



T. Daniels Consulting

THE T. DANIELS TIMES



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Did You Know?

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

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 kind of information that is available:

- **Leveraging Tech to Improve Customer Experience: 11 Smart Techniques:** <https://www.tdaniels.com/improve-customer-experience/>
- **Rolls-Royce and Microsoft collaborate to create new digital capabilities:** <https://www.tdaniels.com/rolls-royce/>

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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.”

These Technologies Hold The Key To Growing Your Dealership

After a roller coaster of a ride in 2020 and into 2021, dealerships just like yours are looking to the future. Their eyes aren’t just on recovery. Many dealerships are eager to make up for lost time, and they want to bring new customers into the fold.

There are countless growth strategies out there, but one area offers a lot of options you can dial into your specific business needs. Under the umbrella of technology, you have plenty to choose from. It really comes down to finding the right solutions that fit the current or future needs of your dealership.

This month, we’ll dive into two ways you can utilize various technologies to grow your dealership in the second half of 2021 and in the years to come. Let’s get started.

Using Automation

Many dealerships have yet to crack the code on automation. They aren’t sure how to implement it and make the most of it. And that’s okay. Automation comes with a few hurdles, like just

getting started for one. It’s an investment of time and money. However, once you get started, it does the rest.

A majority of daily business activities can be automated. One increasingly popular form of automation is artificial intelligence (AI), often used by automated chat applications. In the past, automated chat programs were useless. From the user standpoint, they never worked as expected. But those days are over; thanks to major strides in AI technology, automated chat programs are now automation kings.

Automated chat programs are highly customizable. You can use them as the first “person” a customer or potential customer sees when they visit your website. From there, they can ask questions and mimic a real person. But here’s where the automation really comes into play: if a potential customer has a specific request or question, the chat program can instantly direct them to the person within your company who can help. It saves a lot of time.

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Automation is also useful when it comes to collecting data. Now, you can rely on numerous apps to collect different types of data and have it all sent to one place. For instance, you should have forms on your website where people can input data, such as their name and e-mail (and other similar data you may be interested in). You lock free content (such as special offers, etc.) behind a "data wall." Once a potential customer gives you what you want, they get access and you have a lead.

Another Way to Utilize Technology is Investing In IT Security

There is no question that dealerships are attractive targets for cybercriminals because they collect, process, and store large quantities of customer data within their dealership specific systems. This includes personal data, credit applications, and financing information.

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.

Even with that, don't let your dealership lag behind when it comes your IT needs. Not investing in network security, and

an overall IT security strategy, has the potential to hold your business back and prevent the growth you're looking for. Some risks of not making these critical investments include: hardware failure, data loss, and data breaches.

Below are a few items to contemplate when evaluating your risk:

- Do you know if your employees are using the same password on personal accounts?
- Do you know if your employees or their family member(s) have had a personal account breached that uses that same password? This means the person who stole the password now knows where the employee works because the stolen information likely includes employment data.
- When was the last time you tested the armor of your network by performing a Penetration test by a qualified 3rd party?

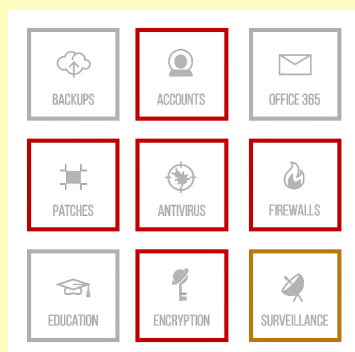
These questions are a starting point. If you aren't happy with the answers, it's time to fill the gaps and give your business the advantage it needs for the future.

Getting Started

If technology still eludes you, you want to jump into the cloud or automate parts of your dealership, or you need to boost your data security, your best next step is to partner with a certified cybersecurity service provider like T. Daniels Consulting that specializes in supporting dealerships. You never have to do any of these things on your own – especially if you have questions or aren't sure how to get started. This is the kind of partnership that can put your business on the path to hitting your growth goals and set you up for tech success!

"There are countless growth strategies out there, but one area offers a lot of options you can dial into your specific business needs: technology."

Win A Network Assessment And Penetration Test (Valued at \$2,995-\$19,995*)



Here is your opportunity to win a Network Assessment and PEN Test. If selected during our chance drawing, our highly skilled team of IT pros will conduct a Network Assessment and PEN Test (which simulates a real-world cyber-attack to identify security issues) to pinpoint any weak spots in your network.

After the assessment is done, we'll prepare a customized "Report Of Findings" that will reveal any specific problems and provide a Prioritized Action Plan for getting these issues and vulnerabilities addressed fast. This report and action plan can be a real eye-opener in determining if you're a sitting duck or you're protected.

Register To Win The Assessment And PEN Test Today At*:

<https://www.tdaniels.com/assessment>

*One winner will be drawn by chance drawing. All other registered entrants will receive 50% off a Network Assessment and PEN Test (exact savings will be determined by the size and complexity of your current network.)

