



Malware is Running Rampant - Learn The 3 Moves to Stop It

*Nova Technologies Helps Customers
Protect Their Precious Networks*

PLYMOUTH, MN – March 30, 2021 - Nova Technologies a leading managed technology services provider (MTSP), proactively helps businesses address the increased threat of malware affecting small to mid-sized businesses (SMBs) in 2021. As more companies have increased their reliance on their IT networks to securely access information and applications, cybercrime has increased as well. Malicious actors continue to innovate their strategies and have even exploited insecure networks in order to trick users into downloading malware. Nova Technologies has developed three simple strategies designed to minimize exposure and dramatically increase the safety and security of their customers' networks.

"One of the biggest concerns that business owners need to be aware of is that hackers are becoming much more sophisticated," stated Pete Jones, Owner/President of Nova Technologies. "A few years ago, most phishing attempts were relatively simple to spot. But they have become much tougher to catch, especially among untrained staff." Jones later added, "Cybercriminals are using 'victim vetting' mechanisms to ensure that their efforts are pinpointed, and that they are targeting wealthy individuals or business owners, to ensure their time is well-spent and their attacks are precise."

There are immediate actions that any business can implement to add basic, intermediate and advanced levels of network protection to secure their company from these threats. The first and most easily

implemented solution is to ensure that staff is using multi-factor authentication (MFA), via practices such as "two-step authentication" on tools that they access on a daily basis. This is one of those "no-brainers" approaches that immediately add an extra layer of protection across the network and is quite effective at deterring cybercrime.

The second action that any SMB can take to increase their network security is to conduct phishing awareness training. Cybercrime relies heavily on human error and when employees are educated as to the types of attacks that are popular techniques, they can recognize them and respond appropriately. Business owners often overestimate the level of awareness that staff have about responsible browsing and downloading practices.

Many people don't realize that oftentimes the ideal target for cybercriminals are smaller, less protected businesses. Through ransomware attacks, hackers can gain leverage that is relatively easy for them to achieve, as opposed to how cumbersome it is for them to attack larger organizations, who've invested much more into their cybersecurity defense strategy. So, thirdly, for organizations that have more to lose, in terms of customer data, medical data, credit cards and other highly-sensitive information, they need to take a look at a security operations center (SOC). A SOC is a team of cybersecurity experts monitoring company networks 24 hours a day 7 days a week. If an attack occurs SOC technicians jump into action and thwart the attack. SOCs have grown in popularity because they are the most comprehensive solution.

While each business faces a unique level of threat, it's critical that SMBs learn more about the risks their network currently faces and build the right defense shield with the right tools.

ABOUT NOVA TECHNOLOGIES

Nova Technologies is Minnesota's largest and most experienced Toshiba and Zultys dealer. Telecommunications runs your business. The team at Nova Technologies has a history dating back to the early 1980's. Nova Technologies does not just provide telephone system equipment and service; we provide a stake in the business of our customers. We learn their business and work with them to ensure they are receiving the very best value. Our goal is a lifelong partnership. The company's goal is maximum customer satisfaction through total customer satisfaction.

Nova Technologies provides customers with industry leading technology, serviced by Factory Certified technicians with years of experience. Customer training is offered for every component of the phone system by Nova Technologies' highly experienced team.

The company's trusted and professional technicians offer service to ensure system reliability. Nova Technologies also offers comprehensive emergency service 24 hours a day, 7 days a week guaranteed within 2 hours.

For more information on Nova Technologies call (952) 473-2100 or visit <http://www.nova-communications.com>.