Tools & Tips for Making the Most of Technology

WELCOME!

While you wait...

ZOOM Logistics:

- All attendees are muted
- There will be a Q&A session following the presentation.
- At the top of your screen, choose "speaker video" as your viewing option.

HOW to ask questions?

- Click "Q&A" button at the bottom of your screen.
- Type in your question.
- The moderator will read your question aloud.

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Tools & Tips for Making the Most of Technology

Presenters

Allan Sandoval (*moderator*)
Director of Business Technology Services - NC Department of Commerce

Penny Whiteheart
Executive Vice President - Piedmont Triad Partnership

Robert Van Geons
President & CEO - Fayetteville Cumberland County EDC

David Dean
Agile Project Manager - IBM Corporation

NC•EDA
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Development Association

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Cyber Security 101

A crash course to better security thinking

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- "There are only two types of companies: those that have been hacked and those who don't know they have been hacked" – John Chambers, Cisco CEO

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What is Cyber Security?

- Computer security, cybersecurity or information technology security (IT security) is the protection of computer systems and networks from the theft of or damage to their hardware, software, or electronic data, as well as from the disruption or misdirection of the services they provide. – Source Wikipedia

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What's at Stake?

Interruption in business services
Loss of intellectual property and trade secrets
Loss of competitive advantage
Reputation loss
Financial loss and/or fines
Identity theft

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Types of Attacks

- **Phishing/Spear Phishing** – typically carried out via email, it's an attempt to collect usernames, passwords, credit card information etc. via deception. Phishing is broad where spear phishing is targeted at specific individuals.
- **Social Engineering** –essentially using human nature to get what you want. In the case of IT, it's manipulating people to gain access to accounts, resources, building, etc.
- **Ransomware** – software that when executed on your system, locks access to your systems. The user is presented with the options of pay a ransom or lose data.
- **Denial of Service** – hackers use a network of resources to flood a website or system with requests, crippling the targeted system and rendering it unusable for the duration of the attack.
- **Website Defacement** – hackers compromise your website and replace or redirect pages to their own content.

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What Can My Organization Do?

- Adopt a security mindset
- Invest in training employees!!!
- Establish and regularly review policies and procedures
- Establish and enforce password requirements with periodic changing of the password
- Work with vendors to ensure websites, servers, computers and other applications/services are up-to-date with patching
- Backup data!

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What can I do?

- Adopt a security mindset
- Lock your workstation when you're away
- Monitor your accounts for suspicious activity
- Ask questions – for example, was I expecting to receive a DocuSign document from Jane?
- Only use devices you or your company purchased. Found thumb drives are bad!
- If you see something suspicious – say something!
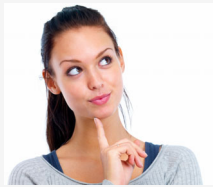
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How to Identify Malicious Email

- Spelling and grammatical mistakes
- Sender implies a sense of urgency
- Is it expected vs unexpected
- Mouse over, do not click, links you're suspicious of to see the URL
- Call the sender to verify authenticity

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Sample Malicious Email

- Flag 1 - Do you know the sender and are you expecting to receive something like this?
- Flag 2 - The subject is generic and along with the document name, in all caps.
- Flag 3 - The to: line is empty which indicates this is a bcc: and is hiding all the recipients from one another.
- Flag 4 - When you mouse over the open button, the link is to a personal SharePoint site. Please note, mouse over, do not click on it.
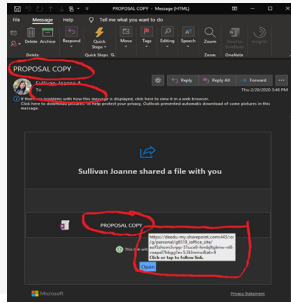
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What to Do If You Think You're a Victim

- **Report it.** If it's related to your work, report it immediately to the appropriate people within your company - especially if you think you might have revealed sensitive information about your company.
- **Watch for changes to your accounts.** If you believe your financial accounts might be compromised, contact your financial institution immediately and close any accounts that may have been compromised. Watch for any unexplainable charges to your account.
- **Change your passwords.** Immediately change any passwords you might have revealed. If you used the same password for multiple resources, make sure to change it for each account, and do not use that password in the future.
- **Watch for other signs of identity theft.** These signs could include but are not limited to: unusual or unexplainable charges on your bills; phone calls or bills for accounts; products or services that you do not have; new, strange accounts appearing on your credit report; or unexpected denial of your credit card.
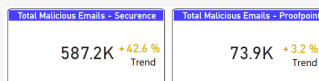
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Some Quick Metrics From NC DIT.

