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THE T. DANIELS TIMES



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

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

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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.”



Don't Let Hackers Ruin Your Holidays

Online shopping has become more popular than ever before. In 2020, more than 2 billion people bought products or services online. Whether they’re shopping online because it’s more convenient or they’re avoiding going to brick-and-mortar retailers during the ongoing pandemic, more people are turning to online retailers every day.

It’s not just the convenience or health safety that’s drawing people to shop online; shopping this way has become more secure than ever before. That doesn’t mean all retail websites are created equal when it comes to safety and security. Hackers and scammers are still out there trying to get your information, but by taking the proper precautions, you have no reason to worry while shopping digitally.

If you plan on buying online this holiday season, here are five tips to ensure your information stays protected.

Use Well-Known And Secure Sites

When looking to purchase a product or service online, you have thousands of options to choose from. To avoid having your personal information stolen, it’s best to use familiar sites such as Amazon, Walmart or any of the other major retailers. If you search for a product on a search engine, you may be presented with prices that are extremely low. There’s a good chance these are not trustworthy sites. When it comes to online shopping, if it seems too good to be true, something is wrong.

Pay attention to the security of the site where you’re trying to make a purchase. Look for a lock icon in the browser bar. If the website has one, then you should be safe on their site. Another way to tell is by looking at the beginning of the web address. If it begins with “https” instead of “http,” you are in good shape, and you can continue using the site. Secure websites help protect your financial

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information as well as passwords. Shopping at unsecured sites can put your personal information at risk.

Create Stronger Passwords

A strong password can make all the difference between your information remaining secure and someone stealing it. You need to make your passwords as difficult as possible so that hackers and thieves can't hack into your accounts. It's best to use a complex mix of uppercase and lowercase letters while including special characters and numbers. Avoid using common spellings of words and personal information in your passwords because these can be easier to crack.

If you're worried about not remembering a complex password, use a password manager. This tool will remember the passwords for your accounts while also keeping them protected. Utilizing password managers is the best way to create complex passwords since you won't have to personally remember them, and they will still be protected.

Keep Track Of Your Statements

You should always be watching your finances, but it becomes even more important when shopping online. It's

a good habit to form and will help you catch overcharges or purchases that you did not make. It's also a good idea to only shop with a credit card when shopping online. If someone hacks into your account and steals your debit card information, they will have direct access to your money. Most credit cards have protections in place for fraud, so you won't be at fault for any errant charges on your account.

Protect Your Information

When entering a new website, you should be wary if they ask for any personal information upfront. No online retailer should ever ask for your Social Security number unless you are applying for a credit card on their site. Be cautious if they ask for your birthday as well. Hackers can use this information in conjunction with your credit card number to wreak havoc on your life.

Don't Shop On Public WiFi

While it might seem like a good way to keep yourself entertained while enjoying a coffee at a local café, shopping on public WiFi can leave you at risk of being hacked. Public WiFi is often not very secure, and entering your personal information while using it can give hackers easy access. It's much safer to bookmark the item and wait until you're home or no longer using WiFi to make the purchase.

Shopping online can be as safe and reliable as shopping in a store – as long as you take the proper precautions. Take some time to ensure that you are following the right security measures before making purchasing or entering any information.

“In 2020, more than 2 billion people bought products or services online.”

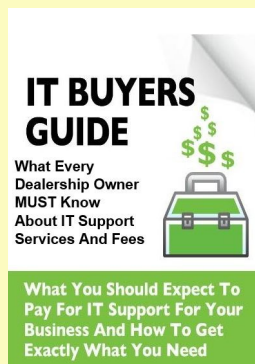
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Shiny New Gadget Of The Month:

Travelmate Robotics



Tired of the usual, old-fashioned luggage? Travelmate Robotics is trying to change the luggage game. With these suitcases, you never have to worry about the safety of your items. It comes standard with a secure Bluetooth-enabled lock and GPS tracking if your bag ever goes missing. The suitcase also comes with a scale so you'll never have to worry about overpacking. The best part? The suitcase is entirely autonomous and will follow you around through a Bluetooth connection. The "Follow Me" function as well as the obstacle avoidance system sets Travelmate Robotics ahead of the competition. It's the ideal suitcase for any businessperson or frequent flyer.

A Winning Strategy To The Game Of Building A Business

Life isn't always easy. Sometimes we sit back and expect things to happen for us or we simply do as we're told and expect great things, but it's not always that easy. While defensive mindsets can be beneficial in some areas, if you want your business to grow, then you need to play aggressive offense.

