



What Every Small Business Owner and Manager Must Know About Protecting And Preserving Their Company's Critical Data And Computer Systems

If You Depend On Your Computer Network To Run Your Business, This Is One Report You DON'T Want To Overlook!

This report will outline in plain, non-technical English common mistakes that many small business owners make with their computer network that cost them thousands in lost sales, productivity, and computer repair bills, as well as providing an easy, proven way to reduce or completely eliminate the financial expense and frustration of these oversights.

You'll Discover:

- a** The single most expensive mistake most business owners make when it comes to protecting their company data.
- a** The universal misconception small business owners have about their computer networks, and how it can end up costing between \$5,000 to as much as \$10,000 in damages.
- a** 6 Critical security measures every small business should have in place.
- a** How to greatly reduce – or even completely eliminate – frustrating crashes, slow performance, and other annoying computer problems.
- a** How to avoid expensive computer repair bills and get all the computer support you need for a low, fixed monthly rate.



01/07/2020

From the Desk of:

Omar Garcia, Owner
RGV CompuTech, LLC

Dear Colleague,

Have you ever lost an hour of work on your computer?

Now imagine if you lost days or weeks of work – or imagine losing your database, cad drawings, proposals, sensitive documents, financial records, and all of the work files your business has ever produced or compiled.

Imagine what would happen if your network went down for days, where you couldn't access e-mail or the information on your PC. How frustrating would that be?

Or, what if a major storm, flood, or fire destroyed your office and all of your files? Or if a virus wiped out your server...do you have an emergency recovery plan in place that you feel confident in?

How quickly do you think you could recover, if at all?

Many small business owners tend to ignore or forget about taking steps to secure their company's network from these types of catastrophes until disaster strikes. By then it's too late and the damage is done.

But That Could Never Happen To Me!

(And Other Lies Business Owners Like To Believe About Their Business...)

After working with over 20 small and mid-size businesses in the Rio Grande Valley, we found that 6 out of 10 businesses will experience some type of major network or technology disaster that will end up costing them between \$5,000 and \$10,000 in repairs and restoration costs *on average*.

That doesn't even include lost productivity, revenue, and patient goodwill that can be damaged when a business can't operate or fulfill on its promises due to technical problems.

While it may be difficult to determine the actual financial impact computer problems have on your business, you can't deny the fact that they do have a negative effect. If



you've ever had your business grind to a screeching halt because your server crashed, you must have some idea of the frustration and financial loss to your business even if you haven't put a pencil to figuring out the exact cost.

Most Computer Problems Are Hidden And Strike Without Warning, And At The Most Inconvenient Times

Hardware failure, viruses, spyware, and other problems usually aren't detectable until they strike by causing a server to go down, data to be lost, or some other catastrophe. Viruses and spyware are particularly sneaky because they are designed to hide themselves while they do their damage. For example, spyware can secretly transmit information about you and your company to an outsider without being visible to you.

Even if your network was recently assessed by a computer consultant, viruses, spyware, and hackers are constantly attacking your network (that is why we constantly monitor our clients' networks because you never know when a new virus is going to strike).

Unfortunately, most computer consultants only offer "break-fix" services. That basically means when something breaks or stops working, they come in and fix it. While this may seem like a good setup for you, it actually leaves you wide open to a number of threats, problems, and other disasters because it is *reactive* rather than *proactive* maintenance.

Take a look at these statistics:

- a** Companies experience an average of 501 hours of network downtime every year, and the overall downtime costs an average of 3.6% of annual revenue. (*Source: The Costs of Enterprise Downtime, Infonetics Research*)
- a** 93% of companies that lost their data center for 10 days or more due to a disaster filed for bankruptcy within one year of the disaster, and 50% filed for bankruptcy immediately. (*Source: National Archives & Records Administration in Washington.*)
- a** 20% of small to medium businesses will suffer a major disaster causing loss of critical data every 5 years. (*Source: Richmond House Group*)
- a** This year, 40% of small to medium small businesses that manage their own network and use the Internet for more than e-mail will have their network



accessed by a hacker, and more than 50% won't even know they were attacked.
(Source: Gartner Group)

- a** Of those companies participating in the Contingency Planning & Management Cost of Downtime Survey: 46% said each hour of downtime would cost their companies up to \$50,000, 28% said each hour would cost between \$51,000 and \$250,000, 18% said each hour would cost between \$251,000 and \$1 million, and 8% said it would cost their companies more than \$1million per hour. (Source: *Cost of Downtime Survey Results, 2001.*)
- a** Cyber-criminals stole an average of \$900 from each of 3 million Americans in the past year, and that doesn't include the hundreds of thousands of PCs rendered useless by spyware. (Source: Gartner Group)

What These Failures Are REALLY Costing Your Business

Even if you don't factor in the soft costs of lost productivity, there is a hard cost of repairing and restoring your network. Most major network repairs will require a minimum of four to eight hours on average to get the network back up and running. Plus, most consultants cannot get on-site to resolve the problem for 24 to 48 hours. That means your network could be down for one to two days.

