



T. Daniels Consulting

THE T. DANIELS TIMES



Microsoft
Partner

Silver Cloud Platform
Silver Small and Midmarket Cloud Solutions

Did You Know?

Our Blog is filled with helpful technology tips and insights for your dealership.

We post new articles that provide valuable information for your dealership almost every day. You can sign-up to be notified of new topics when they are posted or you can visit <https://www.tdaniels.com/blog>.

Here are a few examples of the kinds of information that is available:

- **Hendrick Motorsports And Microsoft Teams- A Winning Combination-** <https://www.tdaniels.com/hendrick/>
- **How Hackers Are Profiting Off Businesses-** <https://www.tdaniels.com/hackers/>
- **FREE Checklist- Move Your Business To The Cloud-** <https://www.tdaniels.com/cloud-checklist/>

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This monthly publication provided courtesy of Timothy D. Ricketts, President of T. Daniels Consulting.

"As a dealership owner or leader, you don't have time to waste on IT issues. That's our expertise. Call us and we will put an end to your IT problems so you can stay focused on what's important- growing your business."



7 Dealership Cybersecurity Statistics That Will Drive You To Action

Dealerships are attractive targets for cybercriminals because they collect, process, and store large quantities of customer data within their DMS systems. This includes personal data, credit applications, and financing information.

But what makes dealerships so attractive to cybercriminals?

According to Aaron Jacoby, managing partner of Arent Fox law firm in Los Angeles, "Dealers have been at risk for hacking and breaches and that's because a dealership is a treasure trove" of personal and financial information, including social security numbers.

Also, according to Zonic Design, a certified marketing vendor to CDK Global and Reynolds and Reynolds, dealerships need to take into consideration that up to 20 vendors access their DMSs or other internal systems. It only takes one of your vendor's employees to expose your IT infrastructure to serious compromise. You must make sure you have policies

and procedures in place that ensure you know exactly what they do in your system and that only qualified personnel are allowed access to your network. What if they cause a breach for something they did? Who is responsible? Will your cyber insurance cover the negligence of a 3rd party and did you know carriers have very strict guidelines for this?

Let's look at some real numbers that apply to dealerships like yours:

1. Dealerships are under constant threat of cyberattacks. According to Automotive News, "On an average day, 153 viruses and 84 malicious spam emails are blocked by technology on a dealership's network."
2. As reported by WPBF News, one of the largest dealerships in South Florida found itself the target of a ransomware attack. The company was left footing a \$285,000 bill to replace affected computers after the attack.

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3. Other recent attacks according to WardsAuto include:

- A controller received an email from someone impersonating a dealership employee, requesting a \$30,000 wire transfer. After exchanging a few emails, the controller initiated the transfer, sending the cyber attackers \$30,000. The dealership was unable to unwind the transfer.
 - An accountant visited what he thought was the dealership's bank website. The accountant was prompted to enter log in information and account numbers, among other information, which the accountant did. The cyber attacker used the information to initiate a \$400,000 wire transfer. Luckily, the bank stopped the transfer from being completed.
 - An email-attachment virus was downloaded on a finance and insurance manager's computer. The virus effectively logged the computer's internet history and keystrokes. The cyber attackers used the information to obtain hundreds of customer credit reports, costing the dealership more than \$150,000 in fines.
4. The Federal Trade Commission reports that there were 38,561 reported cases of identity theft related to auto loans and leases in 2019. That's an increase of **105 percent over the previous year!**
5. CDK Global reports that, within the past two years, dealerships were victims of at least one cybersecurity



incident. This is despite 67 percent of respondents reporting that they felt confident in their cybersecurity measures before the incident.