Shiny New Gadget Of The Month:



Sticker – The Smallest Finder By Tile

First, there was the Tile – a small, square device used to find just about anything. You attach Tile to the thing you don't want to lose (keys, for example) and you pair Tile with the Tile app. Easy!

Now, Tile has introduced Sticker, their “smallest finder.” It's a mini-version of their popular fob, and it can be stuck to just about anything, from TV remotes and portable electronics to tools, bikes, you name it – anything you don't want to go missing.

Plus, not only does Sticker stick to anything, but it also has a three-year battery life, so as they say, “you can set it and forget it.” Once it's paired with the smartphone app, it's super-easy to track. And if you lose a “Stickered” device, Sticker emits a loud ring to help you locate your misplaced item, at a range of about 150 feet. Learn more about Sticker at [TheTileApp.com/en-us/store/tiles/sticker](https://www.thetileapp.com/en-us/store/tiles/sticker).

What Does Your Dealership & The Colonial Pipeline Have in Common?

User accounts and passwords. We all have them. Some use the same password for all of their logins (both personal and professional); others switch them up. There are even some that go above and beyond and use auto-generated passwords (with a random generation of upper and lowercase letters, numbers and special characters). Colonial Pipeline employees have passwords and so does your dealership team.

By now, we have all heard about the Colonial Pipeline ransomware attack and how the largest pipeline system for refined oil products in the U.S. was completely shut down for nearly a week. You may have even heard about the multi-million-dollar ransom they paid to be able to restore their systems (and by now, how the US Department of Justice has recovered some of those monies) but do you know how they opened themselves to the attack in the first place? It was a password. A stolen password that allowed access to their systems.

This password belonged to an active, yet unused, account which provided access through a VPN (Virtual Private Network) to the Pipeline's data systems. Often times, VPNs are used as a way to provide employees with remote access to company data and applications. This type of access has been available for years but gained a lot of attention and use during 2020 due to the COVID pandemic.

The password that was used to gain access has since been discovered inside a batch of leaked passwords on the dark web, suggesting that an employee of the company may have reused the same password on another account that was previously breached. Even with that compromised password, the ransomware attack could have been prevented if Multi-Factor

Authentication (MFA) was enabled on the account. Multi-factor Authentication (MFA) is an authentication method that requires the user to provide two or more verification factors (such as password and a code sent to your cell phone) to gain access to a resource such as an application, online account, or a VPN.

Back to what your dealership and the Colonial Pipeline have in common: user accounts and passwords. The Colonial hackers used a account that was active, but unused. Think about your dealership. How many user accounts for email, DMS, financial applications, etc. does your dealership have? How do you know which user accounts are active and which have not been used for months or even years?

Now think about passwords. How do you know if your employees use the same password for all accounts? Do you know if any of your dealership's passwords have EVER been compromised?

And if you think you are not a target, think again. According to [Ponemon Institute's](https://www.ponemon.com/) Global State of Cybersecurity in Small & Medium-Sized Businesses study, 66 percent of small businesses experienced a cyber attack. You need to protect your most valuable asset, your data, in order to prevent falling victim to a cyber-attack.

What do you do next? You need to take a closer look at your security. Consider starting with a Penetration Test. If you need help with this or any other cybersecurity need, contact us today at 810-629-0131.

The T. Daniels Difference



For over 25 years, T. Daniels Consulting has provided Small and Medium sized organizations with excellent customer service. Our Microsoft Certified Professionals and Engineers have an average 15 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.

■ 2 Things Every Customercentric Brand Needs

When you're building a new brand from the ground up or rebranding, there's a good chance you're thinking about the customer. *How can my brand connect with customers?* Not every business puts thought into their customer experience, nor do they strive to connect with the customer outside of the sale, but for a brand to be successful, that connection is a must. Here are two things every business must do in order to build a customercentric brand.

Be Empathetic. Understand where your customers are coming from. What are their needs, wants and desires?

What's causing them stress? Be there for customers and their problems. You might not be able to solve every problem, but by listening to their needs and helping them (even if that means referring them to someone who can help), you make a positive difference in how they perceive your brand.

Know Your Customer. You need to have a "full view" of your customers. Not only do you need to understand the demographic you serve, but you also need to get personal and understand what they like and dislike. It goes hand in hand with knowing what they need and want. The more you know about your customer, the better you can serve them. Send out surveys.

Ask them about themselves when you engage with them in person or online. Build this approach right into your business.

Forbes, April 15, 2021

■ The Best Incentives To Attract And Retain New Employees Post-Pandemic

Businesses Are Struggling To Hire. The pandemic has created a workforce that is pickier than in years past, and this isn't likely to change anytime soon. They want to work from home (at least part of the time) and to know their workplace is safe, and they want to know their work is valued. Here's what some businesses are doing to attract attention and to fill vacancies.

A Focus On Wellness. Several businesses have started providing various resources for employees. This includes child care services to help ease the burden many parents face. Others are subsidizing various health and wellness programs, including paying for some or all gym or training memberships. Some employers are even paying for their employees to further their education.

Inc., April 16, 2021

