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Why Hackers Target Small Businesses

As cybercrime around the world continues to dominate the news, it becomes increasingly necessary for business owners to evaluate their own data security measures. Although newsworthy cyberattacks tend to focus on big corporations or large-scale attacks, small- and medium-sized businesses (SMBs) are not immune from malicious attacks. In fact, SMBs are frequently targeted by hackers as easy prey. Consider the following reasons why your SMB may be at risk.

Downplaying the Risk – SMBs—often under the false assumption that their company size alone makes them safe from attack—tend not to invest in data security measures. A study by Ponemon Institute found that 58 percent of SMB managers do not consider data breaches in company risk assessments. Moreover, according to the United Nations Office on Drugs and Crime, 65 percent of SMBs have no formal cybersecurity policy in place. This lack of awareness and preparation make SMBs low-hanging fruit for small-scale individual hackers and sophisticated cybercrime rings alike.

Easy Access – SMBs with basic security measures in place may not realize their vulnerability. A recent FireEye and Mandiant study found that 96 percent of hackers bypassed multiple layers of several SMBs' basic security protocols in a real-world scenario, suggesting businesses' overwhelming reliance on outdated solutions and a false sense of security. Anti-malware software companies have the arduous task of keeping up with the latest advancements in hacking tactics, which, in turn, requires businesses to continually update and patch the software that they rely on for protection. Without dedicated IT professionals on staff or only having one IT guru responsible for a breadth of duties, these updates can slip, opening the door for hackers to attack.

Big Payoffs – Hackers have the power to leverage your company's stolen information for payment, whether they sell your files to a third-party or hold them for ransom. The cost of a cyberattack or data breach can be astronomical, costing SMBs an average of $217 per stolen record, according to the same Ponemon Institute study. Moreover, according to the U.N. study, of those attacks reported to law enforcement, only 10 percent of SMB cybercrimes result in a conviction. Therefore, hackers are faced with a small risk / big reward scenario that entices more cybercriminals to approach cybercrime as a profession rather than a hobby.

Hackers are thinking of ways to breach your systems all day every day. How much time are you dedicating to securing your business data? Contact us today to learn how to combat cyberattacks by taking strategic steps to protect your business data.

Thank You to Everyone Who Participated in KDI's Annual Customer Survey!

Hearing how we're doing is invaluable to our team and we appreciated all of your feedback. Based on your comments, our Customer Care Team is already making improvements to bring you the best customer service experience possible.

If you're ever in need of immediate assistance or have suggestions on how KDI can improve, please contact customercare@kdi-inc.com.

Why You Should Never Eat at Your Desk Again

Research shows that fewer American workers than ever are taking time for lunch, with only 1 in 5 employees doing so. While skipping a true lunch hour as a trade off for being able to leave the office at 5:30 is common practice for many of us, it is not without its consequences. Why should you consider declaring your desk a food-free zone?

You need to get out of your chair for your health – Sitting in a chair all day is bad for you. Studies have shown that sitting for too long can shorten our life spans. It increases our risks of cardiovascular disease, cancer, type 2 Diabetes, and strokes. Spending all day at our desks can also lead to anxiety and depression.

A break actually improves your productivity – Forgoing a change in your environment all day hampers creativity, concentration, and innovation, reducing your productivity. Getting up, stepping away from your desk, and changing your environment is a proven way to sustain attention, concentration, and energy levels.

Your desk is unsanitary – We should all be familiar by now with how unsanitary our workspaces are. Our desks are comparable to—if not dirtier than—toilet seats when it comes to harboring bacteria. Eating food at your desk is extremely unsanitary and can make you ill.

Piles of Paper Have No Place in the Modern Office

Have you considered how holding on to paper could be hurting your business? Here's why:

Lack of Security - Paper storage is vulnerable to a multitude of threats. From fire and water damage to theft and loss, protecting, securing, and keeping track of a physical piece of paper is not easy.

Lack of Flexibility - Physical documents exist in one, unadaptable form that can only be shared via multiple copies. Digital documents are the easiest way to ensure your files can safely go where they need to and easily be worked on by multiple people simultaneously.

Added Expense - According to Risk Management Magazine, the average employee uses 10,000 sheets of paper per year, and between capturing and storing data on paper, businesses spend over $30 billion annually.

From increasing security, to improving collaboration, to decreasing costs, there is no shortage of reasons for the modern office to eschew paper in its workflow. Contact us today to learn about our solution for digitizing your documents and eliminating piles of paper from your organization.

Tips to Make Your Business Relevant

Become an Expert. Establish your brand as an industry expert by simplifying industry research and providing valuable advice through blog posts and articles. This will not only build your relevancy, but also establish credibility within your industry.

Prioritize Digital Marketing. The average U.S. consumer owns seven devices that are connected to the Internet. Not only must you optimize your digital marketing, but prioritize cross-device marketing as well.

Remain Consistent. There is a fine balance between consistency and adaptability. While you want your brand to remain relevant across trends, appearing inconsistent or aimless can be detrimental to your brand's relevance.

Keep Your Customers Happy. Build customer loyalty by creating a holistic experience that engages your customers at all possible touchpoints and keep the needs of your customers at the forefront of your business.

Congratulations to Dave Ausdauer (left) of QS Pharma, winner of an Apple Watch compliments of KDI. Customer Service Survey participants who completed the survey and shared their contact information were automatically entered into a drawing for an Apple Watch. Pictured with Dave is his KDI Account Rep, Mike Meacham (right).

Improve Customer Service with Common Courtesy

Consider the following standard common courtesy practices to ensure your customer service is top notch.

