T. Daniels Consulting

THE T. DANIELS TIMES

Microsoft SMB Cloud Champions Club

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Silver Cloud Platform
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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:

- **Top 10 Brands That Phishing Attackers Use To Scam Users:** *https://www.tdaniels.com/brands/*
- **Unify management and security with Microsoft cloud, apps, and endpoints:** *https://www.tdaniels.com/unify-management/*
- **This New Malware Steals Passwords From Popular Browsers:** *https://www.tdaniels.com/browsers*

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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."

Is Your Dealership Prepared For The December Deadline?

In 2021, the FTC announced an updated rule under the Gramm-Leach-Bliley Act (GLBA) that requires dealerships to bolster their cybersecurity measures to better protect consumer data. Originally applying only to financial institutions, the Safeguards Rule was first issued in 2002. Non-financial institutions, including dealerships, have been added to the scope of the amended Safeguards Rule in response to the growing incidence and severity of cyberattacks.

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.

The new Safeguards Rule includes specific measures that dealerships must implement before the end of 2022 to comply. Some key highlights of the Safeguards Rule that dealers need to be aware of include the following:

Risk Assessments

The new Safeguards Rule requires dealerships to undertake risk assessments and implement safeguards to address identified risks. Risk assessments must be set forth in writing and include criteria for evaluating, categorizing, and identifying security risks, as well as ways to mitigate or accept those identified risks. Risk assessments must be performed periodically to reexamine the reasonably foreseeable internal and external risks to the security, confidentiality, and integrity of customer information.

Appointment of a Qualified Individual

Do you have a "qualified" cybersecurity expert on staff? The new Safeguards Rule requires that a dealership designate a qualified individual to be responsible for the dealership's cybersecurity defense. The person can be an employee of the dealership or a third-party service provider. The employee with the most available time in their schedule is NOT the appropriate person to designate for this position.

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Penetration Tests & Vulnerability Assessments

The Safeguards Rule requires dealerships to have annual penetration tests performed in most cases. The Rule also requires that vulnerability assessments be completed every six months.

Implement A Written Incident Response Plan

The changes to the Safeguards Rule also require a financial institution to establish a written incident response plan, designed to promptly respond to and recover from a security event. The written incident response plan must include certain elements, including: (1) the goals of the incident response plan; (2) the internal processes for responding to a security event; (3) the definition of clear roles, responsibilities, and levels of decision-making authority; (4) external and internal communications and information sharing; (5) identification of requirements for the remediation of any identified weaknesses in information systems and associated controls; (6) documentation and reporting regarding security events and related incident response activities; and (7) the evaluation and revision of the incident response plan as necessary following a security event

Data Encryption

The Safeguards Rule requires that customer information be encrypted at rest and in transit over external networks. Data encryption translates data into another form, or code, so that only people with access to a secret key (formally called a decryption key) or password can read it. Intercepting unencrypted data is a favorite technique of the cybercriminal.

"Dealers have been at risk for hacking and breaches."

Multifactor Authentication

Multifactor authentication (MFA) should be part of every dealership's cyber defense. MFA technology is not new and is likely something you are already doing in your everyday life. Think about your bank. You go to login to their website and enter your username and password. Once confirmed, your bank will send a one-time code to your mobile phone or device. You then input that code to access your banking data. You need both your password and one-time code to get in-multiple factors of login credentials.

An effective cyber defense entails much more than just implementing antivirus software and setting up a firewall. The new Safeguards Rule should help to drive forward the implementation of many of the basic measures that all dealerships should have in place to keep their data, finances and reputations secure.

So, where do you start in order to meet these requirements prior to the December deadline? You can work with a company like T. Daniels Consulting that specializes in supporting dealerships. We understand the nuances particular to dealerships and know the risks that dealerships face. Contact us at 810-629-0131 or at: https://www.tdaniels.com/ to ensure you can meet the December deadline and be well on your way to protecting your most valuable asset, your data.

As A Dealership Owner or Manager, Do You Ever Wonder If Your Network Is **Secure From Hackers, Scammers and Thieves?**

As 80% of all data breaches involve lost or stolen passwords, this means it's likely your network is NOT secure.

A recent survey showed that 84% of business owners know weak passwords can lead to a cyber-attack; yet, 46% of these same owners believe they can't force their employees to have strong passwords.

Cybercriminals and hackers are constantly inventing NEW ways to infiltrate your dealership, obtain your passwords, and steal your data. The ONLY way to STOP THEM is by CONSTANTLY EDUCATING yourself on how to PROTECT what's yours!

Read our "Weak & Stolen Passwords: The Gateway to Data Breaches" report and learn how to avoid becoming a statistic: https://www.tdaniels.com/mfa-report-322/

Shiny New Gadget Of The Month:

Desklab Portable Touchscreen Monitor

The pandemic has caused more Americans to start working remotely for their employers than ever before. If you're working from home, you want to make sure you have the best devices available. One of the best things you can add to make your work more efficient in your remote workplace is another monitor, and there are few monitors out right now that can compete with the Desklab Portable Touchscreen Monitor. This monitor gives you an extra screen to work with as well as a 1080p touchscreen. You'll be able to expand your desktop, laptop, phone or tablet to become a second portable touchscreen. The monitor is lightweight and requires no setup, so it's ready to go whenever you need it.

