



T. Daniels Consulting

THE T. DANIELS TIMES



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Silver Cloud Productivity
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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 kind of information that is available:

- **Toyota Motor North America Migrates to Microsoft Teams:**
<https://www.tdaniels.com/toyota/>
- **Engage Employees, Improve Productivity, and Build Team Cohesion:** <https://www.tdaniels.com/engage-employees/>
- **DNA Testing Company Was Hacked and Data Was Breached:**
<https://www.tdaniels.com/dna-testing/>

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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.”



The Best IT-Related Resolutions For The New Year

The past couple of years have been difficult for just about everyone. Dealership owners have had to adapt and evolve to survive in an ever-changing climate. There’s no telling when or even if things will go back to what we once thought was “normal.” As we enter a New Year, many dealership owners are putting their resolutions in place to survive and hopefully thrive in 2022.

People will focus on plans for growth and ways to bring more profit in for their resolution, but it’s important to include technology and IT-related resolutions as well. Technology might not be an obvious approach to growing your business, but it goes a long way toward making your clients and employees feel more secure about everyday interactions. This can inadvertently lead to growth as you improve customer relationships as well.

Here are a few tech-related resolutions that we think can greatly improve any dealership.

Use Multiple Layers Of Cyber Security Protection

There is no security approach that covers every hole or flaw that cyber security threats are looking to exploit. The best way to keep your defenses protected is to put in place multiple approaches to cover every possible gap. By using multiple programs and layers, you will ensure that every individual component of your cyber security program has a backup to counter any issues.

Your first line of defense should be a firewall. Firewalls help monitor incoming and outgoing traffic and work as a barrier between networks you trust and don’t trust. They essentially shield you from malicious or unnecessary network traffic.

Multifactor authentication is an important layer as well. This prevents cyber-attacks that come from weak or compromised passwords. With multifactor authentication, you and your employees may have to receive a

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text to your cell phones to prove that the correct person is trying to access the network. This will help prevent the use of passwords to gain access to sensitive information.

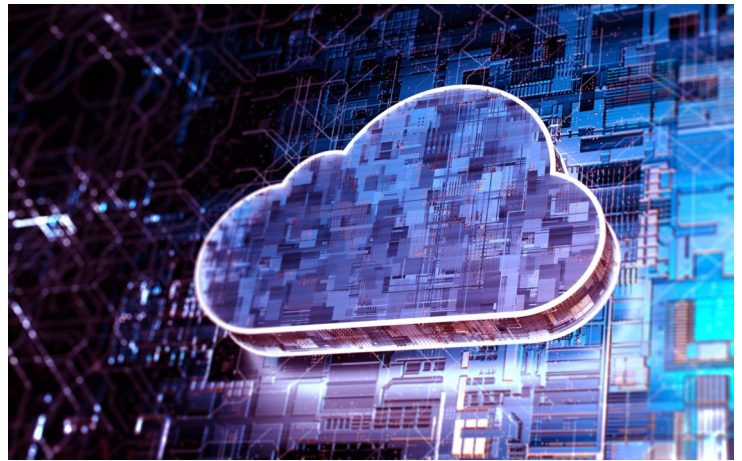
Back Up Your Data And Replace Old Equipment

Unfortunately, preventive measures don't always work. An unexpected disaster could cause your network to go down or someone could accidentally delete some important files. Plus, if your data is not backed up, you could lose sensitive information as well as time and money down the road. Customers will also be upset if you lose information pertaining to them. This could devastate your brand's reputation and cost you customers. If you do not have a backup plan or program in place, you should definitely get one for 2022.

In addition to backup plans, it's important to have equipment that is up-to-date. Using slow and outdated technology can take away from productivity and will make your job more difficult. If some of your equipment goes down, think about replacing it with something new rather than repairing it. While it might be more expensive at first, this decision will save you time and money in the long run.

Employee Security Training

If you want to run a cyber security-aware business, you'll



need to train your employees in security awareness and create a culture that ensures information security. Providing your employees with training related to information security can make them more comfortable and confident in their decision-making and overall employment. This rubs off on your clients and makes them feel more comfortable about doing business with you. According to information from the UK Information Commissioner's Office, human error is to blame for 90% of cyberdata breaches. Getting your employees trained in cyber security awareness can help reduce the chance of human error.

As you lay out plans to make your dealership more successful throughout 2022 and beyond, ensure that your tech and information security practices are updated. There are simply no downsides to improving your technology and cyber security. Adopting these practices can go a long way toward making your employees and customers feel more comfortable and confident in your business.

"If you do not have a backup plan or program in place, you should definitely get one for 2022."

Free Executive Guide Download:

The Dealership Owner's Guide To IT Support Services And Fees

You'll learn:

- The three most common ways IT companies charge for their services and the pros and cons of each approach.
- A common billing model that puts ALL THE RISK on you, the customer, when buying IT services; you'll learn what it is and why you need to avoid agreeing to it.
- Exclusions, hidden fees and other "gotcha" clauses IT companies put in their contracts that you DON'T want to agree to.
- How to make sure you know exactly what you're getting to avoid disappointment, frustration and added costs later on that you didn't anticipate.

