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### Business Partner Spotlight: D. French Advisors, LLC opens Phoenix Legal Recruiting Office



Total Networks met David French at the recent Arizona Legal Administrators (ALA) Greater Phoenix – Valley of the Sun Education & Business Partner Expo. Mr. French opened a new legal recruiting and search firm, D. French Advisors, LLC, in June 2014 to help strengthen the Arizona legal community.

David French, the firm’s Managing Director, states that “we help law firms and businesses identify outstanding talent and position that talent to succeed. Our goal is to help continue Arizona’s strong legal traditions.”

D. French Advisors’ advisory board consists of Phil Schneider, Bill Jury, and Phil Edlund, individuals who have been part of local business and legal communities their entire careers. “Our collective experiences in the legal profession in the greater Phoenix area, both as practicing lawyers and clients of law firms, suggest to us that there are significant trends and changes

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### 3 Sure Ways to Increase Workplace Productivity



The office is a unique place designed solely for the purpose of getting work done.

Therefore, no matter how your workplace is designed, there’s always room to improve it in order to squeeze out a few more precious minutes of productivity from each worker. As productivity goes, every minute saved adds up!

Every productivity expert is a careful student in both math...



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### 3 Ways to Keep IT Simple Stupid (KISS)



Keep It Simple Stupid, aka KISS, is a sure way to find success in business. By keeping operations simple, the cost of doing business is reduced, there’s less room for error, and more people understand what’s going on. Your IT infrastructure is at the heart of your organization, keeping IT simple will help your business kiss many of its problems goodbye!

Compounding the problem of IT complexity is the nature of technology to become more intricate. While using the latest business technology becomes simpler for the end user, the back end becomes more complex for IT managers. Here are three examples of how business technology has a tendency to complicate things.

### Growth Means Increased Demands on IT Infrastructure

A growing business isn’t simple to run. Of course, everybody desires their company to grow, but not everybody is prepared for the complex problems that accompany growth. A growing business puts increased demands on your company’s systems, like more data being processed and new users being consistently added. Ultimately, these are good problems to have because it means your bottom line is growing.

### About Total Networks

Building on the tradition of providing industry best solutions, the Kinseys continue to invest in tools, training, recruiting, and procedures, continuing to extend our reputation as the premier IT service provider in Arizona.

The best way to prevent growth-related IT issues is to plan for growth. Total Networks can help you make plans with our IT consultation service. We’re more than a break-fix computer repair company, we also know a thing or two about business. We’re able to combine our business knowledge with our technology expertise to help you know what solutions to put into place so your system can handle the increased demands you’re sure to experience for the next 1-to-5 years.

### Mobile Technology and BYOD Support Complicates IT Security

Mobile devices make getting tasks done around the office much easier, but they also make

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## How Much Cash Can Hackers Cost Your Business?



Crime might pay for those bold enough to do it, but that doesn't mean everyone should. Hackers likely don't take into account the

fact that they are costing the world countless millions of dollars in damage only to further their own gain, and their influence can have far-reaching effects on people all over the world, let alone your business.

Unfortunately, it is rather difficult to put a number on how much cash cybercrime actually costs businesses, and this can happen for a number of reasons. There are many variables that need to be taken into account when trying to figure out how much a data breach can cost your company.

### Counting the Costs

If you try to use reports and surveys to get an idea for how much money is lost due to hackers, you're only going to wind up with a headache. All you can find are guesstimates, and different definitions about what the cost of hacking even means. In the Ponemon Institute's

study titled 2013 Cost of Data Breach Study: Global Analysis, the institution goes into detail about why and how data breaches occur in many different countries around the world. It also details the business costs associated with data breaches, such as detection and investi-

*"Hackers likely don't take into account the fact that they are costing the world countless millions of dollars in damage only to further their own gain, and their influence can have far-reaching effects..."*

gation costs, as well as the aftermath of the breach and how much money would be lost in fines.

### Factors Which Affect Data Breach Costs

Obviously, there are some factors which lead to the statistics that most companies feel represent their data breach costs. However, some companies experience minimal cost from a data breach due to quick action.

