



K2's Shredding Your Servers And Going Virtual



Created with
Designer

Session Description



Most small and mid-sized businesses are at least considering cloud-based suites for business management, performance management, and productivity. Unfortunately, many owners and accounting professionals need to learn the difference between using cloud-native tools, employing a managed service provider, and utilizing a desktop hosting provider. This session helps participants understand the differences in the levels of service provided by these offerings and will also highlight some of the regulatory barriers which could create problems for your organization. Attend this session and learn what you need to know before saying “see ya” to your servers.

Major Topics



- The similarities and differences in desktops managed by a managed service provider, a desktop/application hosting company, and a browser-based cloud
- Regulatory requirements like HIPPA, GLB, PCI, and more
- Practical tips for dealing with service providers

Learning Objectives



- Identify critical differences between a managed service provider, a desktop/application hosting company, and a browser-based cloud solution
- From a list of regulations, identify a practical restriction on users imposed by the regulation
- Identify services included in productivity suites from Microsoft, Google, and Zoho and match them to the tools which best address an identified business need

Overview



- What do we **want to accomplish**?
- **What services** do I need, and where do I get them?
- What are my **technology platform options**?
- What **communication services** do I need?
- Which **productivity suite** should I use?
- What are my **regulatory requirements**?



WHAT DO WE WANT TO ACCOMPLISH?

What Do We Want? And Why?



- What is working and isn't working in current operating mode?
- What are the challenges/fears that are driving the change?
- Have you talked to any users whose business looks like yours about their IT/software transition?
 - What did they learn?
 - What did they wish they knew/did with their transition?
- What are you trying to accomplish?
- How will this impact your ability to serve customers and retain employees?

What Do We Want? And Why?



- What options/business models are enabled/disabled by the change?
- Do you plan to go virtual or significantly shrink your office? Change staffing strategy to have more remote employees?
- How do you expect the business to scale (up/down) over the next five years? Ten years?
- What changes are you making in the business and what impact will those changes have on staffing, business model?

=> Have you thought things through? This is a BIG DEAL



WHAT SERVICE OPTIONS EXIST?

Big Choices



- Stay on-premise using remote enabling technologies such as Citrix Virtual Apps and Desktops
- Using hosting companies such as CETROM, Microsoft, or Amazon
- Use SaaS (Software as a Service) applications that run in a browser
- Mix solutions together and create “hybrid” solutions, probably the most common

Options For IT Staffing



- **Hosted** – Servers/desktops run from remote hardware over Citrix Virtual Apps and Desktops. The local computer and local network is just there to connect to the remote server, which hosts all apps/data
 - **Examples:** [CETROM](#), [Right Networks](#), [Ace Cloud Hosting](#)
- **Managed Services** – Managed service providers (MSP's) may provide some or all an organization's IT staffing and may or may not host the data and applications on their own servers (hosting) or on the firm's on-premises servers.
 - **Examples:** [NMGI](#) (MSP), [CETROM](#) (Hosting, MSP)

Options For IT Staffing



- **In-House** – This option is where the firm has one or more IT professionals which work with them on a part-time or full-time basis
 - When the IT department is small, it may be necessary to have outside specialists handle more technical specialized tasks like upgrading/migrating servers, setting up firewalls, and more
 - Accountants are **notoriously bad** at managing IT people, so proceed with caution
- **Hybrid** – This option has outside work along with some in-house work
 - Some CPA firms have in-house IT staffers that deal with the CPA-firm-specific apps (e.g., tax, engagement software, break/fix issues, etc.) while they may have a managed service provider to handle more technical issues like firewall/cybersecurity
 - There is a natural conflict between the skills needed for strategic technology decisions as opposed to operational tech decisions – so be careful here

Cloud Vs. On-Premise Summary



Cloud

- Subscription-based services
- Maintained by third-party
- Data stored somewhere else
- Multiple solution providers
- Execution through a browser
- Data secured by third-party
- Immature - limited features
- Very scalable
- How will my data convert
- Built-in disaster recovery

