of David & Aubri Stone, Owners of Cybertools, Inc.

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.

Over the past few years, awareness about IT services has significantly increased. Businesses of varying sizes recognize the need for and importance of utilizing IT services to protect sensitive data, keep day-to-day operations running smoothly, increase productivity throughout various departments and stay up-to-date with the most recent technology trends. Without IT services, companies put themselves and their clients at risk. So, if you're looking to add these kinds of services to your business – or are in need of an update – you may wonder what your options are.

IT Services Providers Available For My Business

When it comes to adding IT services to your business, there are essentially three main options. Sure, you could try incorporating new practices yourself, but this will take you away from other projects, so it's best to turn to the professionals for what you need. One option that's becoming rare is hiring an in-house IT team. This allows you to have an IT professional or team working at your business on a daily basis. They can handle most minor tech issues in a timely manner and will always

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be available to answer questions. You'll also maintain control over the different practices, programs and protections that are in place.

Another option is to hire a managed services provider. MSPs come with a host of benefits and take much of the stress out of your IT needs. MSPs can help your systems operate more efficiently, reduce costs related to managing IT software, improve your cyber security efforts and answer any questions you may have. MSPs are third-party companies that must adhere to certain industry standards, but they don't work directly out of your business. This means if you utilize MSP services, you will relinquish many of your IT decisions and responsibilities to the experts.

The final option is the best of both worlds, and it's called co-managed IT services. This option allows you to outsource some of your more critical IT functions while still maintaining an in-house team. You can have the outsourced IT service manage your network infrastructure, which ensures your routers, firewalls and other network devices continue to work correctly. With co-managed IT services, an MSP can manage and monitor your data backup and recovery solutions, cyber security practices and defenses, cloud management and optimization and even IT project management. They can be available at all hours of the day to offer support and guidance for any needs you may have. And you'll get to experience all these benefits while still maintaining an in-house IT department. Your in-house team can handle all quick problems and offer immediate assistance while the MSP handles everything else.

The Benefits Of Co-Managed IT

Now that you're more familiar with co-managed IT services, you might wonder what the benefits are so you can determine if it's the right fit for your business. One of the first benefits is that co-managed IT can save businesses quite a bit of money. Maintaining a full in-house IT department or depending on an MSP for every IT need can get expensive. But by outsourcing specific functions, you can lessen the number of people on your in-house IT team, and many MSPs provide differently priced packages depending on your company's needs. This will help you find the right balance that also fits your IT budget. You'll have more control and flexibility over your IT infrastructure as well, so you can choose who handles each responsibility and what functions the third-party team manages.

Another great benefit you'll gain from a co-managed IT service is a double layer of expertise and security. Not only will you have a team on the ground able to provide quick fixes to common problems, but you'll also have an MSP holding down your back line and ensuring everything else runs smoothly. Both your in-house and outsource team will have experience and knowledge to guide you through any dilemma that may arise.

"With co-managed IT services, an MSP can manage and monitor your data backup and recovery solutions, cyber security practices and defenses, cloud management and optimization and even IT project management."

No matter what the IT needs are for your business, there's an IT option that's bound to help your business find more success. We can help if you're still unsure which option is best for you and your business. Once your IT needs are met, you can focus your attention on the daily operations of your business and find new ways to become more profitable and efficient.

Do You Safeguard Your Company's Data And Your Customers' Private Information BETTER THAN Equifax, Yahoo And Target Did?

If the answer is "NO" – and let's be honest, the answer *is* no – you are leaving yourself and your company open to massive liability, ***millions*** in fines and lost business, lawsuits, theft and so much more. Why? Because you are a hacker's #1 target. They know you have access to financials, employee records, company data and all that juicy customer information – Social Security numbers, credit card numbers, birth dates, home addresses, e-mails, etc. Don't kid yourself. Cybercriminals and hackers will stop at NOTHING to steal your credentials. And once they have your password(s), it's only a matter of time until they destroy your business, scare away your customers and ruin your professional and personal life.

Why Not Take 4 Seconds Now To Protect Yourself, Protect Your Company And Protect Your Customers?

Our 100% FREE and 100% confidential, exclusive CEO Dark Web Scan is your first line of defense. To receive your report in just 24 hours, visit the link below and provide us with your name and company e-mail address. Hopefully, it will be ALL CLEAR and you can breathe easy. But if your company, your profits and your customers are AT RISK, we'll simply dig a little deeper to make sure you're protected.