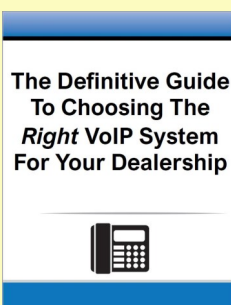
6. Ransomware attacks will occur every 11 seconds by 2021, according to forecasts from Cybersecurity Ventures.
7. 73 percent of consumers report that they'd be more comfortable working with staff at auto dealerships that have completed compliance training and display their certifications, according to Total Dealer Compliance. This is particularly significant considering that only 37 percent of surveyed dealerships indicate that they offer compliance training to all employees.

So, with all of this in mind, what should the first step be to make sure you don't fall victim? You need to have a security audit completed by a certified dealership IT expert to determine if and where the holes exist in your IT security. **DON'T wait UNTIL it's TOO LATE.** The above stories are real life.

To get you started, for a limited time only (limited to the 1st 5 respondents), we are offering a free, no obligation, equipment and network assessment including a PEN Test (which simulates a real-world cyber-attack to identify security issues). Visit <https://www.tdaniels.com/assessment/> to take advantage of this limited time offer (valued at \$1,945) and **GAIN** complete confidence in your security.

"On an average day, 153 viruses and 84 malicious spam emails are blocked by technology on a dealership's network."

Free Report Download: The Definitive Guide To Choosing The Right VoIP System For Your Dealership



Choosing a new VoIP phone system is a critical decision you want to get right. Do NOT buy one for your dealership before reading this guide to discover:

- The uncensored facts about the VoIP phone system industry that no phone salesperson will ever tell you, but that you should know before buying.
- Why simply buying from a phone vendor is a BIG mistake and why you need to partner with an IT services firm for your VoIP system to function properly and securely.
- How to cut through all the technical mumbo-jumbo and marketing hype to know what are truly the most important attributes and features to look for.

Get your **FREE** copy today at: <https://www.tdaniels.com/voip-dealership/>

FREE Network Assessment & PEN Test (a value of \$1,945)



Cybercriminals are very good at getting personal information from unsuspecting victims, and the methods are getting more sophisticated as technology evolves. Further complicating this is that criminal groups are increasingly switching to COVID-19 vaccine themes for phishing and exploiting employees' interest in learning about the vaccine.

T. Daniels Consulting can help protect you against these types of attacks and secure your most valuable asset- your data.

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Why VoIP is Smart Business Technology for 2021

No matter the size of your dealership, one thing is for certain, you rely on a telephone to support your operations. And if you have been in business for any length of time, you know that historically, a traditional business phone system did not come without a significant investment. Did you also know that with advancements in telecommunications, there is a much more cost-effective option for your phone services. It's known as Voice Over Internet Protocol (VoIP).

What is VoIP?

Without getting into too much detail, a VoIP system is truly very similar to the traditional on premise phone system most of us are accustomed to. The difference is that VoIP uses broadband rather than a phone line. In turn, you can better leverage your existing Internet investment while eliminating the costly expense to your telephone provider.

It is also likely you have already had some experience with VoIP and didn't even know it. If you have ever been on a call with someone via Skype or Facetime you've used a VoIP connection. The good news is that there are VoIP platforms designed for dealerships like yours that offer business class functionality and advantages including:

Lower Cost

While we've already touched on cost, VoIP delivers enough of an immediate cost reduction that it bears revisiting. Consider the investment you have previously made into a traditional phone system. Not only are there on premise infrastructure costs to account for, but a traditional phone system also doesn't include many features that a VoIP platform does. These additional features are included as part of a flat rate monthly fee that makes it simple to control your costs. Typical savings of over 50% a month is not unreasonable to expect. In other words, it's costing you money to not make the switch to VoIP.

Simplicity

No new cables to be run or phone lines installed. What once took weeks to install can now be done in hours.

And consider this, if you want to move away from a physical phone all together, VoIP seamlessly works between your mobile devices, laptop and desktop PC.

Finally, administration is easy. It does not require a specialized person to add and remove users/employees.