Since the average computer consultant charges over \$100 per hour plus a trip fee and a surcharge if it's an emergency, the average cost of these repairs is \$600 to \$1,000; and that doesn't even include any software or hardware costs that may also be required. Over a year, this results in \$1,800 to \$3,000 in costs without even considering hardware and software costs, or other soft costs of lost sales and work hours. Of course, those numbers quickly multiply with larger, more complex networks.

What's most exasperating about this situation is that 100% of these disasters and restoration costs could have been completely avoided or greatly mitigated easily and inexpensively with a little planning and proactive maintenance.



Why Small Businesses Are Especially Vulnerable To These Disasters

With the constant changes to technology and the daily development of new threats, it takes a highly-trained technician to maintain even a simple 3 to 5 person network; however, the cost of hiring a full-time, experienced technician is just not feasible for most medical business owners.

In an attempt to save money, most try to do their own in-house IT support and designate the person with the most technical expertise as the part-time IT manager. This never works out because this makeshift IT person has another full-time job to do and is usually not skilled enough to properly support an entire computer network anyway.

This inevitably results in a network that is ill-maintained and unstable. It also means that the backups, virus updates, and security patches are not getting timely updates, giving a false sense of security.

It's only a matter of time before the network crashes. If you're lucky, it will only cost you a little downtime; but there's always a chance you could end up like one of these victims:

EMR Vendor Ransomware Attack Impacts 16,000 Patient Records

December 07, 2018 - California-based Redwood Eye Center notified the California Attorney General of a potential breach caused by a ransomware attack on its EMR hosting vendor IT Lighthouse. The third-party vendor hosts and stores the specialist's patient data.

On Sept. 20, officials were notified by IT Lighthouse of a ransomware attack the previous day. Redwood worked with the third-party vendor, a digital forensic consultant and a specialist medical software vendor to investigate the incident.

Officials determined the ransomware attack may have involved the data of 16,055 patients, which included their names, health insurance information, medical treatment details, addresses and dates of birth.



Two Failed Hard Drives Cost Health Products Company \$40,000 and 9 Days of Downtime

The back office of a health products company had two hard drives fail at the same time, causing them to lose a large number of critical customer files.

When they contacted us to recover the data from the system backups, we found the backups weren't functioning properly. Even though they appeared to be backing up all of this company's data, they were in fact worthless. In the end, recovering the data off of these failed drives took a team of disaster recovery specialists 9 days and \$15,000. In addition to the recovery costs, they also incurred \$25,000 in other services to get their network stabilized.

Had they been properly monitoring their network, they would have been able to see that these hard drives were failing and that the backups were not performing properly. This would have prevented the crash, the downtime, and the \$40,000 in costs to get them back up and running, not to mention the 9 days of lost productivity while their network was down.

San Benito CISD falls victim to cybersecurity attack

by CBS 4 News
Thursday, March 28th 2019

Hackers attempted to attack the integrity of a local bank and the San Benito Consolidated Independent School District.

According to a release from the San Benito CISD, "in accessing the Frost Bank website to process routine automated clearing house transactions, a district employee was fraudulently redirected to a spoofed "dummy site" that perfectly mirrored the genuine Frost Bank website."

The release stated that Frost Bank's Fraud Prevention Services Division stopped the wire transfers, which included two totaling \$600,000 that were in the process of fraudulently being rerouted to the Republic of Turkey in the Middle East. An additional transfer was also stopped.



A fourth transfer, valued at \$296,000, was seized by the U.S. Secret Service and will be returned to the school district.

School district officials said they are working closely with the U.S. Secret Service and Frost Bank.

Six Things You Must Do At A Minimum To Protect Your Business From These Types Of Disasters:

While it's impossible to plan for every potential computer problem or emergency, a little proactive monitoring and maintenance of your network will help you avoid or greatly reduce the impact of the vast majority of computer disasters you could experience.