Don't let cybertheft happen to you, your employees and your customers. *Reserve your exclusive CEO Dark Web Scan **now**!*

Get your free Dark Web Scan TODAY at www.cybertools.us/darkwebscan

Cartoon Of The Month

"Hold it! That's not what they mean by 'reboot.'"

SHINY NEW GADGET OF THE MONTH

The Ring Battery Doorbell Plus

Video doorbells are all the rage right now. They offer an extra layer of security while providing users with a constant video stream of their front door. The Ring Battery Doorbell Plus is an affordable option that competes with every other doorbell camera on the market. This video doorbell has 1080p HD video with enhanced HDR and color night vision, so you can get clear and detailed footage of the area around your door. Thanks to the camera's wide field of view, you can even spot packages on your doorstep. It provides you with customizable motion detection so you'll know whenever anyone approaches your door. It even comes with a rechargeable battery pack! If you've been waiting for the perfect video doorbell, this might be just what you're looking for.

What's New At Cybertools?

Cybertools, along with their peers, won Accountability Group of the Year at a recent IT Convention.

From The Tank To The Tech World: The Sharks Talk Cyber Crime with Cybertools

"Sitting with some of the most influential investors in the business world is a rare opportunity!" This is what Vice President Aubri Stone of Cybertools said about a recent visit with the infamous sharks from the popular TV show Shark Tank. Cybertools, an IT Support and Cybersecurity company from Puyallup, Washington, was able to get up-close and personal business enlightenment from the sharks while attending a recent IT conference. Kevin O'Leary, Robert Herjavec, and Daymond John met with Cybertools and their peers to discuss the future of companies like Cybertools. The sharks shed light on why they believe the IT Managed Service Provider industry will continue to grow over the next decade.

As the founder of a cybersecurity company himself, Robert Herjavec, passionately highlighted the alarming increase in IT complexity and the escalating sophistication of cyber-criminals. With the startling fact that "we produce more data every three months than over the last 50 years," he urged the room of IT professionals to stay ahead of the curve. He believes that one reason IT Managed Service Providers will remain an essential business is due to the tool sets designed to protect, preserve, and process the massive surge in data. Business owners and CEOs will need teams of skilled professionals to implement, configure, and manage these tools. In this fast-paced business environment, every SMB must grapple with evolving cyber-crime that threatens to disrupt their operations. They also must navigate new compliance regulations and tackle employee shortages. Likely, a tool that helps with the automation, security, and management of these items will be needed. IT Managed Service Providers will provide the bridge to the internal IT department's gaps and will help businesses leverage such tools.

Kevin O'Leary drew attention to the heightened enforcement of compliance and regulation by regulatory bodies across various industries. Compliance puts businesses under pressure. To respond, they must increase their IT budgets substantially. He stated, "One of the fastest-growing expenses in my business is investing in the right tools to ensure and manage compliance." He strongly urges companies of all sizes to prioritize investing in technologies to safeguard themselves and their clients from cyber threats and to become compliant.

Fred Voccola, the CEO of a rapidly growing provider of unified IT management and security software, was also present at the meeting. Although not a shark himself, Fred had valuable insights to share. According to him, IT Managed Service Providers are critical to the success of larger companies with more than 2000 employees and an internal IT department. He highlighted the enormous workload and daily demands faced by CIOs and internal IT departments of such companies, making it challenging for them to keep up with cyber security implementation and compliance management while managing the daily helpdesk requests and other IT projects to keep the business operationally intact. IT Managed Service Providers, with their superior tool sets and affordable wholesale pricing, are a godsend for such companies, enabling them to implement cyber security and compliance without breaking the bank.

Finally, Damon John spoke about the imperative of outsourcing IT services in his line of business. He expressed his desire to concentrate on what he does best and devote more time to his family, and outsourcing IT proved to be the ideal solution for achieving this work-life balance. By delegating IT services to Managed Service Providers, he could rest assured that his IT infrastructure was in good hands, while he could focus on core business activities and his personal life.

In conclusion, the meeting with the Sharks from Shark Tank proved to be an eye-opening experience, shedding light on the vital role of IT Managed Service Providers in today's ever-changing business environment. The meeting was fun, as the Sharks did not leave out the usual banter that makes their show so popular. Cybertools is grateful to be able to learn such valuable lessons from this fun bunch! All in all, they were the highlight of the conference.