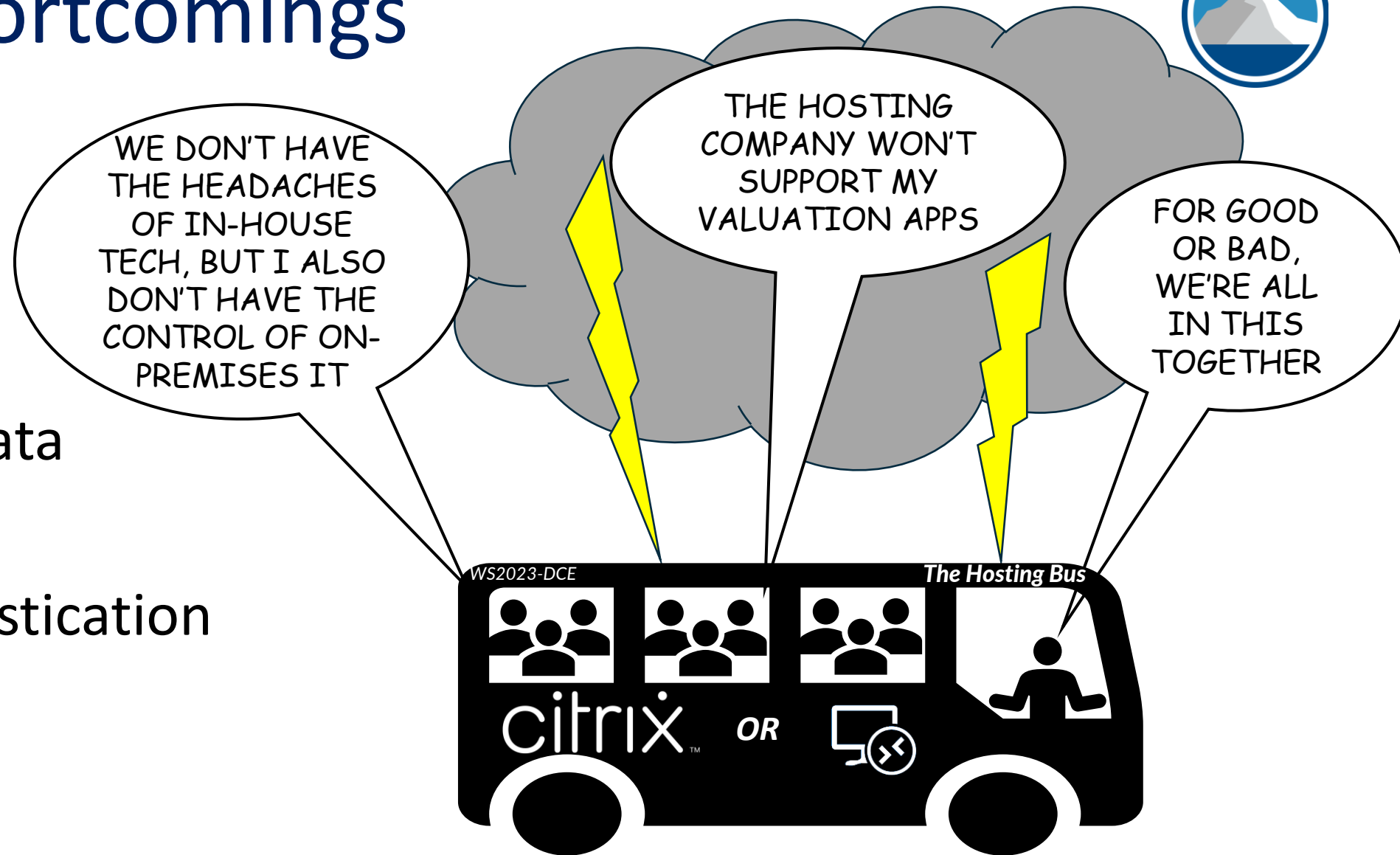
On-Premise

- Purchase the solution
- Stored and maintained locally
- Store & protect data locally
- Single source solutions
- Client/server implementation
- Data security is up to you
- Mature code is feature rich
- Heavy investment to scale
- Data fairly easy to convert
- Disaster recovery is up to me

Cloud Shortcomings



- Speed
- Integration
- Control
- Security of data
- Reliability
- Lack of sophistication
- Governance



Cloud Data Center Advantages



- Redundant communication lines
- Generators for backup power
- SLA (service level agreements) of 99.999(9)%
- Physical security and control
- Command centers
- SOC/SSAE 16 certifications (often inherited)
- Probable BC/DR preparedness

On-Premise Shortcomings

- Lack of expertise
- Cost controls
- Responsiveness
- Ability to satisfy needs
- Single site risk
- Disaster Recovery
 - Power outages
 - Internet outages after natural disasters



Public Cloud Vs. Private Cloud

What Technologies Have Made This Possible?



- Public Cloud (Hosted)
 - Cheap, unmetered Internet access
 - Price war in computing platforms (AWS, Azure, Google Cloud, etc.)
 - More effective and secure remote desktop/virtual desktop tools
 - Emerging wireless and satellite-based internet services
 - Less expensive model for vendors
 - Very large-scale SANs
 - Increased server power
- Private Cloud
 - Citrix Virtual Apps and Desktops, or VMware Horizon
 - Lower Priced Storage Area Networks (SANs)
 - Backup Appliances for Business Continuity/DR and off-site capabilities
- SaaS
 - Better development tools
 - Faster centralized compute

Hosting Or On-Premises?