Unfortunately, I have found that most small business owners are NOT conducting any type of proactive monitoring or maintaining their network, which leaves them completely vulnerable to the types of disasters you just read about. This is primarily for three reasons:

- #1. They don't understand the importance of regular maintenance.
- #2. Even if they DID understand its importance, they simply do not know what maintenance is required or how to do it.
- #3. They are already swamped with more immediate day-to-day fires demanding their attention. If their network is working fine today, it goes to the bottom of the pile of things to worry about. That means no one is watching to make sure the backups are working properly, the virus protection is up-to-date, that critical security patches are being applied, or that the network is "healthy" overall.

While there are over 15 critical checks and maintenance tasks that need to be performed on a daily, weekly, and monthly basis, I'm going to share with you the 6 that are most important for protecting your business.

Step#1: Make Sure You Are Backing Up Your Files Every Day

It just amazes me how many businesses never back up their computer network. Imagine this: you write the most important piece of information you could ever write on a chalkboard and I come along and erase it. How are you going to get it back? You're



not. Unless you can remember it, or if YOU MADE A COPY OF IT, you can't recover the data. It's gone. That is why it is so important to back up your network. There are a number of things that could cause you to lose data files. If the information on the disk is important to you, make sure you have more than one copy of it.

Step #2: Check Your Backups On A Regular Basis To Make Sure They Are Working Properly

This is another big mistake I see. Many business owners set up some type of backup system, but then never check to make sure it's working properly. It's not uncommon for a system to APPEAR to be backing up when in reality, it's not. There are dozens of things that can go wrong and cause your backup to become corrupt and useless. That is why it's not enough to simply back up your system; you have to check it on a regular basis to make sure the data is recoverable in the event of an emergency. Remember the Health Products Company that shelled out \$40,000 to recover data they THOUGHT they backed up? Don't let that happen to you.

Step #3: Keep An Offsite Copy Of Your Backups

What happens if a fire or flood destroys your server AND the backup tapes or drive? This is how hurricane Katrina devastated many businesses that have now been forced into bankruptcy. What happens if your office gets robbed and they take EVERYTHING? Having an offsite backup is simply a smart way to make sure you can get your business back up and running in a relatively short period of time.

Step #4: Make Sure Your Virus Protection Is ALWAYS On AND Up-To Date

You would have to be living under a rock to not know how devastating a virus can be to your network. With virus attacks coming from spam, downloaded data and music files, instant messages, web sites, and e-mails from friends and clients, you cannot afford to be without up-to-date virus protection.

Not only can a virus corrupt your files and bring down your network, but it can also hurt your reputation. If you or one of your employees unknowingly spreads a virus to a customer, or if the virus hijacks your e-mail address book, you're going to make a lot of people very angry.



Step #5: Train your Staff in Email Phishing and Website Pop-Ups

Small business owners tend to think that because they are “just a small business”, no one would waste time trying to hack in to their network, when nothing could be further from the truth. I’ve seen several sites become victims of ransomware attacks as a result of an email phishing scam. A staff member clicked on an email and started the infection of all of the computers and servers. The businesses lost data because were not proactively monitoring their backups

Cyber Security Training is very important now as negligent employees, contractors and third-party vendors represent the cause of over half of all enterprise data breaches.

With cybersecurity incidents only projected to rise, so does the potential for employee errors and the employee-enacted data breaches that statistically precede them.

Step #6: Update Your System With Critical Security Patches As They Become Available

If you do not have the most up-to-date security patches and virus definitions installed on your network, hackers can access your computer through a simple banner ad or through an email attachment.

Not too long ago Microsoft released a security bulletin about three newly discovered vulnerabilities that could allow an attacker to gain control of your computer by tricking users into downloading and opening a maliciously crafted picture. At the same time, Microsoft released a Windows update to correct the vulnerabilities; but if you didn’t have a process to ensure you were applying critical updates as soon as they become available, you were completely vulnerable to this attack.

Here’s another compelling reason to ensure your network stays up-to-date with the latest security patches...

Most hackers do not discover these security loopholes on their own. Instead, they learn about them when Microsoft (or any other software vendor for that matter) announces the vulnerability and issues an update. That is their cue to spring into action and they immediately go to work to analyze the update and craft an exploit (like a virus) that allows them access to any computer or network that has not yet installed the security patch.



In essence, the time between the release of the update and the release of the exploit that targets the underlying vulnerability is getting shorter every day.

When the “nimda” worm was first discovered back in the fall of 2001, Microsoft had already released the patch that protected against that vulnerability ***almost a year before*** (331 days). So network administrators had plenty of time to apply the update. Of course, many still hadn’t done so, and the “nimda” worm caused lots of damage. But in the summer of 2003 there were ***only 25 days*** between the release of the Microsoft update that would have protected against the “blaster” worm and the detection of the worm itself!

