



Defend & Invest

Your technology strategy for 2022



Wahaya IT



**How are we here in 2022 already?
2021 went very fast.**

The start of a new year is always a good time to think about what you want to achieve with your business. Then, as the ship captain, it's your job to set the destination and course correct along the way.

January is a big course correction month. Your business should use the first month of the year to refresh & refocus.

Two technology areas will be the most important this year. They are Defend and Invest.

**Defending is about protecting your business from cybercriminals.
Invest is about making sure technology is powering your business forward, not holding it back.**

Let's look in detail at both these areas >

Defend

Imagine a burglar at night, walking down a street full of houses, looking for an opportunity.

Would it be fair to say that all those houses are potential targets for the burglar? Only some make it easier for him than others.

This is the same with cybercriminals targeting businesses. They are targeting all businesses all the time. It's just that some make it easier for them than others.

The houses with good locks on the doors and windows, a visible security alarm and cameras, and lights make it look like someone is home.

Therefore, they're not so attractive to the burglar.





Again, this analogy is the same with cybercriminals. Why would they go to the trouble of trying to break into a business with excellent defenses when there are millions of companies leaving themselves wide open to attack?

Cybercriminals these days are not like hackers in movies from the 80s and 90s. They're not hacking just for fun and to show off to their buddies. Today it's organized crime. Last year, global cybercrime cost at least \$1 trillion. It's estimated to reach \$10 trillion within three years.

Why the rise?

Most people don't take cyber-crime seriously. Up to 80% of cyber-crime started because of human error.

The pandemic permanently changed the way we work. Hybrid working opens more opportunities for them.

As businesses have become more sophisticated with technology, so have the criminals.



Wahaya IT can sum up your defense strategy for 2022 in three areas:



The Right Tools

The trick is to implement a blend of security measures that protect your business to a high level without overly inconveniencing your staff.

If you go too far, employees will find ways to bypass security. A real-world analogy would be someone propping open a door because it's a pain having to enter an access code every time.

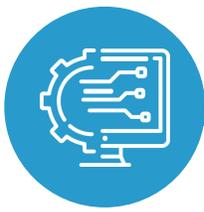
The tools you put in place can often make their lives easier while increasing security. A password manager is the best example of this. Because it remembers their passwords, staff are always happy to use their password manager. In addition, a password manager makes it no hassle for them to generate and use long random passwords.

Biometrics will also increase security and reduce hassle. For example, it's easier to use your face or fingerprint to get into a system than to enter a password.

If your company can implement tools that make employees' lives easier, they will readily accept tools that slow them down a little, such as multifactor authentication. This is where you generate a code on a separate device to prove it's you logging in.

There's no standard blend of security tools correct for every business. As security experts, [Wahaya IT](#) fully assesses each company we protect to examine how they work and where vulnerabilities exist. Then we provide a customized security plan for your needs.





The Right Systems

Unfortunately, you can't rely upon security tools alone to protect the business. They must be used in the right way, which means implementing and policing systems.

Here's one example. If you have a work laptop that a member of your team regularly uses to work from home, then you need to make sure they know the limitations of its use.

You have to think through in advance what could happen and have a policy for it. Also, how do you want your team to act when something goes wrong, such as an employee losing a device? That might not seem like a big deal in this era of our data sitting in the cloud, but what if that lost device gives strangers access to business information?



The Right Training for Your People

If 80% of breaches start with a human doing something wrong - mostly without realizing it - then we need to mobilize your people to be your first line of defense.

The techniques that cybercriminals are using are becoming more sophisticated. They rely on someone to click a link or download a file. This loads malware onto a device or gives them access to your network.

Most of the time, your people don't realize they have done it. Therefore, they need regular cyber security training. This doesn't have to be difficult, expensive, or time-consuming. But it will give employees the knowledge and tools they need to identify possible threats.

Everyone in the business must have this training, including you. The person at the top is normally the most heavily targeted as they have access to more systems - including bank accounts.



Invest

Now we get to the fun part. Defense is necessary as being breached is as costly in time as it is in cash. But most business owners prefer to look at how technology can empower growth.

The days where buying hardware and software were seen as a “necessary expense” are long gone. These days, forward thinking businesses see that an investment in the right technology can give you a real edge.



If you invest well, it can give you a competitive advantage.
When you've got the right technology:

- Your people become more efficient
- Communication is improved
- You can cut costs

You can translate all these benefits into advantages for your customers.

However, it's important you do your research and don't start spending money simply because a certain technology promises the world.

The key thing is to look at your business growth strategy, and ensure any investment delivers on that strategy. [Wahaya IT](#) spends a great deal of time with our clients, understanding their business and what their goals are, so we can best advise them which areas to invest in, and how to get the biggest bang for their buck.





The most important question you can ask yourself before investing in new technology is:

“What will this add to my business?”

For example – ask yourself if investing in new devices will save you money on the repair and maintenance of older ones. We know that once computers reach a certain age they cost more to maintain than the cash cost of buying a new device. Could new software make your people more productive by cutting out repetitive tasks? By integrating seamlessly with existing software or by automating processes?

What about the benefit to your clients? Will it help you deliver a better product or service? Will it speed up delivery or help you eliminate any steps in your processes? Will it give you an edge over your competitors? Or help you expand your range of products and services?

Next, you need to look at the real cost of your investment. You should not only factor in the hardware, software, and setup. There’s a period of adjustment for your team with any new technology. During that time, you might expect to initially see a dip in productivity while people learn new systems.

You’ll also need to add time for training and troubleshooting. You might benefit from creating a cost/benefit analysis to make sure you’ll see a return on investment on your new technology. If you’ve got it right, the long-term benefits should far outweigh the short-term costs.

Technology investment must always be looked at as part of the bigger growth picture. Of course, you must keep costs under control. But if you have the right technology in place now, the savings on growth you see later down the line can be significant.



Let us finish with 3 key questions for you:

1

Do you have a technology strategy for this year?

2

Have you thoroughly looked at these two important areas: Defend and Invest?

3

Do you have a technology partner who's capable of supporting your business growth at a strategic level, as well as with day to day support?

If not, then we'd love to talk with you.

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