- Outages in 2019-2020 - the bad guys are getting better faster than the good guys
 - CCH Axcess, CETROM, Intuit, Thomson Virtual Office, iNSYNQ and Summit Hosting each had outage incidents between May 2019 and the present
 - Just being in the cloud doesn't ELIMINATE downtime – some will occur regardless
- Strong, credible hosting companies for legacy applications from providers with experience hosting these tools:
 - AbacusNext
 - Ace Cloud Hosting
 - CETROM
 - Right Networks
 - Thomson Virtual Office CS

On-Premises



- Requires upfront and on-going hardware costs
- Larger firms will have lower cost and higher performance
- Can be maintained by Managed Service Providers or in-house
- Can usually be recovered quicker during an outage
- Has physical risk based on your office and location



SAMPLE HOSTING/MSP: CETROM

Who we are

- Founded in 2001, cloud from the beginning
- Rated Top Hosting Provider for CPA Firms
- Private company, veteran owned
- Headquartered in DC Metro area
- Datacenters in Sterling, VA and Denver, CO
- Leading cloud solutions provider for CPA Firms, investing and deploying AI-based security technologies



Award-Winning Solutions & Great Place to Work



Our Core Values



Experts in Hosting Accounting Applications



And more...

What We Do

Custom Cloud Hosting Solutions

- Full-service IT solutions company, not just Cloud
- IT strategy, security, planning, etc.
- Your Virtual CIO
- Dedicated support team available day or night
- 24x7x365
- Perform multiple daily backups, built into disaster recovery plan
- Perform scheduled updates to hosted software
- Proactive & advanced security methodologies
- Arm clients with guides, training & resources



5 Star Rated Support

- 100% US-based support team available 24/7/365
- Scheduled & controlled maintenance
- Provide client training & resources
- Offer tips & best practices
- Account management & ongoing check-ins
- Detailed monthly reporting, trends & recommendations for improvement

"Cetrom Support fixed my problem in under 5 minutes. All Cetrom engineers are courteous, professional and great to work with. Thank you, Cetrom!"

– Mid-sized East Coast Firm



Customer Satisfaction

- Surveys reviewed by our CEO and Client Success Manager to ensure 100% satisfaction
- Make improvements based on feedback and celebrate successes
- Your success is our success!

"Cetrom fixed all my problems, their engineers are very professional, courteous, friendly and very efficient. If all customer service out there was like this, it would be a better world. Thank you, Cetrom!"

– Mid-sized East Coast Firm

Customer Satisfaction Survey - Closed Ticket Survey



Please take a moment to answer a few questions about your recent experience with us. The rating scale is 5 being the highest/best result and 1 being the lowest/unsatisfactory result. We appreciate your business! Thank you for your time completing this quick survey!

How would you rate the timeliness of the initial response to your issue? *
(5 being the highest rating)

1	2	3	4	5	N/A
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[Clear](#)

How would you rate the timeliness of the resolution of your issue? *
(5 being the highest rating)

1	2	3	4	5	N/A
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[Clear](#)

Was the problem or task resolved to your satisfaction? *
(5 being the highest rating)

1	2	3	4	5	N/A
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[Clear](#)

How would you rate the support representative's ability? *
(5 being the highest rating)

1	2	3	4	5	N/A
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[Clear](#)

How would you rate the support representative's professionalism? *
(5 being the highest rating)

1	2	3	4	5	N/A
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[Clear](#)

How satisfied were you with the overall service you received? *
(5 being the highest rating)

1	2	3	4	5	N/A
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[Clear](#)

Do you have any additional comments or feedback?

Submit

Cetrom's Advanced Cybersecurity Defense System



Ransomware Detection & Remediation
Next-Generation Antivirus Technology
Forensics-level Detection & Response



Multiple Back up Solutions Onsite & Offsite
Data Encryption at Rest & In Transit
Email Attachment & Link Scanning



Two-factor Authentication
Adopt Least Privilege Model
Employee Cybersecurity Recurring Training



Patch Management
Email Encryption
Standard Antivirus

Security Methodologies

- Inbound/Outbound Geo Lockdown
- Perform & maintain two offline data backups using separate technologies
- Replicate your data backup to an independent SOC audited datacenter
- Leverage intrusion detection & prevention
- Proactive monitoring of hardware & software
- Two-Factor Authentication for everything
- Regularly perform security audits and patch management of our systems
- Work with two leading security firms to validate our security methodologies
- Deploy two separate AI-based security technologies



AI Security Defense Solutions

- Intrusion Detection Systems
- Threat Response
- Human Augmentation
- Lightweight and Does Not Impact Performance

Real World Cetrom Client Combated Threats:

- ❖ *In the past 90 days - **51 detected threats were neutralized***
- ❖ *Clients average **33 phishing emails per month** that were flagged as potentially malicious.*



Compliance

- SOC 2 Type II compliant (since 2012) – Company & Data Centers
- HIPAA compliant (since 2013)
- FIPS 140 -2 compliant hardware and software (since 2001)



White Glove Migration

- Dedicated Project Manager
- 150+ Point Migration Plan
- Testing Environment
- 30-day Training Program
- Soft hand off
- Dedicated Client Success Manager


"After reviewing the proposals from various IT providers – Cetrom was outshining the others on every level. With Cetrom, we knew that we were going to get better service – add the fact that they certainly lived up to our high expectations through migration. We couldn't be happier."






