

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 business almost every day. You can sign-up to be notified of new topics when they are posted or you can visit <https://www.dealercybersolutions.com/blog/>

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

- **The Latest Trends In Cloud Computing**
<https://www.dealercybersolutions.com/cloud-computing-trends/>
- **The Kimsuky Threat: Understanding The Rise Of Sophisticated Cyberattacks:**
<https://www.dealercybersolutions.com/kimsuky-threat/>
- **Use Analytics To Optimize Your Business Marketing & Sales Strategy:** <https://www.dealercybersolutions.com/use-analytics/>

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This monthly publication provided courtesy of Timothy D. Ricketts, President of Dealer Cyber Solutions.

"As a dealership owner or leader, you don't have time to waste on worrying about cyber security threats and compliance requirements. That's our expertise. Call us and we get you on the right track so can stay focused on what's important- growing your dealership"

The Safeguards Rule Deadline Has Passed & Your Dealership Is Not Compliant – Now What?

The deadline for implementing the new Safeguards Rule requirements was June 9, 2023. If you are already doing everything required of the rule, great job; please keep it up, as those requirements are ongoing.

However, there are likely several of you who still need to complete those requirements, who are probably wondering: is it too late? The short answer is no, there is always time to get in compliance with the law, but you are definitely putting your dealership at significant risk by not being compliant. If you act now, the fact that your dealership is now taking steps to get into compliance with the law will help demonstrate that you are committed to the requirements of the new law, and your actions will be looked at

more favorably than if you do nothing by a court or government entity.

So, let's take a look at the quickest and most effective path for your dealership to take to help you drive across the Safeguards Rule line.

To start, it is easiest to breakdown the Safeguards Rule compliance requirements into two buckets –

First, you need to assess and evaluate your current IT cybersecurity compliance posture. Once you know where you meet requirement standards and more importantly, where your dealership falls short, you need to then plan and implement processes and systems to ensure compliance.

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In addition to our own capabilities to provide the initial assessment, you have likely heard of software vendors like ComplyAuto, ComplyNet, and others that also have software programs which identify your strengths and weaknesses as it relates to the compliance requirements.

As a Preferred Vendor with some of these providers, Dealer Cyber Solutions President and CEO Timothy Ricketts states that *"While we do not endorse one software vendor over the others, we know from working with them that they can help clients to identify what is needed but what has been lacking is providing them with an Advanced IT Cyber Security service provider that can generate and implement the plan to achieve compliancy. This is where Dealer Cyber Solutions comes in."*

Not only can Dealer Cyber Solutions provide the assessment, we also have the cyber security network engineering staff expertise and auto dealer experience to help you implement the technical requirements that the assessment identifies. We can help dealers become compliant with the revised

"One thing is for sure, winging it or creating a plan on the fly will not work out in your favor."

Safeguards Rule by delivering an all-encompassing solution.

As a specialized cyber security company with over 25 years in business, Dealer Cyber Solutions knows that dealerships need to begin preparing now to meet the December deadline as the items required for compliance cannot be accomplished overnight. *"One thing is for sure, winging it or creating a plan on the fly will not work out in your favor. You need to know where you are to determine what you need to do to reach compliance."* Ricketts says.

At Dealer Cyber Solutions, we know that the day-to-day functions of sales, service, F&I, warranty, parts and so on... and the challenge of finding and keeping quality help and securing product for them to sell and service consumes much of your time. Add to this, with the Safeguards Rule, the government is requiring you to adhere to specific rules laid down by the FTC, to assure your data is safe to better protect your customers. Another thing you just do not have time to manage.

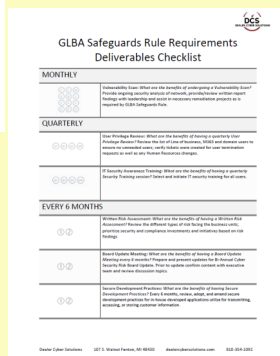
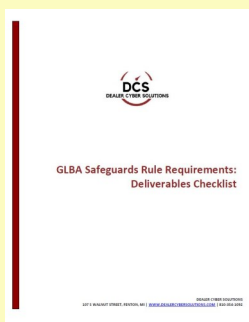
Don't be fooled by someone offering you a report that tells you if you're compliant or not. It is just not that simple. You need both the assessment and cyber security engineering expertise to design, configure, and implement your network to become compliant with the law. Dealer Cyber Solutions can provide both. Get started today - contact us at 810-354-1092 or visit: <https://www.dealercybersolutions.com/>

Free Safeguards Rule Checklist Download: Know Exactly What Needs To Be Done

Inside you will find:

- An easy to read outline of all of the requirements organized into annual, every 6 months, quarterly, monthly, weekly and ongoing categories
- A brief description and corresponding benefit of each requirement

Claim your FREE copy today at: <https://www.dealercybersolutions.com/safeguards-rule-checklist/>



Shiny New Gadget Of The Month:



Apple AirTag

Losing an important item can be distressing, and Apple is trying to ensure its users will never lose anything again with the Apple AirTag. Apple's AirTag is a small, compact tracking device that allows users to locate their misplaced items effortlessly. With its sleek and minimalist design, it easily attaches to any item and connects to the Find My app on your Apple devices. The AirTag uses Bluetooth technology to provide precise location information, and it even has a built-in speaker that emits a sound when you're trying to locate your lost item. The AirTag only works with Apple devices and requires the latest operating system to function correctly. Overall, the Apple AirTag is a useful tool for anyone looking to keep track of their personal belongings.

