

MARCH 2022



TALKING TECH

HELPING YOUR BUSINESS



FROM DAMIEN'S DESK:

Welcome to the March newsletter. You may have noticed the newsletter is a little late this month, rest assured it is not because my team have been slacking off or having problems with the printer.

We wanted to hold it off to make a **HUGE** announcement.



FANFARE - As of the 17th March we will be known as **dSP IT Solutions** and our new website can be seen at dspit.com.au.

Back when we started, the company's focus was more on electronic repair. In fact we repaired professional audio equipment used in Television Broadcast for shows and outside broadcasts like Hey Hey its Saturday, The Bee Gees One night Only Concert, Melbourne F1 Grand Prix, NRL just to name a few. After 27 years we are finally changing our name to align with current business focus and goals, Managed Services and IT Solutions. Ironically we have been working in the IT space for more than 20 years and never bothered to change the name. In a recent leadership meeting the TEAM decided it was time, let the name explain what we really do. We don't install **rangehoods in kitchens** we work with organisations who want to **leverage technology**. 

With the new name comes a new looking newsletter. Thanks to Jo for all of her hard work on getting this off the ground - Congratulations Jo.



Enjoy the March edition of the dSP IT Solutions newsletter.

Damien Pepper - Managing Director
dSP IT Solutions

DID YOU KNOW?



Before becoming the web's video juggernaut, the plan for YouTube was to be a video dating service.



WE LOVE REFERRALS

The greatest gift anyone can give us is a referral to your business colleagues/friends. Referrals help us keep costs down so we can pass the savings to our clients.

Simply introduce me via email to damien@dspit.com.au or (03) 9001 0817 and I'll take it from there.

I personally promise we'll look after your friend's business with a high level of care and attention (just like we do with all our clients).

dSP IT Solutions
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MOST COMMON TACTICS

See something like this? Report it to your IT team or follow other security procedures as directed.

- Random notifications that your password is expiring, with a URL that redirects you to a different site to capture your information.
- Email attachments from anyone you don't recognise. HTML and HTM attachments are the most common form of phishing email file extensions.
- Mobile links, especially when your phone is connected to your work network.
- Other suspicious messages.

Consider the number of Covid related scams that have cropped up over the course of the pandemic. Hackers like to use current events, especially ones like this which cause panic, to convince people to make quick decisions and share private information that they would normally be clear-headed enough to keep secret. Phishing scams don't always try to scare the information out, but will often play on your emotions to get you to lower your guard.

INTRODUCTION

Phishing: It's the last thing anyone wants to fall for and one of the most prevalent threats to businesses today. As cybercriminals get more cunning with how they draw new victims, keeping up-to-date with the latest threats will help you see the signs when it happens to you.

What is phishing? It's a kind of **social engineering attack** that disguises itself as a genuine communication, in order to convince victims to give up private, identifying information. Then the hackers can gain access to your machine, network, bank account and more.

WHY PHISHING IS SUCH A THREAT

Did you know that 93% of breaches involve phishing attacks? It's that common. Since phishing attempts are often tailored to the victim, so as to best convince them to give up identifying information, they're a very powerful tool for hackers.

They work so well because they're personalised to ensnare each individual victim. Think about it: Which link would you be more likely to click on, one from a generic Gmail account or one that has the same domain as your organisation? Would you trust your friends more than a vague, major company contacting you out of the blue?

Of course. That's why phishing works so well, and happens during so many cyberattacks.

BIG PHISHING CAMPAIGNS TODAY

- Keylogging, wherein hackers track what you type to lift your private information right off trusted websites.
- Trickbot campaigns. These initially began as strictly banking Trojans, but now unleash phishing and malware as part of the dig for financial information. It often self propagates to keep spreading until someone puts a stop to it, too.
- Scams that target higher-ups in an organisation. While lower-level employees can certainly let in threats, cybercriminals are more and more often going after executives and others high up in the security chain. Tricking them provides access to the most confidential, and valuable, information.

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- Brand impersonation; Microsoft is the most commonly faked brand in modern phishing scams.
- Business email compromise schemes are on the rise again. Be careful before sending personal information, even to people that appear to be from your organisation.
- Requests for you to update passwords, addresses, credit cards, memberships and security systems out of the blue.