Claim your FREE copy today at <https://www.tdaniels.com/itbuyguide-dealership/>

IT BUYERS GUIDE

What Every Dealership Owner MUST Know About IT Support Services And Fees



What You Should Expect To Pay For IT Support For Your Business And How To Get Exactly What You Need

Shiny New Gadget Of The Month:

Keep Cozy All Winter With BioLite FirePit+

Campfires are an American camping tradition that brings people together to talk, relax or even cook. But the main problem with campfires is the smoke. It gets in your face, hair and clothes – and can ruin an otherwise relaxing evening. For this reason, BioLite created the FirePit+. This is the upgraded model of their classic FirePit and creates hyper-efficient flames by using patented airflow technology that can erase smoke. FirePit+ is Bluetooth-operated and comes with a mesh screen that allows for visibility from any angle. It's not just a firepit either. You can put charcoal underneath the fuel rack to turn the FirePit+ into a grill. If you're looking for a device to completely revolutionize your campfire or camping experience, look no further than the FirePit+.

Automotive Industry-In the Top 10 of Industries at Heightened Risk of Ransomware Attacks

COVID wasn't the only threat to the automotive industry in 2021.

According to a study published in [Independent Forecourt Magazine](#), the automotive industry is the number eight industry **most likely to be hit by ransomware**.

Whether you run a small dealership or large, with thousands of successful hacks taking place every day, you are a potential target and under common threat of cyberattacks. Cybercriminals and hackers are updating their tactics and approaches and becoming better and better by the day.

Why do cybercriminals prioritize the automotive industry?

The automotive industry could be attractive to cybercriminals because of the core processes that drive the operational foundation for everyday business. While the automotive industry has eagerly and rapidly adopted the automation of its internal operations, thereby increasing the industry's productivity, this has also made them more vulnerable to cyberattacks.

They are also a target because of the close partnership they have with clients and vendors. In general, accessing one company's internal systems and data could be an entry point to the systems of their much larger clients and vendors.

Size does matter

The general misconception is that cybercriminals target larger organizations and manufacturers because they have a higher probability to offer the hackers larger ransoms. While there is some truth to that, smaller dealerships are not safe either. Small dealerships usually do not have the same cybersecurity checks in place as larger businesses, making them an easier target for ransomware attacks. And, as mentioned above, once the cybercriminals are in, they now have more direct access to the dealership's larger client and vendor base and their systems.

How to protect your dealership

Although ransomware attacks are evolving, there are some proven cybersecurity practices that you

can implement to provide a good defense against cyberattacks:

1. Conduct a network assessment and penetration test (PEN). A PEN Test will simulate an attack on your network and determine how secure your network really is. With the evolution and sophistication of cybercriminals, it's no longer a question of can your network be broken into, it's a matter of how easy it is to do it.
2. Ensure your anti-virus is up to date. Simply having antivirus installed on your devices is not enough. You must ensure that is updated regularly and automatically. New cyber threats are released daily, sometimes hourly. Your anti -virus needs to be updated real time in order to protect your dealership against these new threats.
3. Define policies and hold everyone accountable. Create cyber security policies for your dealership and your employees. Employees should understand the importance of security and should have processes to follow to ensure the IT environment is secure.
4. Provide security training and make sure **EVERYONE** completes it. **80% of breaches are caused by human error.** It doesn't matter if it's one time per day or all day long, any employee with access to your dealership's network and customer data is a potential security risk.

So, where do you start? You can work with a company like T. Daniels Consulting that specializes in supporting dealerships. We know the nuances particular to dealerships. And because we know the risks that dealerships face, for a limited time, we are offering a chance to win a Network Assessment and PEN Test * Visit <https://www.tdaniels.com/assessment> to take advantage of this limited time offer (*valued at \$2,995-\$19,995*) and be well on your way to securing your most valuable asset, your data.



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.

■ Work Smarter, Not Harder

In many cases, entrepreneurs try to do as much work as possible in order to meet their standards and succeed in their industries. Sometimes, these entrepreneurs do way more work than is necessary. Unfortunately, this may involve more busywork, on a daily basis, which will put any entrepreneur on the fast track to burnout and may even reduce profits.

If you feel like your days are bogged down with busywork, you should look into business automation tools. These will help get your business back on a profitable track while also alleviating stress.

Automation tools are available to boost nearly any aspect of a business. Google Workspace and Office 365 can help with various tasks, Mailchimp and Constant Contact can make e-mailing a breeze and FreshBooks can help automate billing. If you're not using any automation tools in your business, you should start now. Do your research and find the programs that will benefit your business the most.

■ The Keys To Quality Content Marketing

If you're interested in starting a marketing campaign, you're probably wondering how to make the best possible content. A strong marketing campaign

does not rely solely on flashy images and strong keywords. There are a few things you need to do to ensure that your marketing content is quality.

Start by deciding on a few potential topics and performing extensive research. Use Google Trends or similar sites to find related keywords that will expand your search. You also need to brainstorm ideas related to your keywords and research. It's also very important to focus your research on areas that relate to your clientele. A marketing campaign will never be strong if your customer base can't connect with it. In addition to this, your title should be clear and thought-provoking while using strong keywords that drive search engine optimization. Put your content together and design it before finding the perfect place to publish. Take advantage of social media to also help expand your audience. By following a proven system, anyone can create widespread and meaningful content for their campaign.

WHAT'S YOUR
NEW YEAR'S
RESOLUTION?



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