Clearly, ***someone*** needs to be paying close attention to your systems to ensure that critical updates are applied as soon as possible. That is why we highly recommend small business owners without a full-time IT staff allow their consultant to monitor and maintain their network.

Announcing A Simple And Easy Way To Ensure These Disasters Don’t Happen To Your Business:

If you are sitting there thinking, “This all sounds great, but I don’t have the time or the staff to handle all of this work,” I’ve got the solution.

Thanks to a service we offer called, “No Hassle Computer Solutions” we can completely take over the day-to-day management and maintenance of your computer network and **free you from expensive, frustrating computer problems, downtime, and security threats**. You’ll get all the benefits of a highly-trained, full-time IT department at only a fraction of the cost.

And here is the best part...

In most cases, we can cut your IT support costs by 30% to 50% WHILE improving the reliability and performance of your network and eliminating spyware, spam, downtime, and other computer frustrations!

The Benefits Are Obvious:



- **You'll eliminate expensive repairs and recovery costs.** Our network monitoring and maintenance will save you money by preventing expensive network disasters from ever happening in the first place. As a matter of fact, we guarantee it.
- **You'll avoid expensive trip fees while receiving faster support.** Our remote monitoring software will enable us to access and repair most network problems right from our offices. No more waiting around for an engineer to show up!
- **How does faster performance, fewer "glitches", and practically zero downtime sound to you?** Under this program, that is exactly what we'll deliver. Some parts of your system will degrade in performance over time, causing them to slow down, hang up, and crash. Our preventative maintenance and network monitoring will make sure your computers stay in tip-top shape for maximum speed, performance, and reliability.
- **You will have ALL of the benefits of an in-house IT department WITHOUT all of the costs.** As a No Hassle Computer Solutions Plan customer, you'll have access to a knowledgeable support staff that can be reached immediately should you have any kind of problem or question.
- **You'll receive substantial discounts** on IT services that you are already buying. Most IT firms will nickel and dime you over every little thing they do; under this program, you'll pay one flat, affordable rate and get all of the technical support you need. No hidden charges, caveats, or disclaimers.
- **You will never have to fear a big, expensive network repair bill.** Instead, you can budget for network support just like rent or insurance.
- **You'll sleep easier** knowing the "gremlins at the gate" are being watched and kept out of your network.
- **You'll safeguard your data.** The data on the hard disk is always more important than the hardware that houses it. If you rely on your computer systems for daily operations, it's time to get serious about protecting your critical, irreplaceable electronic information.
- **You'll finally put a stop to annoying spam, pop-ups, and spyware** taking over your computer and your network.



- **You'll gain incredible peace of mind.** As a business owner, you already have enough to worry about. We'll make sure everything pertaining to your network security and reliability is handled so you don't have to worry about it.

How Disaster-Proof Is YOUR Network?

FREE Security Assessment Reveals The Truth

Hopefully this report acted as an eye opener to all small business owners who are not adequately protecting their data and computer network. If you are not doing the 6 steps outlined in this report, your network is an accident waiting to happen and the most important thing for you to do now is take immediate action towards protecting yourself.

One of the biggest, costliest mistakes you can make is to ignore this advice with the false hope that such a disaster could never happen to **you**.

Because you have taken the time to request and read this report, I would like to offer you a FREE 27-Point Network Security Assessment. Normally I charge \$1,000 for this service, but as a prospective client, I'd like to give it to you for free as a way of introducing our "No Hassle Computer Solutions" program to your company.

During this Assessment I will come on site and...

- **Pinpoint any exposure to or risk** from hackers, viruses, spyware, spam, data loss, power outages, system downtime, and even employee sabotage.
- **Review your system backups** to make sure the data CAN be recovered in case of a disaster. You don't want to discover that your backups were corrupt AFTER a major disaster wiped out your network.
- **Look for hidden problems that cause error messages, slow performance, and network crashes.**
- **Answer any questions you have** about your network or keeping it running problem free. I can also give you a second opinion on any projects you are considering.

**There Are No Strings Attached,
But You Have To Hurry...**



As you might have guessed, I cannot extend this offer forever, because time and staff limitations simply won't allow it.

If you want to say goodbye to your computer problems and stop worrying about the security of your data from hardware failures, viruses, hackers, and other threats, then you'll want to sign up right now for this Free Network Security Assessment.

There is absolutely no obligation or pressure for you to buy anything, or to ever use our services again. As I stated earlier, this is simply an easy way for us to demonstrate how we can help your business at no risk to you.

How To Secure Your Free Network Security Assessment

1. Call me direct at 956-475-3519.
2. Send an e-mail to omar.garcia@rgvemrit.com with the words, "Security Assessment" in the subject line. Be sure to include your company name, address, and phone number so I can follow up with you.