Functionality There are many features with VoIP that help boost your dealership's ability to communicate. Here's a list of just some:

- Call forwarding and recording
- Call queues and routing
- Automated receptionist
- Instant and text messaging
- Audio and video conferencing
- Line-of-business integration

Finally, it's important to note that to avoid problems like dropped calls, echoing and to ensure a secure system to prevent hacks, you need a VoIP provider that knows your network and the unique settings of it. Most VOIP systems are cloud based which means your provider must also be an expert in cloud infrastructure as well. Therefore, working with a partner like T. Daniels Consulting provides you the peace of mind that we are network and cloud certified.

VoIP makes it far easier for your dealership to communicate effectively, helping to boost your sales and reinforce your internal collaborative processes. Interested in finding out more? Download our free guide: The Definitive Guide To Choosing The Right Phone System For Your Dealership at: <https://www.tdaniels.com/voip-dealership/> or give us a call at 810-629-0131.

The T. Daniels Difference



For over 25 years, T. Daniels Consulting has provided our customers with excellent customer service. Our Microsoft Certified Professionals and Engineers have an average of OVER 10 years' experience benefiting you by fixing problems quickly and correctly the first time. No other competitor comes close to our level of knowledge, experience and professionalism. We are continuously adding new and improved services to meet your ongoing needs. We never stop improving. That is the **T. Daniels Difference**. Thanks to all of our customers for making us one of Michigan's fastest growing IT consulting and service companies.

■ 3 Ways To Protect Your Data During COVID-19

1. Manage Your Passwords.

You've heard it before, and you'll hear it again – one of the best ways to keep intruders out of your data is to lock it behind strong passwords that are updated every 60 to 90 days. Use passwords that are a mix of letters, numbers and special characters. Make passwords long and confusing.

2. Secure All Data. Who are you sharing your data with? Do former employees still have access? What about former clients? Take time to see who has permission to access your network and data. While you're at it, clean up old or useless data that

may be just taking up space. When you know what data you're saving – and who has permission to access that data – you can better protect it.

3. Adopt Best Practices.

When was the last time your team received IT security training? Never? Five years ago? It's time to get back on it. Train your team on the latest cyber security threats and how to handle them. Then, adopt best practices so your team knows what to do when they receive a phishing e-mail or there's a threat to your network. *Inc., Nov. 20, 2020*

■ Confidence Is Key: How To Self-Promote For Greater Success

We often don't like to talk about ourselves. But there are many times when it is important to talk about yourself and to convey your accomplishments. Maybe you're applying for a new position within your organization, you're trying to establish a partnership with another company or you want to expand your professional network. Either way, here are a few ways to self-promote without sounding like a brag.

Lean Into Your Expertise.

Call on your experience. If someone is dealing with an issue you're familiar with, walk them through it. Or, take on the role of mentor with others in your organization or community.

Be Receptive To Feedback.

This is how we grow. Listen to what people have to say and respond by taking action. Make adjustments as they make sense. When you receive positive feedback, accept it graciously.

Emphasize "Together."

Don't make things just about you. Share credit when it deserves to be shared. Be a supportive and motivational voice. Uplift others. *Forbes, Nov. 23, 2020*

Shiny New Gadget Of The Month:



FitTrack: A Revolutionary Scale Lets You Look Inside Your Body

Right now, countless people have gotten lax on their New Year's resolutions and given up on their goals. One of the most popular resolutions is to get fit. It is also one of the most challenging ones to see through to the end. The FitTrack smart scale is here to make that a little less challenging!

FitTrack has earned its designation as a smart scale. It does much more than tell you your weight. With a number of other sensors, as well as data you input into the FitTrack app, it can tell you all sorts of things. Yes, it will tell you your weight, but it will also tell you things like body mass index, muscle and bone mass and hydration levels, to name just a few. In total, it can track 17 key health insights.

As you work toward your fitness goals for the year, don't miss out on a companion that will give you crucial data along your fitness journey. Discover more about FitTrack at bit.ly/2VOg7Vs.