- There were 726 attack "events" over the last two business weeks
- The five-week average of malicious emails as a percentage of total emails received is 16.15%
  - Five-week average of PHISHing emails: 9,812
  - Five-week average of spam emails: 386,172
- The graphs to the right represent last week's activity

Total Events	15,039,383,189 13,798,342,455
Total Security Events	318,123,627 309,634,798
Correlated Events	4,022,445 4,061,572
CTOC Analyzed	0 0
Total Escalations (Tickets)	1 0

Total Malicious Emails – Securence	Total Malicious Emails – Proofpoint
587.2K + 42.6 % Trend	73.9K + 3.2 % Trend

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Other Common Security Scenarios

- While Traveling - https://it.nc.gov/resources/cybersecurity-risk-management/cybersecurity-awareness/online-safety-tips/cybersecurity
- Working Remotely - https://it.nc.gov/resources/cybersecurity-risk-management/cybersecurity-awareness/online-safety-tips/cybersecurity-0
- Teleconferencing Tips - https://it.nc.gov/resources/covid-19-resources/teleconferencing-security-tips
- Avoiding Coronavirus Scams - https://it.nc.gov/resources/covid-19/avoiding-coronavirus-scams

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Resources

- North Carolina Department of Information Technology - https://it.nc.gov/resources/cybersecurity-risk-management/cybersecurity-awareness
- Monthly NC DIT Enterprise Security and Risk Management Office newsletter - https://it.nc.gov/documents/cybersecurity-newsletters
- North Carolina Local Government Information Systems Association - https://www.nclgisa.org/

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Contact Information

- **Allan Sandoval, CGCIO**
- Director of Business Technology Services
- North Carolina Department of Commerce
- asandoval@nccommerce.com
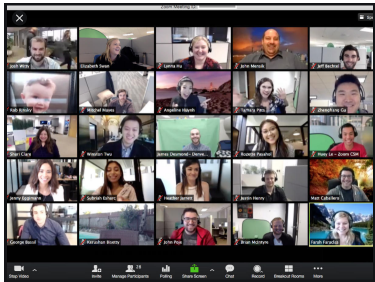- 919-707-1575

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Virtual Meetings

Platforms and best practices | May 7, 2020

Penny whiteheart

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Virtual is here to stay!

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Meeting Set Up Considerations

- **Casual Meeting** – brainstorming, status update, 'catch up' meeting
- **Structured, Informal Meeting** – staff meeting, informal presentation
- **Formal, Structured Meeting** – board or directors meeting, formal presentation, sales pitch
- **Sensitive or confidential meeting** – client meeting, real estate negotiation, performance review

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Meeting Set Up Considerations

- **Out of scope for this presentation**:
  - Webinar
  - Live Streaming Event
  - Panel Presentation

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Meeting Set Up Considerations

- **Attendee Profile**– comfortable with the platform?
- **Attendee Device** – Smartphone? Phone call only? Different Operating System?
- **Attendee Bandwidth –** reception, bandwidth and device quality
- **Sensitive or confidential meeting** – client meeting, real estate negotiation, performance review

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Comparing Virtual Meeting Platforms

GoToMeeting by LogMeIn
- Starting @ $12/mo
- Presentation Capture
- Browser based = ease of accessibility
- Unlimited cloud storage

Cisco WebEx
- Free plan available; $14/mo
- Full featured free plan
- "Graybeard" of video conferencing

Zoom
- Free plan available; $15/mo
- Easy screen sharing
- Dual Monitors
- Intuitive host & user interface
- Robust annotating & whiteboarding
- Breakout Rooms
- File Sharing

Microsoft Teams
- Free plan available; part of O365
- Ease of 'quick meeting'
- Replacing Skype for Business
- May already be deployed- 32% in March 2020

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Comparing Virtual Meeting Platforms

Meet

ZOHO Meeting

RingCentral

BlueJeans

join me

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"I'm no expert, but I think it's some kind of cyber attack!"

