

CORPORATE TECHNOLOGIES GROUP

IN THIS ISSUE:

Experience Less Stress, More Focus With The Power Of AI

- This article highlights how artificial intelligence (AI) helps amplify the strengths of your team members while integrating seamlessly into workplace processes to boost productivity and efficiency.

Top Ways Cybercriminals Target SMBs—and How to Fight Back

- This article breaks down how SMBs are targeted and the simple ways cyber criminals get into your network.

What's New At CTG?

Meet our new Business Development Specialist, Joe Finnegan!

This quarterly publication is provided courtesy of Brett Harney, President of Corporate Technologies Group, Inc.



OUR MISSION:

Our mission is to provide encompassing IT solutions for our clients through a consultative and solution-driven approach.



EXPERIENCE LESS STRESS, MORE FOCUS WITH THE POWER OF AI

The concept of artificial intelligence (AI) might sound a little intimidating at first, conjuring up images of robots taking over or complex systems that require weeks of training to learn. But here's the thing: AI isn't about replacing people; it's about empowering them to bring their A game.

AI is like having a clutch player on your bench...the one that never sleeps, forgets a detail, or misses an opportunity to step up. It's not here to change your brand voice or overhaul how you do business; instead, it's designed to fit seamlessly into your existing processes.

Take your everyday phone calls, for example. AI doesn't replace conversations—it enriches them. It might suggest helpful next steps during a client call, transcribe meeting notes so you can stay present, or even automate follow-ups so nothing falls through the cracks. Paired with tools like cloud computing for easy access and integration, these features turn technology into an ally, not a burden.

Let's dive into how this blend of AI, cloud solutions, and cybersecurity can make life easier for businesses across a variety of industries.

- 1. Enhancing Customer Interaction (Sales, Marketing, Real Estate, Car Lots, and Distribution):** AI strengthens customer engagement by tracking preferences, suggesting next steps, and automating follow-ups. Whether it's closing a sale, managing leads, or ensuring seamless delivery, AI helps teams stay organized and responsive, creating smoother processes across these industries.
- 2. Optimizing Operational Efficiency (Operations, Property Management, and Healthcare):** From flagging potential delays to assigning follow-up tasks, AI empowers teams to streamline workflows. In healthcare, AI ensures precision by capturing patient details and scheduling follow-ups, while in property management, it simplifies tenant issue resolution and maintenance coordination.

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TOP 5 WAYS CYBER CRIMINALS TARGET SMBs - AND HOW TO FIGHT BACK!

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Time for a reality check. Cybercrime is a war, and your small or medium-sized business (smb) is in the crosshairs. According to the 2024 Verizon Data Breach Investigations Report, 74% of breaches are human-related (think phishing or employee screw-ups) and 32% are straight-up ransomware extortion. It's a brutal reminder that cybercriminals are relentless, and SMBs are often the low hanging fruit they love to target. So why SMBs? Simple—your the weakest link in the cyber chain. Without the massive budgets and advanced resources of big corporations, you're easy prey. But don't start panic-buying security software just yet. You can fight back—if you know where to strike. Here are the top 5 ways cyber criminals can get in:

PHISHING

What Is It?

Fraudulent emails or messages that trick your employees into clicking malicious links or handing over confidential info.

How They Do It:

Once the bait is taken, malware gets installed or credentials are stolen, giving attackers free reign inside your systems.

How to Fight Back:

Get your employees trained to recognize phishing schemes. Use email filtering. Enforce multifactor authentication (MFA) to add an extra layer of protection.

MALWARE

What Is It?

Malicious software designed to screw with your systems—destroying files, stealing data, or crippling operations.

How They Do It:

Delivered through email attachments, downloads, or compromised websites. Once inside, the damage begins.

How to Fight Back:

Keep your software up to date, run solid antivirus, and avoid sketchy downloads and links.

WEAK PASSWORDS

What Is It?

Passwords that are easy to guess, or worse, recycled across multiple accounts.