Good Networking,

A handwritten signature in black ink that reads "Omar Garcia".

Omar Garcia, Owner
RGV CompuTech, LLC
956-475- 3519
www.rgvcomputech.com

P.S. Please note that this offer for a **FREE Security Assessment won't be around forever**. While we would love to be able to give these away to everyone, staff and time limitations simply won't allow it.

You have my word that you will not be under any pressure or obligation to buy anything, or to ever use our services again.



Here's What Are Clients Are Saying About Us:

Response Time, Availability & Knowledge is Second To No One!

If you're looking for an IT company whether you're are just starting out or your practice needs a re-evaluation of your current IT infrastructure, don't hesitate to work with **Omar and RGV CompuTech.**

Since our transition to eclinicalWorks in 2011, RGV CompuTech has been with us every step of the way with recommendations and input to do what is best for our practice. RGV CompuTech's service **response time, availability and knowledge allows us to focus on patient care and not worry about network problems.**

Good service is not a matter of cost. It is getting the job done. Give Omar a call today.



Roger Heredia, M.D.
Mid Valley Family Practice Associates
Weslaco, Texas



Experienced Reliable Competent Service

Are you tired of trying to fix your own IT problems? STOP and call Omar at RGV CompuTech.

As a medical doctor, I can do my job of taking care of patients and not worry about computer problems because I get prompt, competent, reliable service. I benefit from knowing that I have an IT team I can easily call on for any of my IT needs.

If you're using an electronic medical record system to run your practice, contact the experienced professionals at RGV CompuTech today for any system upgrade, frozen computer or network problems.



Joslyn Oakes, M.D.
Charming Pediatrics
Weslaco, Texas



No Worries For Me!

The single biggest benefit to using RGV CompuTech is reliability. I know our network is available when we need it, no worries for me!

Compared to other IT firms we have worked with in the past RGV CompuTech provides fast service and quick issue resolution.

If you are on the fence about choosing an IT firm, Give Omar a call they are reliable, trustworthy, locally owned and operated.



Sue White, RN
Owner/Director of Nursing
Harlingen, Texas



Network, Computer & Server Monitoring Gives Me Peace of Mind!

As my OB/GYN practice grew, I implemented a leading Electronic Medical Record (EMR) program in 2006 and we were referred to RGV CompuTech by the EMR vendor. **RGV CompuTech's knowledge not only of IT but of our EMR software application enabled us to thrive and grow without hardware or software headaches.**

Working with Omar has allowed my practice to easily qualify and quantify growth recommendations. The constant offsite monitoring of our system and the multiple modes of backup of our critical data gives us **great peace of mind** as we have **never lost any data** for close to 14 years.

I highly recommend Omar and RGV CompuTech to any provider or practice administrator that wants their staff to focus on patient care and not worry about their data.



Hearther Daley, M.D.
WomanKind OB/Gyn
Mc Allen, Texas



Creative Technology Solutions Help Patient Care!

Since 2001, Omar has moved our technology forward through different and sometimes difficult circumstances.

As our practice grew from a single provider to 10 providers, Omar has been with us every step of the way and ensured our systems produced results even when the emr vendor could not. Omar developed custom software solutions that streamline several department work flows that **allows our staff to spend less time working with documents and more time on patient care.**

In addition to our medical clinics, we have sleep labs that rely upon RGV CompuTech whenever sleep software related issues arise. Our sleep techs get fast local service either remotely or on-site and the constant monitoring and updates to our network ensure that all of our users have access to our patients records at all hours of the day.

If you want to ensure access to your patient records and improve business efficiency, call Omar today!



Enica Compres
Practice Administrator
Pulmonary & Sleep Center of the Valley
McAllen and Weslaco, Texas



Approachable, Solves Problems, Provide Good Results

Availability is the single biggest benefit I receive from RGV CompuTech. I know I can contact a technician whenever needed.

I like the fact that Omar and his team is approachable, solves problems and provide good results.

Stop thinking about hiring RGV CompuTech, don't hesitate just go for IT!



Clark Boyer M.D.
Valley Pediatric Cardiology
Donna, Texas



Clear Communication & Timely Resolution

I really appreciate the clear communication of the remote monitoring and management system that RGV CompuTech uses on my network. **Support tickets are easy to create and I get prompt responses and resolutions in a timely manner which allows me to run my business flawlessly.**

You need an IT firm that helps you focus on running your business, I encourage you to contact Omar at RGV CompuTech.



Maria Teresa Camacho, M.D.
RGV Pediatric Critical Care
Harlingen, Texas