Building Your Marketing Plan – Where Do You Start?

A strong marketing strategy is one of the most difficult things for new businesses to implement correctly. Many new business owners know how important marketing is but are unsure of how to make their plan successful. My good friend Allan Dib wrote a book titled *The 1-Page Marketing Plan* to teach business owners how to quickly market their businesses.

Allan explains that one of the biggest mistakes new business owners make is trying to ensure that their marketing plan is perfect from day one. It's impossible for your marketing to truly be perfect since it's iterative and needs constant optimization. Instead of trying to make your marketing perfect, just try to get it done. Feedback will tell you what worked and what didn't, and you can adjust your strategy based on that.

Before you can even start planning your marketing strategy, there are a few things you need to figure out first. Before anything else, you need to figure out who your audience is. This will allow you to find a certain niche that will help you build a solid marketing plan. If you try to target everyone as your audience, you'll end up targeting nobody.

Furthermore, Allan explains that once you have found your target audience, you need to create a message that resonates with them. Test your ideas on your current customer base, and if you find one that fits, implement the wording into your marketing campaign. Don't try to sell in your advertisements; instead, have them fill out a form or give your business a call.

Once you've found your target audience and crafted your message, you'll need to find the perfect place to broadcast. Through your research in finding your target audience, you should have a general idea of where to publish any marketing. Don't be afraid to use multiple platforms to reach a wider audience.

Allan is a best-selling author and an extremely successful marketer. He's helped over 500,000 businesses achieve rapid growth and (in my opinion) is one of the best minds in the business. If you're needing more marketing advice from one of the masters of the craft, check out his book, *The 1-Page Marketing Plan*.

Mike Michalowicz has always believed that he had the formula to success and has proven it on multiple occasions. He is the creator of the book Profit First, *which is used by hundreds of thousands of companies across the globe to drive greater profits. Mike is a former small-business columnist for* The Wall Street Journal *and served as a business makeover specialist for MSNBC. Mike currently leads two new multimillion-dollar ventures as he puts his latest research to the test.*

The T. Daniels Difference

25 YEARS
1994 ~ 2019
T. DANIELS CONSULTING

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.

Meta-WHAT?! What You Need To Know About The Metaverse

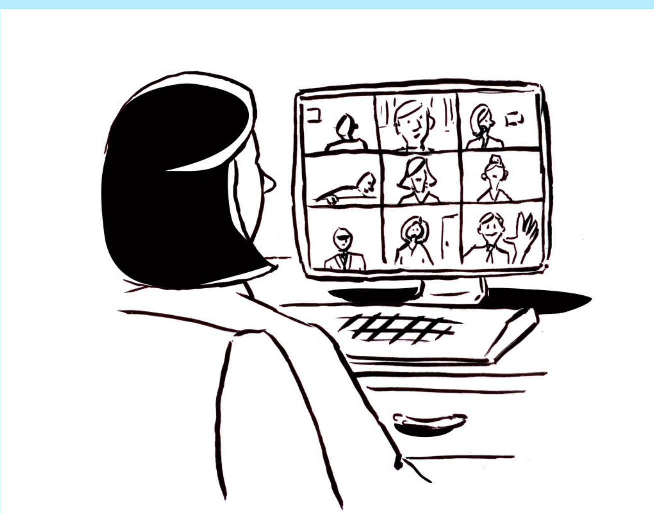
In 2014, Facebook purchased Oculus, a company that designs and produces virtual reality headsets and games. This would end up being the first step in Facebook's change to their new identity: Meta. Recently, Mark Zuckerberg, the founder of Facebook, unveiled the Metaverse with the goal of creating an "immersive Internet experience" that he hopes will lead to a "world of endless, interconnected virtual communities."

This idea would essentially allow people to meet with each other, play games and even work by using augmented reality glasses or virtual reality headsets. Ideally, people will have virtual office spaces where they can communicate with coworkers and virtual homes where they can host friends for get-togethers. The biggest concern with Meta is privacy. If people are living their lives in a virtual world, how will the information they share be protected? Only time will tell how Meta handles the privacy challenges of the Metaverse, but it's certainly an exciting time in the world of virtual reality.

It Isn't Luck, It's SEO – Improve Your Conversion Rates Using SEO

Search engine optimization (SEO) and conversion rates go hand in hand. SEO helps bring people to your website, but conversion rate optimization (CRO) helps make those visits more meaningful. If you aren't getting the desired conversion rates for your website, there are a few tips you can implement to get more from your SEO and CRO.

- **Speed Up Web Page Load Times:** If your website does not load within three seconds, there's a good chance that customers won't wait for your site to load.
- **Improve Your Visuals With Creative Designs:** You want your website to grab a user's attention and encourage them to click through the site.
- **Utilize Videos And Visual Aids:** If users are not staying on your website for a long period of time, add some videos. Users are more likely to stay on your site if there are things for them to watch or look at.
- **Use Strong Calls To Action:** A call to action is a great way to connect with your customer base and will make it easier to track the return on your investments.



"... and Brian, down there, is just here to even out our grid."