- **Does the company have an incident plan?** This factor details whether the company has an action plan in the event of a data breach. According to the report, U.S. companies that use an incident response plan can save up to **\$42/capita** just by having one in place.
- **Does the company have a strong security stance?** The second factor had to do with how effective the security measures the companies had in place were. This factor was measured by administering a test, which provided a Security Effectiveness Score (SES). Those with a high SES saved up to **\$34/capita** on data breach costs.
- **Does the company have a chief information security officer (CISO)?** Putting someone in charge of keeping your information secure can benefit your company and allow this person to concentrate on that one specific task. Having a CISO on board decreased the cost of data breaches by **\$23/capita**.

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## 3 Ways to Keep IT Simple Stupid (KISS)

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the job harder for IT managers. The addition of every mobile device to the network means additional access points that need to be secured, as well as increased risks from devices being lost or stolen by identity thieves. Then there's the hassle of managing the software on the devices so employees aren't saving sensitive company data to an unsecure and unapproved third-party app.

Keeping mobile technology simple for your business means making extra efforts to manage how employees use their personal devices. This requires a well thought out BYOD policy that takes into account every possible risk, as well

as having the right mobile device management software in place that fits the mobile needs of your business. Total Networks can help guide you through the complexities of running a mobile business.

### The Simplest Way to Handle IT Support

Taking care of IT issues is a complicated responsibility, and it becomes increasingly complex as technology becomes more intricate and your business grows. Taking care of technology problems on your own can be a frustrating and expensive undertaking, and if you're not professionally trained in IT, you may not catch all the problems and you'll miss out on money-saving IT solutions.

Outsourcing your IT support to Total Networks is the simplest way to support your complicated IT infrastructure. Taking full advantage of the KISS strategy, we've implemented RMM tools that allow us to resolve many IT issues remotely. Keeping IT Simple Stupid is reflected in your bill; because we're able to offer remote support, our technicians make less trips to your office. This saves time and expense for both your business and ours!

KISS your IT problems goodbye by calling Total Networks at (602)412-5025!



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## Data Recovery Testing: The One Test That Will Save Your Business!



Every business owner understands the importance of planning and the proper implementation of said plans. However, after everything is set up, it's easy to overlook the testing of one's plans, which can really come back to hurt you when all of your careful planning falls apart. Nowhere is this more true than with data recovery.

Data backup and recovery is a major part of your business continuity plan. When your business is faced with a disastrous event causing downtime due to data loss, the recovery of your lost data is crucial to getting your business up and running again—and the faster the better. In a dreaded scenario such as this, your next step is to put your data recovery solution into place and hope for the best. How confident are you that when you restore your backup, everything will work as it should? This is where testing comes into the picture.

Going through the effort of testing will prepare your business for unforeseen problems with your backup solution. In an interview with Processor magazine, Adrian Sanabria, senior security analyst

of 451 Research, gave an example of a common data recovery scenario gone wrong due to the lack of testing. "It's no good to switch over to disaster recovery

*"Any way you slice it, testing a company's backup solution is a time-consuming task that only gets done if the organization understands the value of their data as part of their business continuity plan. If regular testing of your company's backup seems like too burdensome a task, you can outsource it to Total Networks."*

(DR) and find that your Tier 0 application won't run because the DR environment is three releases behind. If DR will be expected to support a full production load, plan it as such."

Testing should be done regularly. Many IT professionals agree that a complete test of your backup systems should be done at least once per quarter, and

there's no harm in testing more frequently, like monthly or even weekly.

Logistically, testing your company's backup systems may sound like a burdensome task, especially if you're a larger company with multiple departments and multiple locations. Like any project, one way that you can make backup testing easier is to spread it out. For example, a larger corporation may test out a few locations at a time instead of testing every system at once.

