



brainlink BrainSTORM

“Insider Tips To Make Your Business Run Faster, Easier, And More Profitably”

October 2012, New York, NY



“As a business owner, you don’t have time to waste on technical and operational issues. That’s where we *shine!* Call us and put an end to your IT problems finally and forever!”
- Raj Goel, Brainlink

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What The Difference Is Between Disaster Recovery And Business Continuity And Why You Should Care

Face it—downtime is depressing, difficult and downright dumb. You can’t afford to lose business, customers and your reputation because of failed computer systems. That’s why it’s so important to pay attention to Disaster Recovery (DR) and Business Continuity (BC).

Almost every business depends on secure, reliable computer systems. It doesn’t matter if you’re a retail establishment, an online business or a service provider. You rely on technology in order to perform everyday functions.

The Costs of Downtime

The cost of downtime is significant. In this Internet-connected age, most companies lose money when systems are down. Customers cannot order products, so they go elsewhere for services. It’s also difficult to communicate with people when your e-mail and web sites are inaccessible. Downtime hurts your competitiveness. Eventually your company’s reputation can be damaged.

This is why Business Continuity is so much more important than simple Disaster Recovery practices. You want to prevent downtime instead of recovering from it.

So, what’s the difference?

Disaster Recovery is simply one part of Business Continuity. The word “disaster” indicates a situation where continuity has been broken. If you are recovering from a disaster, your computer systems are down. Your business information systems essentially failed. Typical disruptions include planned, unplanned, intentional and unintentional events. A backhoe can snap a telecom line at a nearby construction site, for example. Malware or viruses might take down your local network.

Business Continuity describes the way you eliminate disruptions. That’s the big difference between DR and BC. When hard drives, servers or networks fail, BC practices ensure that duplicate systems are in place. When downtime occurs, BC systems instantly switch to copies of the same data you have been using all along. Users don’t even notice the switch.

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Smart Business Continuity Solutions

These days you have several options to help keep your computers running and your information available 24/7. Storage solutions that contain backed-up, redundant hard drives, like Network Attached Storage (NAS) and Storage Area Networks (SAN) storage devices, help you recover in failure situations. Your users never see that a drive failed. Their data and applications are always available, even if hardware breaks. Similarly, modern networking technologies protect organizations from networking failures. Both these hardware solutions help you maintain business continuity when things break.

Many companies don't have the latest hardware and software installed, however. It's important to upgrade your systems in order to take advantage of the new solutions. You need to have a plan for dealing with natural disasters, hackers, viruses, legal threats and new rules governing data protection.

3 Business Continuity Considerations

Here are some key areas to examine:

1. Consider how important computer systems are to your bottom line. Do you rely on an internet connection for payment? If you lost your customer database, would that immediately impact your business?
2. Pay attention to your storage habits. Make sure all critical data is backed up to a central server in your office AND in another physical location. Your best option for offsite storage usually is a backup solution such as <http://www.brainlink.com/services/data-backup-recovery/>

Think about installing a local NAS or SAN device that has several copies of your data on separate disks.

Ultimately, the data and applications you use to run your business need to be protected. Consider them vital organs to the health of your business.

Business Execution—Are You REALLY Getting Focused?

Here we are, the last quarter of the year. Have you stayed focused on your goals and achieved those things you set out to do before the year's end?

It takes discipline to focus. Many of us might fool ourselves into thinking we are focused. Here are some signs that you may not be as focused as you would like to believe:

- At the end of the week, you are asked what you did this week and nothing great comes to mind. "Yup, it was a good work week. I worked hard, really hard. And I did the usual stuff, you know, meetings to drive my team forward, etc..."
- You finish each day tired, without a deep sense of accomplishment.
- When asked, "What is your number one priority?" you think: "Well... I have 5 number ones..."

Try an age old formula to get more focused:

- Make a list of 3-5 priorities, in order. Start your day and think about what you need to get done in order of priority.
- Decide to remain focused on #1 and get it done before moving on to #2.
- When you complete all the items on your list, your day is done. Celebrate your victories and enjoy the rest of your day. This makes you stronger for tomorrow.



Guest Article Provided By:

Patrick Thean is the author of *Execute without Drama* and an award-winning serial entrepreneur who has started and exited multiple companies. Patrick is the CEO of Gazelles Systems and the co-chair of the MIT Enterprise Forum and EO's world-renowned Entrepreneur's Masters Program—a highly exclusive three-year program that provides successful entrepreneurs with practical education to grow their businesses.

Spooky Silliness



What's a ghost's favorite dessert?

I Scream Sandwich Cookies

Knock knock.

Who's there?

Phillip.

Phillip who?

Phillip my bag with candy, please!

Why didn't the skeleton go trick or treating?