– Mid-sized East Coast Firm



Proactive Communication

SUPPORT (866) 556-4357
www.cetrom.net



Notification | October 30, 2019

Support Alert: Malicious Ransomware

Please be on alert - we are seeing an increase in email scams going around, especially those with harmful attachments and links.

DO NOT CLICK ON THESE SCAM EMAILS!

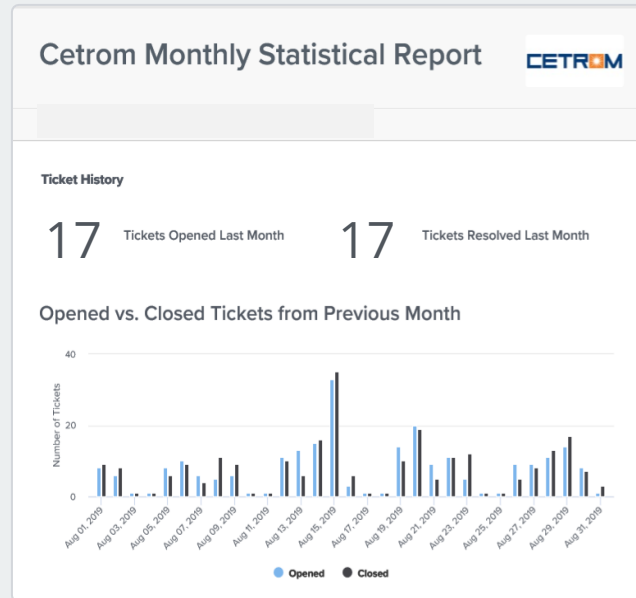
Please be extremely vigilant when opening any attachments, unknown links or anything from a unknown sender. Extra caution and extreme scrutiny should be used, especially with email.

Here are some phishing tactics bad actors are using today:

- Contains links – even from friends, family, coworkers or clients
- Contains a download (i.e. - picture, file, document)
- A response to a question you never asked
- Info or password needs to be verified via a link provided
- A sense of urgency or warning if you fail to act
- Far-fetched schemes or scenarios

Weekly Proactive Reminders

Real-time client reminders and best practices based on what's going on in the industry.




Monthly Reporting

A snapshot of your team's service usage by user, ticket trends and more.

Reminders


Daily Computer Restart - we recommend restarting your computer at the end of each work day to clear out any low-level errors that may have occurred, flush out your RAM, and to stop memory leaks.

A restart at the end of your workday will also allow any hardware or operating system updates to run without interfering with your day-to-day activities. Additionally, it allows your computer to be "on" during nightly maintenance windows where we may push virus updates, GPO policies and maintenance patches to your PC.



Outlook

Access your email anytime using our secure web portal. Go to securemail.cetrom.net and log in using your credentials. Be sure to select "private" or "public"



Two-Factor Authentication

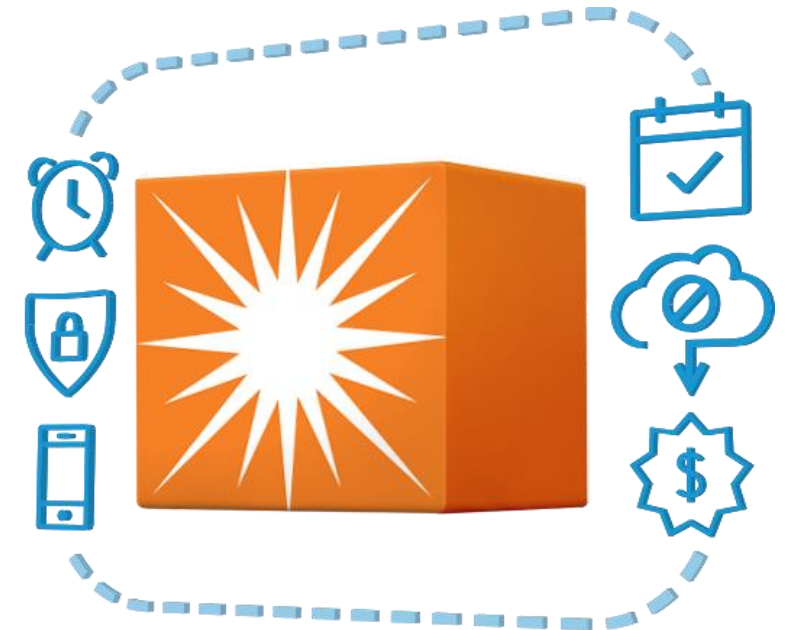
When using Two-Factor Authentication ([Cetrom2FA](#)) to log into your receiver, you can easily manage, add, or remove a device by using our web portal. Simply

Quarterly Newsletter

Important announcements, reminders, tips and best practices

Why Cetrom?