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Security Considerations for Virtual Meetings

- **Always Use Passwords**
- **Do Not Publish** video conference links in newsletters, websites, public places…
- **Turn Off** Attendee recording by default
- **Upgrade** your software to the latest version

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Security Considerations for Virtual Meetings – For **MORE** Security

- **Do not allow "Join Before Host"**
- **Enable "Waiting Room" – host must admit each attendee**
- **Disable 'File Sharing' through chat**
- **Be prepared to 'disable video' if appropriate**
- **Turn OFF screen sharing for attendees**
- **Turn OFF annotation for attendees**
- **"Lock" the meeting after attendees arrive**

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Security Considerations for Virtual Meetings – For **SERIOUS** Security

- **Require attendees to 'authenticate' - register**
- **Send the meeting link the day of the meeting; send password separately**
- **Require attendee to enter password manually**
- **Turn OFF annotation for attendees**
- **"Lock" the meeting after attendees arrive**
- **Be prepared to 'remove' participants**

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Best Practices – as a HOST

- **Be familiar with the software/platform**
- **Use a Housekeeping Slide**
- **Advise attendees if recording**
- **Test the technology beforehand**
- **Keep admin panels open – watch for chat, files, issues**

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Welcome to the Board Meeting

zoom Meeting Housekeeping Notes

- Participants are muted when entering the meeting. Unmute yourself to comment.
- Phone-only participants: ***6** - Toggle mute/unmute ***9** - Raise hand
- For video participants, ask questions via the **Chat** button or **Unmute** via the **Mute/Unmute** button
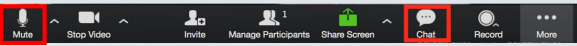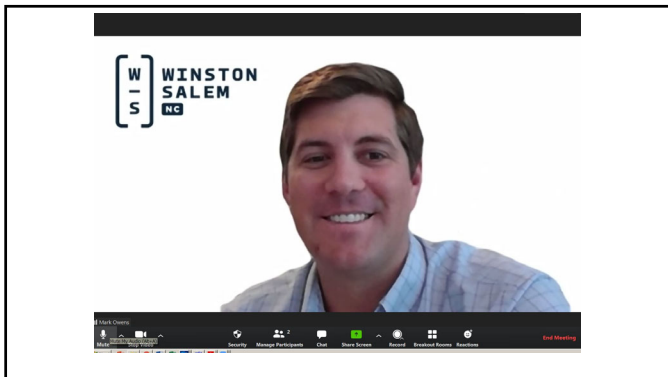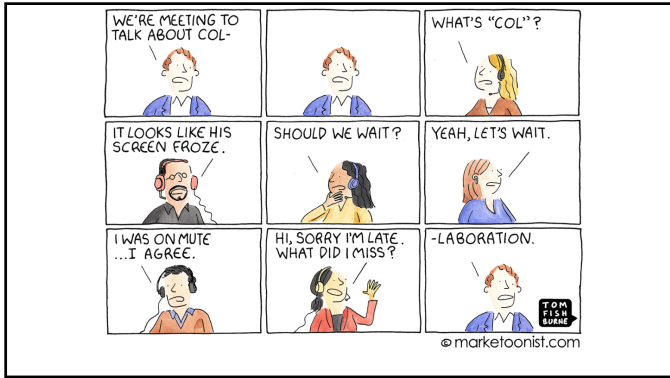
- Meeting is being recorded

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Best Practices – as an ATTENDEE

-
  - **Learn how to MUTE yourself! (Alt + A in zoom)**
  - **Consider setting up free accounts**
  - **Download and use the app for more features**
  - **Upload a thumbnail photo**
  - **Use earbuds and microphone**
  - **Go easy on the 'funny' backgrounds – consider a customized or branded one**

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Stop... Collaborate and Listen

- Team Collaboration
- File Sharing
- OPM - Under Pressure

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Collaboration Tools

- What might you already have?
- What works for you AND potential partners
- How much, how often and with whom will you use this? Internal only?
- Don't get carried away! – Settle on one platform and enforce usage
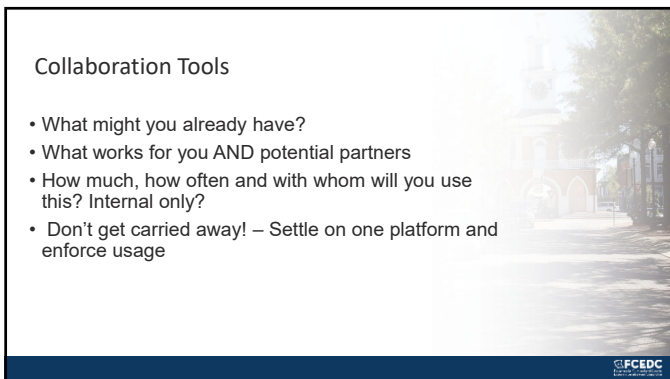
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Similar to each other:

Slack

Flock

Yammer

20 others

Tangent:

Basecamp

Asana

Google Docs

Hightail

Messenger aps

Your phone system or CRM

Different:
- MindMeister www.mindmeister.com
- Miro - https://miro.com/mind-map-software/

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File Sharing

- How secure is your data? How strong is your chain?
- Verify compatibility across your partners
- Do you want everyone to have everything, at all times?
- What are you looking to accomplish (Internal / External / collaboration / large file share)
- Does it integrate with your CRM or other work?
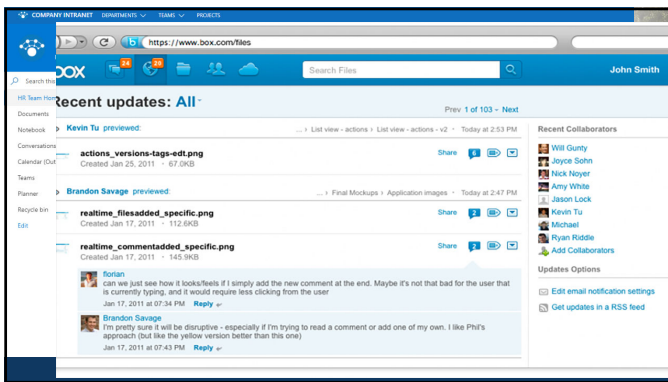- Please be careful! – Robo's recommendation for security

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Options

- SharePoint – Microsoft Product – Sync & online
- One Drive – consumer version
- Dropbox – We all know it – and many hate it
- Google Doc – Seemed like a good idea
- Third Party Sync Software – online backups
- Large Files - https://www.sharefile.com/

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Free Stuff (and kind of)

General Recommendations
- Check your subscriptions?
- Are you an eligible non-profit?
- Trial status can be your friend
- Many, many online tools
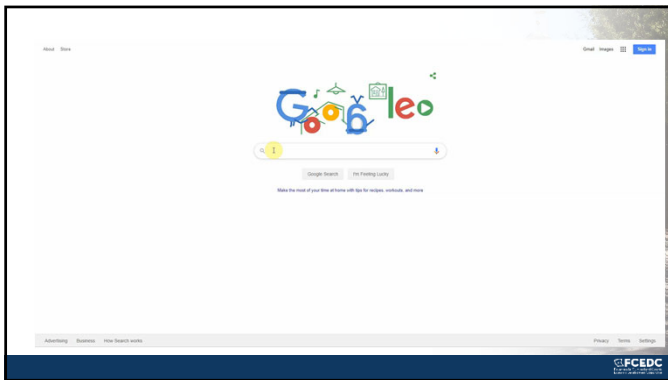- Be safe!
- Be Creative

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Creative Misuse

- YouTube – Creator Studio –save the videos privately, go live or blast them on other platforms
- Tools Designed for Social Media – Instagram, FB, etc.
- Snip & Sketch, Screen Capture video, Google Earth
- Have a video call with yourself – it's not as weird as you think.

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Robo's List

- VeraCrypt - https://www.veracrypt.fr/en/Home.html
- iPiccy - https://ipiccy.com/
- Mindmeister - www.mindmeister.com
- Virustotal - https://www.virustotal.com/gui/home
- Flashback express - https://www.flashbackrecorder.com/express/
Find what you need:
Cnet.com - https://download.cnet.com/
PCMag.com – Best Free List: https://www.pcmag.com/news/best-free-software

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Resources
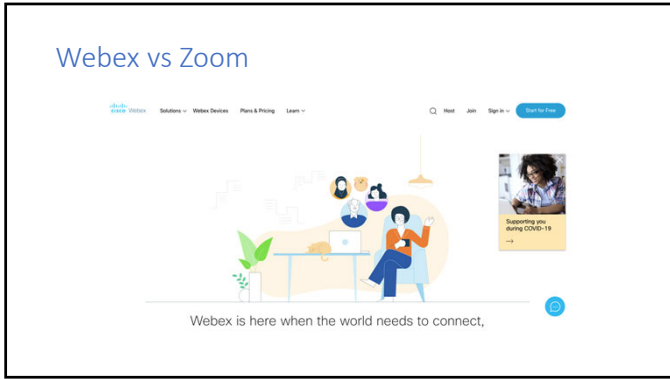
- Free PDF converter - https://www.freepdfconvert.com/
- Constant Contact Free Version – http://www.constantcontact.com
- MailChimp Free Version – http://www.mailchimp.com
- Canva (infographics) – www.canva.com
- Wondershare (video editing) – www.wondershare.com
- Pexels - free stock photos & videos https://www.pexels.com/
- Imcompetech – Royalty free music https://incompetech.com/music/royalty-free
- Headwater Economics - https://headwaterseconomics.org/