Another way that you can test your backup solution is to periodically run your entire business off of it. This the surest way to know that your business can withstand a disaster. Sanabria tells Processor of a major retail company that tested their data backup systems this way:

They'd actually switch production over to DR once every three months and run the DR environment as production for a full week before switching back. The first few tests were difficult, but the outcome was worth the dedication, because they never worry about whether their DR environment will work.

Any way you slice it, testing a company's backup solution is a time-consuming task  
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occurring as to which D. French Advisors can provide substantial assistance."

D. French Advisors aims to leverage the vast experience of its advisors to provide best in class talent search and evaluation services to law firms and businesses.

Before founding D. French Advisors, David was Director of Acquisitions for Orsett Properties, a real estate investment firm. David was also Campaign

Manager for Ben Quayle's successful bid for the US Congressional District 3 seat in 2010, encompassing Paradise Valley and North Phoenix. David began his career at The Lyle Anderson Company and collaborated with various legal teams from national and local firms on all aspects of real estate development. David graduated from Washington & Lee University and earned a JD at Arizona State University in the Sandra Day O'Connor School of Law.

Dave Kinsey, Total Networks President, commented, "David French and I share a common vision – our teams are committed to relationships built on personal service and trust. Both Total Networks and D. French Advisors strive to be an effective and efficient extension of our clients.



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## Data Recovery Testing: The One Test That Will Save Your Business!

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that only gets done if the organization understands the value of their data as part of their business continuity plan. If regular testing of your company's backup seems like too burdensome of a task, you can outsource it to Total Networks. We offer businesses of all sizes our comprehensive Backup and Disaster Recovery (BDR) solution. Our BDR solution is much faster compared to the more traditional tape

backup systems that some businesses still use. A tape backup could take as much as 40 hour to thoroughly test the integrity of the backed up data, while a BDR may only take an hour to restore.

BDR is the most secure way to backup and recover your company's data. Included with our BDR solution is having us monitor and oversee the entire data backup and recovery process so that you don't

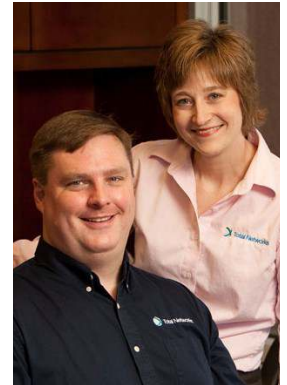
have to, which includes regular testing. This will give you peace of mind that if a disaster strikes your business, your data will be just fine and operations will be up and running again as soon as possible. Call us at (602)412-5025 to learn more about backing up with BDR.



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We work together with our IT Managed Services clients to jointly create and maintain an up-to-date, effective written technology plan and budget.

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Dave and Stephanie Kinsey  
 Owners

## How Much Can Hackers Cost Your Business?

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- **Has data been lost by a third-party error?** A lot of the time, it's not even the company's fault. Organizations associated with the company can make mistakes too, like technology vendors and business partners. **\$43/capita per record** is estimated to have been lost to data breaches by third-parties in 2013.
- **How quickly were the victims notified?** In some countries, there are regulations put into place that dictate a timely notification of the victims of data breaches. However, if the victims are notified too soon, the total costs are higher. In the U.S. alone,

a quick notification added as much as **\$37/capita per record**.

- **Were lost or stolen devices involved with the data breach?** If there are lost or stolen devices involved with the data breach, costs were increased. Though the U.K. topped this list at **\$15/capita** in costs, the U.S. suffered a **\$10/capita loss per record**.
- **Were consultants engaged to help fix the problem?** Organizations that hired outside consultants for the data breach resulted in savings of up to **\$13/capita per record**. Not only did this save them money, but it

also helped them contain and resolve the problem effectively and efficiently.

The bottom line is that you don't want to be caught off guard during a data breach. All of these factors that affect data breach costs could have been limited with proper preparation. Take action today by calling Total Networks at (602)412-5025. We'll make sure that you are prepared to meet a data breach head-on, and we'll do our utmost to prevent it in the first place. Don't become just another statistic – let Total Networks keep your company safe.



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Bill Fox  
 VP, Customer Service

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