Hide Your Phone – The presence of your smartphone during a face-to-face meeting suggests that the information on your phone—whether it is a call, email, text, or social media post—is more important than your current conversation.

Balance Personal Disclosures – Divulging personal information to customers can be a great relationship-building tactic. However, it is important to be aware of how much information is too much and that you keep certain private details to yourself.

Email Courtesy Counts – Because a great deal of our work interaction is conducted via email, it is important to consider email standards as well. Responding to emails within 24 hours throughout the business week is a good rule of thumb. Remain professional by avoiding text-based slang such as LOL or b4 (before).

Remember the Golden Rule – Treating others as you want to be treated is applicable to customer service encounters as well. In everyday transactions and when making big purchases, pay attention to customer service tactics that work as well as ones to avoid.

Be Proactive with Managed IT

When it comes to IT for businesses, downtime means money is lost. So, it makes fiscal sense to mitigate technology breakdowns. Unfortunately, most companies choose to be *reactive* when it comes to their IT management, rather than being *proactive*. Imagine if you took the opposite approach: instead of waiting for an IT problem to rear its ugly head, your IT provider was constantly monitoring and assessing your environment, looking to prevent problems from happening.

By taking a proactive approach to IT management, your network and systems are constantly monitored and maintained—24-7-365. Prevention through constant assessment means warning signs can be identified and resolved before they turn into critical issues. For example, no longer will failed backups go unnoticed or antivirus updates be neglected. With proactive IT management, you can increase the reliability of your vital systems, making sure they are up and running. A proactive approach to IT will also enable you to improve performance by identifying inefficiencies and outdated or inadequate equipment or applications.

The financial benefits and peace of mind you'll experience by preventing even a single IT disaster make being *proactive* rather than *reactive* IT management a no-brainer.

Responding to Offensive Comments in the Workplace

Whether it's a snide remark or a crude joke, we've all had to deal with an uncomfortable comment in the workplace at one point or another. Here are some tips to help you better handle this type of situation before going to your supervisor in the unfortunate event that it arises in your workplace.

Assess the Situation - Begin with taking a step back and looking at the situation objectively. The first step in addressing an offensive comment is deciding whether or not you will address it. How does this person typically react to being challenged?

Strategize a Response - Should you decide to respond, be careful not to make assumptions or accuse the individual. Asking questions and framing statements as "I statements" can reduce your chances of appearing confrontational.

Alternative Approach - Sharing information can be a subtle way of addressing the offensive remark—by offering an observation, you can educate a colleague on exactly what may be perceived as offensive about their comment. Similarly, changing the subject can send a subtle message of your disapproval.

Call Them Out - Depending on the comment and its severity, you may choose to directly call them out on their behavior. This is a valid strategy when used appropriately and the risks have been weighed.

The Enduring Popularity of Paper

Our ever-increasing dependence on digital devices has led to inevitable changes in the workplace. One of the most significant adaptations of the modern office is a reduced reliance of paper. While the decline in office printing continues, a study revealed its decline has actually tapered thanks to an unlikely reason: the popularity of paper among millennials.

InfoTrends surveyed 750 office workers on developments in office printing. The data they collected showed, as expected, further evidence of the decline in office printing. However, unexpectedly, they discovered no evidence of a generation gap in office worker's attitudes towards paper. More specifically, participant responses were consistent across all age groups, including 18-29 year-olds, which does not support the conventional wisdom that millennials are so completely sold on going digital that they'll help fast-track the demise of paper use.

Why do millennials like working with printed documents as much as older generations? Just like with their predecessors, when it comes to reviewing and editing documents, they prefer to do these types of work with paper documents rather than work with an electronic version. While it seems a great deal of our lives are spent staring at screens, some activities are just more conducive for a piece of printed paper. Despite the many differences among generations, that simple fact is something we share regardless of the year we were born.

Hot Products

XC6152

Save time with the XC6152's integrated software and solutions. Stay productive with print and scanning speeds fast enough to keep work moving. Look sharp with gorgeous color and finishing options.Copier capabilities in an affordable, space-saving device.

- Print Speed: Up to 52 ppm B&W and color
- Print Resolution: Up to 1200 x 1200 dpi
- Monthly Duty Cycle: Up to 200000 pages per month
- Network Ready
- Standard Duplexing

Pro C7110X

The Savin Pro C7110X digital color production system is designed with industry-leading features and functions to help our customers create new business opportunities and meet demanding workloads. It delivers fast turn-around times, accommodate a wide range of media and offer professional finishing options.

- Print Speed: up to 90 PPM in Color and B&W
- Max Paper Weight: 360 gsm
- Max Paper Size: 13" x 27.5"
- Max Paper Capacity: 16,200 sheets
- ENERGY STAR Qualified

imagePRESS C750

imagePRESS C850/C750 digital color production presses offer end-users outstanding quality, productivity, and versatility in a compact, scalable footprint. Designed for small-to-medium commercial, franchise, in-plant, transactional and quick printers.

imagePRESS C750 Series is equipped to handle a variety of media options up to 110 lb Cover, including heavy, coated, textured stock and envelopes at an outstanding level of reliability and performance. Built upon the successful imagePRESS C800 Series platform, the imagePRESS C850/C750 offer users even more capabilities, ease of use and productivity. The imagePRESS C850/C750 color digital presses offer automatic, real-time calibration.

- Network Ready
- Print speed: up to 75 ipm
- Maximum paper size: 11" x 17"
- Maximum paper capacity: Up to 7,650 sheets
- Automatic Duplex