



Jeff O'Neill
VP of Sales

Technolink of the Rockies' Cybersecurity Technology Helps Local Businesses Protect Their Networks Against Global Attacks

Jeff O'Neill, VP of Sales of Technolink of the Rockies, Provides Useful Advice to SMBs

Englewood, CO – June 27, 2017 - Technolink of the Rockies, a leading unified communications provider, helps local businesses protect their networks against growing global attacks. The company's state-of-the-art cybersecurity technology and defense plan enables customers to avoid being held hostage to hackers from other countries' ransomware attacks which have already been launched on a world-wide scale. Small and mid-sized businesses (SMBs) need to understand the nature of this threat and what appropriate steps they can take in order to secure their technology infrastructure from future breaches.

One of the most recent and frightening attacks is the WannaCry ransomware attack. Since launch, it has affected 150 countries and over 200,000 computers. Most users were made vulnerable after failing to upgrade their old Windows PCs with the latest software upgrades and security patches, which is often the case for SMBs. Since most business owners are focused on increasing revenues, satisfying customers and driving profit, technological vulnerabilities are often an oversight. For victims of

the WannaCry attack, employees were locked out of critical data, forms and documents they needed and users couldn't work properly unless the business owner paid the ransom to regain access to the files. This is a dire situation for any business owner especially because there is no guarantee that this is a one-time offense. This isn't the first global attack, nor is it likely to be the last.

Technolink of the Rockies actively fights these cybercriminals and advises all of its customers on how to handle these challenging scenarios. Technolink of the Rockies has developed a unique approach for combatting cyberattacks, like WannaCry. A stool requires all three legs to maintain its structure, and so does Technolink of the Rockies three-pronged defense. First, business owners must set the perimeter with a managed firewall as-a-service. While many businesses may already have a firewall in place it is important to regularly update the firewall, in order to prevent new threats from entering the business. Firewalls need to be actively strengthened in the same way that a stool needs to be checked from time to time in order to make certain that a screw hasn't come loose. When a hacker finds a loose screw in the firewall, they can

exploit it and take the whole network down, which is exactly why businesses not only need a firewall, but a managed firewall.

Second, businesses need to establish anti-virus and malware protection through proactive monitoring and patching for all servers and desktops. In the same way that firewalls need ongoing management and maintenance, so do anti-virus and malware protection services. This second leg in the stool is critical to strengthen, in order to support both the first and the third legs.

The third and final leg of protection is to ensure that the company has a proven backup and disaster recovery solution providing onsite appliance with image based backups for quick restoral of files folders. This is especially important if servers reside on site. This leg of protection ensures that even if a breach makes it all the way into the network, the company can quickly reboot and recover sensitive data almost instantaneously. If the company is in the cloud, data is almost impenetrable.

"The recent, massively, publicized attacks that have occurred on a global basis is just the beginning," stated Jeff O'Neill, VP of Sales of Technolink of the Rockies. "Unfortunately,

cybercrime will never go away. We have made an investment in the proper cybersecurity technology and highly skilled professionals to ensure that our customers' networks remain secure. Our focus is on handling everything technical so our customers can focus on their businesses and drive their own profits. As they reach new levels of profitability, our business does better and it ends as a win-win for everyone. That's what makes us different."

About Technolink Of The Rockies

Founded in 1983, Technolink of the Rockies is able to fulfill all of its customers' technology needs. The company is the premier resource for business phone systems (VoIP and Session Initiation Protocol (SIP) provisioning), Managed IT Services, Network Security, Video Conferencing and Disaster

Recovery. Technolink of the Rockies has built a team of professional voice and data specialists whose goals are maximum customer satisfaction through total customer service. The company designs, implements and monitors end-to-end solutions.

Technolink of the Rockies delivers the future by linking business technologies today! For more information, please call 303-790-8700 or visit us at www.asktechnolink.com.