- Proven experience with your unique applications
- 5-star support team
- Triple backup protection - best in the industry
- Utilize more security software than any other cloud provider
- Award-winning US-based Support Team available 24x7x365
- Custom build each client environment - using dedicated servers
- Utilize best of breed technology to better serve our clients
- Controlled growth model
- White glove migration included
- We put our clients first



***6-Month
No Hassle Guarantee!***



“My promise to you - I will continue to innovate and push Cetrom to be second-to-none on customer service and satisfaction.”

– Christopher J. Stark, President & CEO



What Our Customers Are Saying



"We love that Cetrom Support **knows us**, they **know our programs**, and they are **responsive**."



"Outsourcing everything to Cetrom has been great and gives me **peace of mind** knowing that we're working with a company whose **expertise** enables them to take on the burden of managing our entire system."



"We are **extremely happy** with the service and support we receive from Cetrom. Our staff is more **efficient** overall in our day-to-day activities, and we don't have any downtime. It's a **good feeling** knowing we have them **in our corner** to guide us in **making the right IT decisions**."



"One of the things we appreciate wholeheartedly about working with Cetrom is **how great the people in the service area are** and the high-level of responsiveness we have received. I've been **very pleased** with the services Cetrom provides and I can't say enough about the people Cetrom hires."



"We use two programs that often posed a challenges for our previous IT providers. Cetrom handled the situation **professionally**, coordinated with the software vendors, did all the backend testing, and **made sure** the product was working properly before they release it to us."



WHAT COMMUNICATION SERVICES ARE NEEDED?

Cloud App Choices



Application Need	On-Premises Choices	Cloud Native Alternatives
Customer Relationship Management (CRM) and Contact Management	Act!, Siebel, Outlook, SuiteCRM, Microsoft Dynamics CRM	Zoho CRM, HubSpot, Salesforce, Dynamics 365 for Sales
Entry level accounting	QuickBooks Desktop, Sage 50cloud, Spire	QuickBooks Online, Zoho Invoice, Zoho Books, FreshBooks, Xero
Mid-market accounting/ERP	Spire, Acumatica, Open Systems, Exact ERP, Sage 100, Sage 300	Spire, Acumatica, Sage Intacct, NetSuite
Professional tax software	CCH ProSystem fx Tax, CCH Axcess Tax, UltraTax, Lacerte Tax, ProSeries Tax, ATX, TaxSlayer, Drake Tax	GoSystem Tax, CCH Axcess Tax (hybrid), ProConnect Tax
Productivity suites	Microsoft Office, OpenOffice	MS Office 365, Google Workspace, Zoho One

Telephony And Communication



- Meeting solutions
 - Integrated with productivity tools (MS Teams, Zoho Meet, Google)
 - Third-party (Zoom, Bluejeans, GoToMeeting, Cisco Webex, etc.)
 - Conference room and office hardware solutions
- Routine calls
 - Cell phones only?
 - VOIP only? Integrated with meeting solution?
 - Local numbers or toll-free?
 - Calls on PC with headset, on cell phone softphone, or on traditional handset?

Real-Time Collaboration Tools



- How will you see if someone is online and available for a quick chat? By using “presence” in instant messaging platforms
 - Some examples include Microsoft Teams, Slack, Cisco Jabber, Cisco Webex Teams, Google Chat, Zoho Cliq, Discord, and RingCentral Glip – reviews of many of these and more available [here](#)
- Most of these platforms have a PC/Mac client as well as a smartphone app and a web interface
- Some have available integrations into other tools that are part of their application suite

Business Phone Systems



- More and more organizations are eliminating their internal phone system hardware and are using hosted voice over IP (VOIP), where there isn't any local hardware
- Consider integrating your VOIP provider with your video meeting solution – this integration doesn't prevent you from having traditional phone handset hardware if desired
 - [Microsoft Teams phone integration](#)
 - [Zoom Phone](#)
 - [Google Workspace Voice](#)
 - [Vantage Unified](#)
 - [Dialpad](#)
 - More provides are included in [a PC Magazine review](#)

Business Phone Systems



- Features to consider include:
 - Integration with virtual meeting solutions
 - Web phone calling from PC and smartphones
 - Business text messaging
 - Simultaneously ringing cell number and office
 - Call forwarding
 - Voice mails transcribed, sent to e-mail
 - CRM integration/automatic dialing
 - Conference calling
 - Hardware phones for desks, conference rooms
 - Faxing (if needed)
- You can also do many of these things with on-premises solutions like [Asterisk](#) and [3CX](#)



WHICH PRODUCTIVITY SUITE?