How They Do It:

Once they crack one password, hackers move fast—slipping through your system like a ghost, stealing data, and wreaking havoc.

How to Fight Back:

Get serious about password strength. Enforce MFA. Use password managers to keep everything locked tight.

DID YOU KNOW ...

According to the [2024 Verizon Data Breach Investigations Report](#), 74% of breaches are human-related.



UNPATCHED SOFTWARE

What Is It?

Outdated programs with known vulnerabilities that hackers can exploit.

How They Do It:

Hackers don't need to get creative—if your software's unpatched, they just waltz right in.

How to Fight Back:

Be relentless with your updates and patches. Don't let vulnerabilities sit open and inviting.

INSIDER THREATS

What Is It?

Threats from within your business—whether it's malicious intent or employee mistakes.

How They Do It:

Employees with access to sensitive data can either misuse it or get duped by cybercriminals, opening the door to your business's darkest secrets.

How to Fight Back:

Limit data access, monitor activity, and give your team continuous security training to keep them sharp.

TECH TRIVIA

How Can AI Help With Customer Retention Strategies?



- A. AI can read customer's minds
- B. AI helps identify factors that impact retention rates.
- C. AI eliminates the need for customer feedback.
- D. AI requires detailed customer surveys to function properly.

(Answer at the end of newsletter)

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Here are some practical tips to strengthen your cybersecurity:

1. **Security Awareness Training:** CTG offers comprehensive training to help employees recognize and avoid cyber threats. Empowering your team is the first step to building a strong defense.
2. **Data Backup and Recovery:** Secure and encrypted backups ensure that your critical data is recoverable after an attack.
3. **Access Controls:** Practice the principle of least privilege—only grant employees the access they need for their role.
4. **Network Security:** Use firewalls, VPNs, and intrusion detection systems to safeguard your network and devices.
5. **Incident Response Plan:** Have a plan in place to respond quickly to breaches, minimizing downtime and damage.

HOW CORPORATE TECHNOLOGIES GROUP CAN HELP

Now, here's the kicker—CTG doesn't just protect your business; we enhance it. In addition to security awareness training and penetration testing (now available with a 20% discount for those who schedule an appointment today), CTG offers cybersecurity solutions specifically tailored for SMBs. These tools harness artificial intelligence to monitor your systems, identify threats in real time, and respond faster than any human could. With AI built for the unique needs of SMBs, your defenses become proactive, adaptive, and always one step ahead of cybercriminals.

Add to that a team of cybersecurity professionals offering services like incident response, forensic investigations, and ransomware recovery, and you've got everything you need to protect and grow your business confidently.

So, are you ready to prioritize cybersecurity and take advantage of these tailored solutions? Visit our website at ctgusa.net/contact-us or call **330-655-8144** to schedule an appointment with a business development specialist.

WHAT'S NEW AT CTG?

Corporate Technologies Group Welcomes Joe Finnegan To Our Team!



[Follow Joe on LinkedIn!](#)

Joe's telecom journey started off in college with AT&T in Dayton, Ohio, where he jumped into the world of connectivity. He sharpened his expertise on the interconnect side, mastering the art of customizing services to fit client needs. Taking a daring detour, he ran his own recruiting business before stepping into the logistics game with a major moving company, where he managed operations for a powerhouse Ohio university.

In January, Joe joined CTG, bringing his relentless drive and sharp instincts to the team. When he's not hustling for his clients, Joe's on the hardwood coaching high school basketball at CHCA or shaping future stars with Nike's Sports City Angels. And if he's not at work or courtside, chances are he's sinking putts on the golf course.

Joe brings that same courtside hustle with him to CTG, and we are happy to have him join our team!

TECH TRIVIA ANSWER

How Can AI Help With Customer Retention Strategies?

B

AI helps identify factors that impact retention rates by analyzing customer behaviors and preferences, allowing businesses to proactively address issues and tailor personalized strategies to keep customers engaged. This ensures that businesses can build long-term relationships with their clients.