Because he had no guts!

Do zombies eat popcorn with their fingers?

No, they eat the fingers separately

What's a mummy's favorite kind of music?

mRAP

How do monsters tell their future?

They read their horoscope...

What is a vampire's favorite sport?

Casketball...

Why do mummies have trouble keeping friends?

They're too wrapped up in themselves...

What kind of streets do zombies like the best?

Dead ends...

What is a skeleton's favorite musical instrument?

A trombone...

How Long Would It Really Take To Crack Your "Strong" Password?

For most of you, it will take us less than 1 hour to crack your password. Why? A 6-character password can be cracked in less than a second. 7 characters - a minute. 8 characters - 1 hour.

Additionally, **replace ALL Windows XP and Windows 2003 computers** - the password mechanism used for encrypting passwords before Windows7 & Windows 2008R2 had a fundamental flaw. At present, **every password in Windows XP & Windows 2003, regardless of password length, is crackable, within minutes.**

How long should your password be? At least 20 characters.

From "Power Passwords" - Entrepreneur Magazine

Raj Goel, founder of Brainlink International, an information technology security firm in New York City, has a series of tricks he uses to train executives in creating great passwords:

Pick a line from a song or a book title.

Something you'll remember, but not something people immediately associate with you. For example, you might choose

The Power of Positive Thinking, by Norman Vincent Peale.

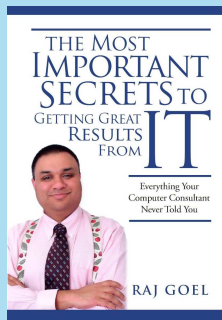
Select the second, third or fourth letter from each word.

Choosing the second letter would yield HOFOH.

The third would be EWSI.

Those are your base passwords. It's a good idea to have a few of them, he says. Then, add numbers and special characters such as !, @, # in between the letters of the base password. Integrating the symbols for 1 through 6 into the base password would yield !H@O#F\$O%H^ (shifted 1h2o3f4o5h6). You could also use the symbols for a number that is meaningful to you, such as a former ZIP code backwards or a date that is not your birthday or anniversary. For websites, you can customize the password by integrating the name of or an identifying detail about the website - e.g. !H@O#eBayF\$O%H^.

Mixed-case passwords are stronger. By having a variety of base passwords customized in ways that are easy for you to remember, you eliminate the need to keep a written list of passwords, which can be risky. Goel also suggests that you use different base passwords for different areas of your life. For example, one for work, another for banking and financial activities, still another for personal websites, such as shopping sites.



Read the book!

(available on Amazon)

www.brainlink.com/book/

Upcoming Presentations

Oct 11 – NYCLA CLE – Ethical Issues in E-Discovery and the Cloud

www.nycla.org/

Oct 12 - AAPI-QLI Meeting - What should Medical Practices know about HIPAA/HITECH Compliance

Oct 23 – Cyberhood Watch Radio interview

www.chwradio.com

Nov 11 - LIACFE Full Day Fraud Seminar - Social Media & Cloud Computing Threats to Privacy, Security and Liberty

www.liacfe.org

Select Past Presentations

Sep 20 NYIT 2nd Annual CyberSecurity Conference - Social Media & Cloud Computing Threats to Privacy, Security and Liberty

Sept 13 NYCLA CLE— Recent Cases Dealing with Cyberlaw: Stored Communications Act, Civil and Government Subpoenas, e-Discovery and Best Practices

Sep 11 ASIS 58 - Social Media & Cloud Computing Threats to Privacy, Security and Liberty

See more at

<http://www.brainlink.com/category/event/>

About Raj Goel, CISSP Security Compliance & Cyber Forensics Expert

Raj Goel, CISSP, is the co-founder of Brainlink International, Inc., an IT consulting company based in New York City. With over 25 years of experience in the IT industry, Goel has helped developed security solutions for financial services and banking, along with pharmaceutical and health care industries. He has also worked with hospitals and regional medical centers in the northeast. Working with small to medium-sized companies, Goel provides technology solutions that facilitate the growth of revenues and profitability. He has presented over 100 seminars and conferences across the United States and Canada. He has appeared as an IT Security Expert in interviews on television and in newspapers and magazines including PBS Nightly Business Review, Entrepreneur Magazine, Information Security Magazine, and The New York Times. His recently published book *The Most Important Secrets to Getting Great Results from IT: Everything Your Computer Consultant Never Told You* focuses on the various options of using technology to help a business run more efficiently.

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- Interns and employees have cost their employers thousands (or millions) of dollars
- How kids and adults have gone to jail, around the world, due to mistakes in Social Media

<http://www.brainlink.com/free-stuff/webinars/what-to-teach-your-kids-employees-and-interns-about-social-media/>

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