What Are These Tools?



- ✓ These services provide a set of Cloud-based business productivity and communication apps
- ✓ They provided in a Software-as-a-Service (SaaS) environment where the provider is responsible for all technical operations
- ✓ Unlike the other two, Office 365 is provided as both a Cloud-based and desktop-based productivity suite
- ✓ They include traditional office tools such word processing, spreadsheet and presentation
- ✓ They include hosted communication services such as email, instant messaging, shared calendars, and storage
- ✓ They are all high configurable and scalable. They can grow with your business from start up to Fortune 500



Google Vs. Office 365 Vs. Zoho



	G Suite	Office 365	Zoho
Entry Price	\$6 per user per month (plus tax)	\$99/yr for families, business plans start at \$6/user/mo	Free for up to 10 users
Storage Options	30 GB per user (Basic), 2 TB/user (Standard), 5TB/user (Plus)	1TB per user in most plans	Varies based on product and service plan
Plan Choices	Three options; \$6, \$12, or \$18 per user per month	Many options ranging from \$6 per user per month to \$57 per user per month	Many options ranging from free to \$105/user/mo
Featured Apps	Gmail, Sheets, Slides, Drive, Calendar, Chat, Meet, Docs	Word, Excel, Outlook, PowerPoint, Teams, SharePoint, Bookings	Books, Expense, Inventory, CRM, Documents, Analytics (Zoho One includes 60+ apps)
Commitments	Flexible month-to-month or annual commitment	All plans require an annual commitment	Flexible month-to-month or annual commitment
Integrations	Just about everything	Pretty good	Pretty good
Ease of Use	Very easy	Pretty good	Good

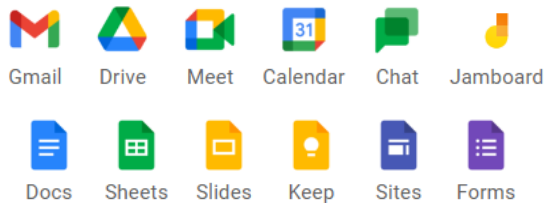
Google Workspace



Technology that brings teams together

Google Workspace

Every plan includes



Learn more about G Suite's
powerful feature set at
<https://workspace.google.com>

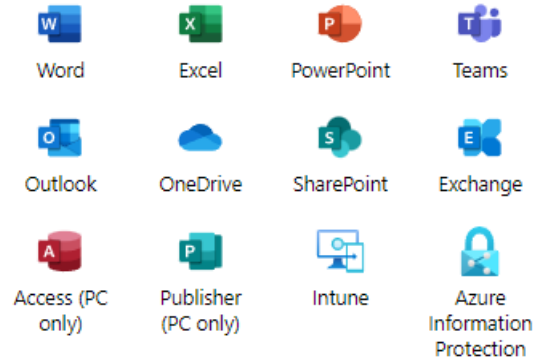
- ✓ Fantastic set of tools for communication, storage, and collaboration
- ✓ Does not include any financial tools, but there are thousands of integrations to other products and services
- ✓ Great migration and support tools to get you going and keep you going
- ✓ Natively built for the Cloud and mobile devices
- ✓ Really good option for all sizes of business, but particularly good for small businesses that don't want the headache of configuration or the need for additional enterprise applications (e.g. CRM, ERP, etc.)
- ✓ Plans start at \$6 dollars per user per month or \$72 dollars per user per year, and go up to \$18/user/month
 - ✓ There are differences in the plans re: meeting capacity, eDiscovery capabilities, amount of storage, support, DLP, and endpoint management capabilities
 - ✓ The functionality and apps are largely the same otherwise

Spotlight On Microsoft 365



Office when and where you need it

- ✓ The largest, most powerful, and most configurable selection of tools and services, with plans for home, business, enterprises, education, government, and more
- ✓ Contains the same great applications (e.g. Word, Excel, Outlook, PowerPoint, SharePoint, etc.) that your organization has used for years
- ✓ Many new innovative web apps and services like Teams, Bookings, Lists, Approvals, Sway, Planner, Stream, and more
- ✓ Not all plans include all services/apps
- ✓ Mixture of both Cloud-based, desktop applications and mobile applications
- ✓ A great option for personal use or any size business, but particularly good for organizations already utilizing other Microsoft products



Learn more about Microsoft's
fantastic and useful Office 365
<https://www.office365.com>

Spotlight On Zoho One



Everything you need to manage all day-to-day activities



Learn more about Zoho One,
the Zoho App Suites, and the
individual Zoho apps
<https://www.zoho.com/>

- ✓ A robust set of tools to manage everything from communication to sales to customer service to financial accounting
- ✓ All the services your business needs, under one roof
- ✓ Zoho One includes over 60 tools to help organizations better communicate, sell more, help customers better and simplify/integrate business processes and data
- ✓ Zoho is sold as a bundled solution (Zoho One, plus six other suites of apps) or on an app-by-app basis
- ✓ Their tools are all Cloud-based and platform independent so you can work anywhere and on any device of your choosing
- ✓ Great option for small organizations as most apps have a “free” tier for small businesses



WHAT ARE MY REGULATORY REQUIREMENTS?