HOW TO SAFEGUARD YOUR BUSINESS

There are little things you can do on a daily basis to keep out cybercriminals. Check messages' senders and notice small mistakes in their email address or number that indicate it's from someone trying to pose as a confidante instead. Be wary of links and attachments. In the end though, nothing beats plain common sense.

Remember that small to medium sized businesses are at just as big of a risk as large organisations when it comes to cyberattacks. They often have fewer financial resources for support when a threat does come along, thereby making them susceptible to incurring relatively larger damages. Protect both your personal and professional accounts so that hackers have less to work with when launching social engineering attacks.

CONCLUSION

Everyone in your organisation needs to be aware of how to spot and respond to phishing threats. Lately, ransomware has become a bigger and bigger threat to organisations, and these cybercriminals often use phishing tactics as the first point of entry. Most of the time, that comes via email.

Education is the best prevention. Learn the early signs of a cyberattack and take action before they do real damage. If you want further information, please contact us.

REASONS TO USE GOOGLE ANALYTICS FOR MARKETING CAMPAIGNS



Google Analytics is a tool that enables businesses to evaluate their website's traffic.

With Google Analytics, you can improve your marketing campaign by analysing various factors that affect the success of your campaign. It generates information about your target audience and their search on search engines.

This tool not only enables you to understand your customers but also provides a better user experience to the website. To enhance user experience, Google Analytics ranks your website on top searches. This is how it helps your campaign.

It helps you identify the effective channels that drive more traffic to your website. You can find the marketing channels that generate more profit.

Provide valuable information for your website's demographic.

Enable you to analyse the top pages on your site.

Shares information to identify the reasons for an increase in bounce rate.

Google Analytics helps you deliver high-quality content to attract more people.

To achieve this target, it provides information that you can use to increase traffic. The information includes sources of traffic, most visited pages, and audiences' interest. By obtaining all of this data, you can effectively run marketing campaigns and head in the right direction.



KEEP YOUR CUSTOMERS HAPPY WITH BETTER USER EXPERIENCE

If your business has a website or an application for your users, you might have heard about user experience. User experience includes elements such as colours, layouts, fonts and many more. Improving user experience will elevate engagement on your website, keeping you ahead of competitors. Focusing on user experience will drive more customers.

Here are some tips you can follow to improve the user experience:

- Communicate with your audience and try to understand their behaviour
- Generate valuable insight from your website or application and check your audience's digital footprint
- With AB testing (also known as split testing), you can choose a successful version from two options
- Keeping fewer elements on your website is better
- Understand the current trends

NETFLIX REVEALS THE FORMULA THAT LED TO ITS SUCCESS



For the past 20 years, Netflix has steadily taken over the home entertainment industry. It went from a struggling DVD-to-home mailing company to an entertainment powerhouse that produces its own big-budget shows and movies in addition to its large library of third party releases. Netflix co-founder Reed Hastings attributes the company's success to three areas: building talent density, increasing candor and reducing controls.

Hastings was forced to lay off a third of his staff during the dot-com burst in 2001. This left him with the highest-performing employees who truly loved their jobs. He encouraged these fantastic employees to openly speak their minds so they could make the best possible decisions to boost business and loosened his control by creating a more relaxed environment that would inspire innovation.

Previous procedures delayed action, so he threw the rule book out and creativity began to surge. By gathering the best possible staff – and allowing them the freedom to do what they did best – Netflix's stock and popularity grew to unprecedented levels, where they remain to this day.

NEED A LAUGH?

What is an astronaut's favorite place on a computer?



The space bar!

DO YOU WANT TO WIN A VILLAGE CINEMA GIFT CARD?

There was no winner to last's month's Trivia Challenge Quiz. The answer was b) Elon Musk.

You can be the winner of this month's Trivia Challenge Quiz! Just be the first person to correctly answer the question below and receive a \$30 Village Cinema Gift Card. Ready?

What is the best-selling personal desktop computer of all time?

- a) Apple II
- b) IBM PC
- c) Commodore 64
- d) Atari 800

Contact us now with your answer! (03) 9001 0817