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Webex vs Zoom

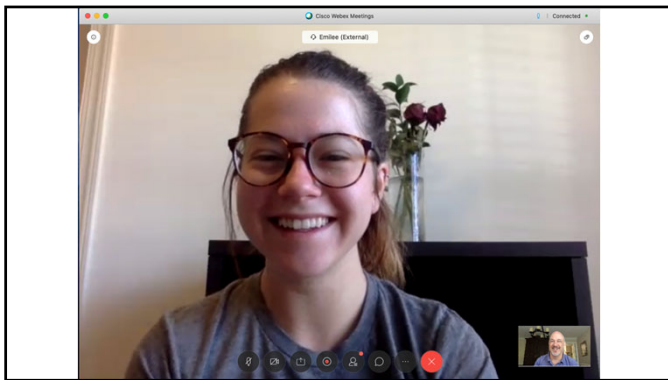Webex is here when the world needs to connect,

50

Webex vs Zoom Meeting Setup

Webex
- Participants and Hosts must create profile
- Hosts can remove people from meeting
- Personal Meeting ID

Zoom
- Downloading app is option for attendees
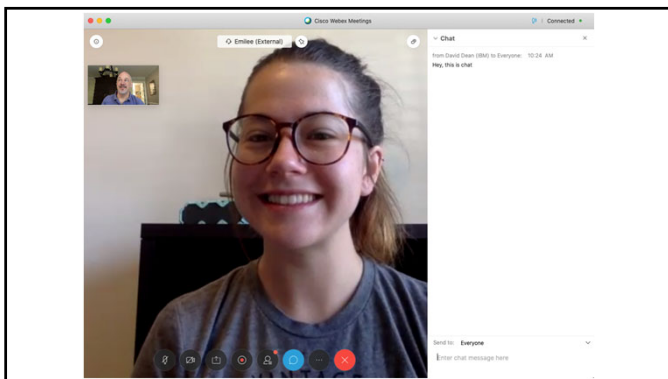- Hosts need to download app
- Personal Meeting ID

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Webex vs Zoom Meeting Features

Both
- Blur or Replace background
- Enable / Disable audio and video anytime

Webex
- Hosts control co-browsing, file transfers, remove attendees
- Hosts can protect meeting with password
- Chat window
- Participants easily share screen
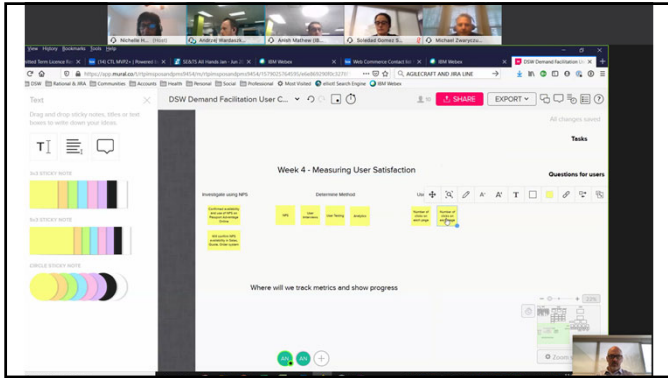
Zoom
- See attendees connectivity strength

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Webex = Cisco
- Unlimited meeting length
- Free: up to 100 participants, unlimited number of meetings
- Start Plan: $13.50 / user / month (50 participants)
- Plus Plan: $17.95 / host / month (100 participants)
- Business Plan: $26.96 / host / month (200 participants)

Webex vs Zoom Meeting Pricing

Zoom = Microsoft
- Free: Unlimited 1:1, up to 100 particpants for broadcast, 40 min. time limit
- Pro Plan: $14.99 / host / month (100 participants)
- Business Plan: $19.99 / host / month (min. 10 hosts)
- Enterprise Plan: $19.99 / host / month (min. 50 hosts and up to 500 participants)

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Q&A Session

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