Other Possible Regulatory Requirements



- There are many more regulatory requirements than we can even mention here – but some of the major laws and regs include:
- **United States**
 - [HIPAA/HITECH](#) – for medical providers and healthcare data
 - **FERPA** – [Family Educational Rights and Privacy Act](#) – Student records/data in K-12 and post-secondary schools
 - **PCI** – [Payment Card Industry](#) (for those who accept credit cards)
 - **GLB** – [Gramm-Leach-Bliley](#), a privacy statute that covers many kinds of financial companies
 - [FDIC Privacy Rulebook](#) for federally insured banks and Canada's Federal Bank Act
 - [COPPA](#)- for websites and online services that serve children under age 13
 - **State requirements**, like CA Consumer Privacy Act and others ([resources](#))

Other Possible Regulatory Requirements



- [Canada](#) has a number of important privacy regulations
 - **Privacy Act, PIPEDA**, provincial privacy statutes are regulated by the [Privacy Commissioner of Canada](#) and others at the provincial level
 - Other regulations exist surrounding where the servers that physically hold cloud data must reside – for example, [CRA's regs on books and records in Canada](#)
- The European Union's **General Data Protection Regulation (GDPR)**
- Many other statutes exist – in every country around the world

Protecting Taxpayer Data Is The Law



- The Federal Trade Commission (FTC) has jurisdiction to set data safeguarding regulations for various entities, including tax return preparers
- Known as the Safeguards Rule, the FTC requires organizations to have measures in place to keep customer information secure
 - Companies subject to the rule are responsible for taking steps to ensure that their affiliates and service providers safeguard client or customer information in their care
- Firms could be subject to other laws and regulations at the state or local level, such as data encryption laws or security breach notification laws

Protecting Taxpayer Data Is The Law



Additionally, online providers must follow the six security and privacy standards in IRS Publication 1345

- 1) Extended validation SSL certificate
- 2) External vulnerability scan on a weekly basis
- 3) Information privacy and safeguard policies, certified by a third-party
- 4) Protection against bulk filing of fraudulent income tax returns
- 5) Public domain name registration
- 6) Reporting of security incidents, as soon as possible, but not later than the next business day

What Must I Have?



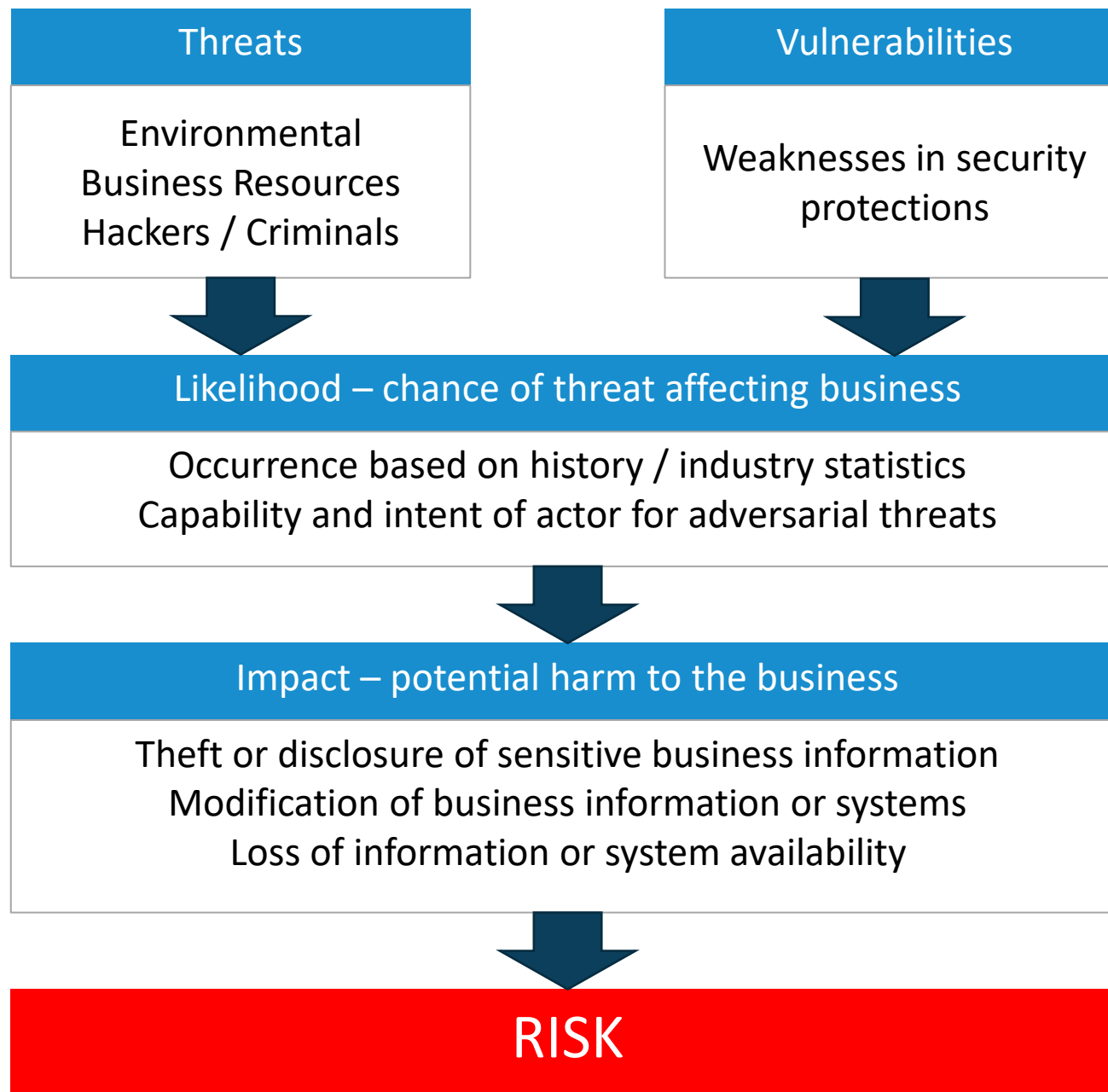
These are considered the absolute minimum level to have in place:

- 1) Install Anti-Malware software or Endpoint Protection and Response
- 2) Implement a firewall
- 3) Strong passwords and use Multi-Factor Authentication (MFA)
- 4) Backup your data and test your backups
- 5) Use drive encryption
- 6) Use Virtual Private Networks (VPNs)
- 7) Written information security plan and relevant policies
- 8) May have additional requirements with healthcare, banking, investment, tax, credit card, or payroll data

Beyond The Basics



- Mobile Devices and Removable Media
 - Mobile Device Management – BYOD
 - USB Drives – If a lost or stolen USB drive contains sensitive personal information that's not encrypted
 - Secure disposal of old devices and wiping/sanitization of hardware
- Wireless Connectivity
 - Harden Internal Access Points
 - Internal Guest Wireless
 - Client Networks or MiFi Devices
 - Attaching to Open Access Points
- DLP (Data Loss Prevention)
- Change/Configuration management of all devices
- Internal and External vulnerability scanning of all devices



What Is Risk?

Many Types Of Risk



Damage to information or information systems

Regulatory fines and penalties / legal fees

Decreased productivity

Loss of information critical to running your business

An adverse reputation or loss of trust from clients

Damage to your credit and inability to get loans from banks

Loss of business income

FTC Safeguards Rule Penalties



- The FTC deems tax preparers "financial institutions" under the Gramm-Leach-Bliley Act
- Compliance with the Act is mandatory
- Non-compliance can lead to fines of up to \$100,000 or imprisonment for each violation
- Officers and directors can be fined up to \$10,000 for each violation

FTC Safeguards Rule Compliance



- The Gramm-Leach-Bliley Act (GLB) requires companies designated as financial institutions to comply with certain requirements and professional tax preparers are included in the definition of financial institutions
- Tax preparers are subject to the GLB Safeguards Rule
- Non-compliance can lead to steep fines or imprisonment

Safeguards Rule Requirements



- Firms must create a security plan that is appropriate for the organization's size and complexity
 - A plan for a sole proprietor will be markedly different than the one for a Big Four firm
- A firm's plan must be appropriate for the nature and scope of the services offered and the sensitivity of the customer information handled by the firm

Specific Requirements Of The Rule



- Designate one or more employees to coordinate the plan
- Identify and assess risks to customer information in each relevant area of the firm's operations and evaluate the effectiveness of the current safeguards for controlling these risks
- Design and implement a safeguards program and regularly monitor and test it – annual privacy and security training for everyone is required

Specific Requirements Of The Rule



- Select service providers that can maintain appropriate safeguards, make sure your contract requires them to maintain safeguards, and oversee their handling of customer information
- Evaluate and adjust the plan considering relevant circumstances, including changes in the firm's business or operations, or the results of security testing and monitoring

Summary



- When going virtual, there are a wide range of options in every area – technology platform/hosting, applications, communication services, and productivity suites
- There are also a growing number of laws and regulations that place a diverse range of requirements on businesses of all types, so figure out your regulatory requirements early in the process
- Virtual work is an important part of our future, and you will be able to provide this flexibility to your employees sooner if you choose the right platforms and tools for your current and future business management tool needs