Why Smart People Make Dumb Career Moves

I love helping people land their dream jobs, but even smart people can make dumb career moves. They do this for two reasons: not having a career strategy and not putting enough time into the job search. For those unfamiliar with the idea of a career strategy, it's a written document that states what your career wishes are, the three paths you are considering and the actions you'll take to make this a reality. And for those wondering how much time is needed to find their dream job, I believe a half day per week for six months will give you a 90% chance of landing whatever position you wish.

Does this sound far-fetched? Perhaps at first it could, but let me give you some examples. I recently spoke with a few business leaders about their job search and how it was coming along. I think you may benefit from hearing their stories.

I first talked with the CEO of a fashion designer brand who felt ready for his next gig but seemed unsure about which direction to take. He did not have a career strategy and spent virtually no time hunting for his dream job.

We discussed the positives and negatives of various paths until he settled on his No. 1 path of "finding a mid-size private company to own, run and grow" in a specific industry niche. The more specific his career strategy became – and the clearer the criteria for what he was looking for – the easier it became for us to think of key people he should meet. We identified 20 people to contact, and he committed to contacting them within a couple of months. The more specific you can be in searching for your dream job, the easier it is to generate more opportunities.



Dr. Geoff Smart is the chairman and founder of ghSMART, a leadership consulting firm that exists to help leaders amplify their positive impact on the world. Dr. Smart and his firm have published multiple New York Times bestsellers. He stays active in his community and has advised many government officials.



Another leader I had a chance to talk with was a senior executive who ran a government agency. She knew her job would end after an election and she needed to find something new, but she had no career strategy because she put absolutely no time into her job search. She said she felt guilty doing a job search while in her current position. She eventually had a job opportunity fall into her lap, but she didn't feel too excited about it. After I talked with her, she decided against it and instead chose to devote more time to searching for the perfect role and creating a career strategy.

The challenge of finding your dream job is to do the hard work to make a career strategy, then invest a half day per week for six months. Once you do, you will put yourself in a leadership role in which you can amplify your positive impact on the world, be successful and have fun in this next stage of your career.



The Dealer Cyber Solutions' Difference

For over 27 years, Dealer Cyber Solutions has provided dealerships 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 cyber security services to meet your ongoing needs. We never stop improving. That is the **Dealer Cyber Solutions'** difference. Thanks to all of our customers for making us one of Michigan's fastest growing Advanced IT Cyber Security companies.

■ Conquering Your To-Do List 2 Reasons You're Not Making Progress

Have you ever gone to work and felt like you couldn't get anything accomplished? It's a problem that regularly plagues business leaders. You have a list of projects you need to complete, but the end of the day arrives before you can even make a dent. It can be difficult to pinpoint exactly what's preventing you from accomplishing your tasks, but some common culprits exist. Here, you'll find a few reasons why you can't get anything done at work and how to overcome them.

Out Of Sync Work-Life Balance

Working too much is bound to come back and haunt you. It

might give you a substantial head start, but over time, you'll find difficulty focusing, and you may even experience the symptoms of burnout. Stop before it's too late and ensure you're giving yourself enough time to enjoy other aspects of your life.

Too Much On Your Plate

Many business leaders have a hard time passing off tasks to other employees, but it's imperative that you delegate less important projects to other employees. It's hard to maintain focus when you have too many things to do. Allow your team to take control of certain tasks so you can focus on what's most important.

■ How To Exceed Customer Expectations And Create Loyal Fans

Strong customer service is at the core of every successful business. There may be times when it feels like you can't please every customer or meet every expectation, but there are things you can do to create a better chance to wow your customers. Perform these strategies well enough, and you may create lifelong, loyal customers.

Personalizing The Experience

Don't treat every customer the same. Build and develop a relationship through your interactions.

Having Fun With Your Work

Customers do not want to be helped by someone who acts as if they hate their job. Try to have fun while you work, as it will create a more enjoyable experience for your customers and co-workers.

Underpromising And Overdelivering

Many businesses promise their customers the world but fail to live up to expectations. Promise what you know you can do. Anything extra will appear as a pleasant surprise to your customers.

