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VP of Sales

Technolink of the Rockies's Cybersecurity Platform Deflects Recent Ransomware Attacks on Technology Companies

Leading Managed Technology Services Provider Keeps SMBs Safe, Once Again

ENGLEWOOD, CO – August 26, 2021 - Technolink of the Rockies, a leading managed technology services provider (MTSP), recently shared that their robust cybersecurity solutions have protected their customers from consistent, daily attacks on small to mid-sized businesses. Unfortunately, this is not the case for many IT companies that leverage other systems like Kaseya, an IT solutions software developer, that was compromised by hackers in July through a malicious software update that Kaseya unknowingly pushed out to SMBs. It's unknown exactly how many devices were infected with absolute certainty, as hackers wreaked havoc on over 1 million devices and demanded \$70M as a ransom. This type of breach targeting companies through their IT providers is becoming more commonplace. Technolink of the Rockies's customers have been completely unaffected by any of these major network compromises.

For years, Technolink of the Rockies has remained ahead of the curve and protected its customers by foreseeing potential threats and rectifying them long before they reach their customers' businesses. In fact, it's a central aspect of their business philosophy. Jeff O'Neill, VP of Sales of Technolink of the Rockies stated, "We've been preaching the merits of cybersecurity for years and while moments like this are unfortunate to

witness, these types of breaches were very predictable. In fact, it's exactly why we've been making the right investments in the right technologies to keep our customers protected from these types of events. Business owners need to understand that when they hire an IT company, their provider not only needs to install, deploy and maintain the technology properly, but they should also be sophisticated enough to educate them on the significance of cybersecurity in the modern era. Modern advances have shifted cybersecurity from being a cost prohibitive, corporate luxury to a financially sound benefit for any business that wishes to eliminate this risk from their future. Business owners need to start anticipating issues like this, so that they can keep their organizations, employees and futures, secure."

Technolink of the Rockies takes extreme care in protecting its customers from breach and utilizes an array of cybersecurity solutions to fortify its network and protects each customer's IT network using the exact same methods they use internally. In other words, SMBs that are working with true MTSPs, like Technolink of the Rockies, essentially have a 24/7/365 team of dedicated cybersecurity professionals who are constantly innovating solutions which prevent any disruptions from occurring. A central principle behind any effective cybersecurity defense strategy is to use a layered approach, so that in the event of a breach, hackers

are restricted to only affecting small portions of the company.

While the true damage done from the Kaseya breach remains to be seen, SMBs must take the initiative to make the necessary preventative steps to secure their organizations from being affected in the future. While these supply-chain oriented attacks are likely to continue, this doesn't mean that businesses are defenseless. Quite the contrary, as O'Neill concluded, "In the case of cybersecurity, the old adage, 'an ounce of prevention is worth a pound of cure' is quite appropriate."

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.