I first got into real estate not long after Black Monday and the recession that hit in the early '90s. At the time, many other realtors relied on defensive tactics. They waited by the phone for prospective buyers to contact them or they waited at an open house for potential buyers to walk in. But that's not how you get business.

I had no prior training in real estate when I entered, but that didn't stop me from becoming a dominant force in the field. We didn't have millions of dollars to buy subscribers or begin a widespread advertising campaign. Instead, we went after highly targeted strategic partners and I keynoted at large conferences to build our subscriber base. We came out of the recession with more than 5 million subscribers because of our aggressive actions.

During various recessions, companies that have made a point of being aggressive in their campaigns have seen great growth. During the Great Depression in the 1920s, Post was the dominant leader in the breakfast market. They decided to cut their advertising while one of their competitors, Kellogg's, decided to double theirs. Kellogg's profits grew by 30% during the recession, and they became the top dog in the market, where they have remained ever since.

During the energy crisis of the 1970s, Volkswagen, the car import leader of the time, cut growth spending. Toyota decided to double its spending focused on marketing and growth and became the #1 car import company. Volkswagen was bumped down to fifth. Toyota is still the leader of car imports and is three times larger than Volkswagen.



Elon Musk is one of the greatest offensive businessmen of the last century. In 2016, South Australia's electrical grid was knocked out due to a devastating storm. Elon tweeted that he could provide 100 megawatts of storage in 100 days or less. This would have been the largest battery in the entire world at that point, and Elon won the bid. He produced the battery within 60 days.

The greatest way to grow your business into an empire is by taking an offensive approach. It's been proven time and time again by some of the greatest names in business.



While Darren Hardy was growing up, his father always told him to be the exception. He has taken this philosophy and applied it to his many pursuits in the world of business. Darren has remained at the forefront of success media for over 25 years and is not stopping anytime soon.



The T. Daniels Difference

For over 27 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.

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.

How To Handle Digital Identity As A National Security Issue

As we transition into a digital-first economy, the concept of "digital identity," meaning the set of attributes related to your identity that you make known online, should be at the forefront of national security talks. But just how can people, companies, bots and things balance privacy and security in a way that keeps their sensitive information safe?

One way is by prioritizing relevant credentials rather than entire identities. Say you're making an account on a website that you need to be 18 to access. Now, the site could provide you with a way to share your driver's license and credit card information. After all, that would ensure that you are the one using your digital identity on that site. However, if the site gets hacked, then the hackers have all that info

about you, when all the site really needed in the first place was your age.

So, those relevant credentials, also called "entitlements" (because they're the pieces of information that entitle you to certain services), are the best starting point for a discussion about digital identity and national security.

Use This Simple Trick To Make Your Phone More Secure

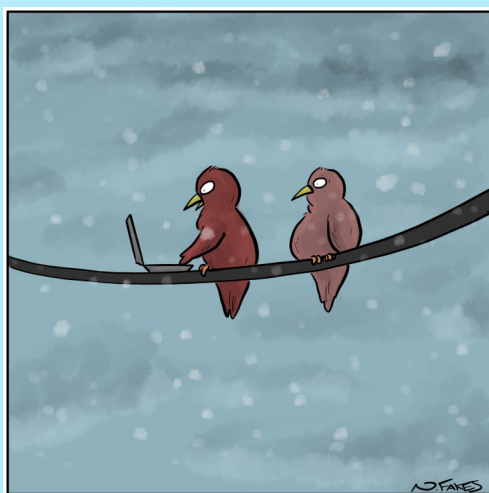
If you want to protect your smartphone from being hacked, all you have to do is turn your phone off and back on again. Does that sound overly simplistic and cliché? Probably. Does it work? Absolutely.

The reason that simply turning your phone off and on again can thwart hackers is because, historically, hacking has been a game of persistence. Keep at it for long enough, and a person's security protocols will eventually give.

However, with smartphones, hackers have found that they don't need to be persistent because most of us never shut off our devices. Thus, hacking smartphones has become a much more attractive option for cybercriminals.

By simply turning your phone off and back on again regularly, you give cybercriminals far fewer opportunities to hack your device, and they'll likely move on to try and hack a smartphone that stays on continually.

Considering how low-tech this solution is, there's no reason that anyone with a smartphone shouldn't be doing it.



"I do all of my holiday shopping on line."

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