

WHY GEN Z COULD POSE A THREAT TO YOUR CYBERSECURITY AND HOW TO PREPARE

You may think that since they are the first full generation to grow up in the digital age Gen Zers are already well-prepared for any technological challenges and security issues that arise, but that isn't always the case.

Since most Gen Zers grew up with a smartphone and social media, they're more likely to share information without any regard for security. According to Entrepreneur.com, many Gen Zers struggle to distinguish between friends they met online and in real life. Cybercriminals could use this knowledge to carefully craft social media profiles to gain access to valuable information about the individual and possibly even their school or workplace.

There are many common issues that plague Gen Zers when it comes to cybersecurity. Password issues seem to be the most prevalent. According to a recent Harris Poll, 78% of Gen Zers use the same password across multiple accounts. That's up 10% to 20% when compared to millennials, Gen Xers and baby boomers. Other common issues include safe browsing habits and tracking basics.

You're likely already teaching Gen Zers within your classrooms. Over the next few years, there's a good chance that you will hire a Gen Zer for some role in your school. You're probably wondering how you can prepare your cybersecurity so it's ready to handle whatever the next generation brings.

Before anything else, you need to develop an information security training program. It's imperative that your school have a well-established cyber-secure culture that everyone has bought into. That way, when you have new hires, you can put them through the same training while your other employees demonstrate proper techniques through behavior. Make sure your training is up-to-date and that you continue to update it whenever new software or technology is released.

Remember when I said that many Gen Zers struggle with password security? If they continue to do that and use the same password for their personal and professional accounts, it could leave your organization vulnerable. Start implementing password manager programs in your school as soon as possible to avoid this dilemma.

If you truly want to keep your school protected from cybercriminals, you can hire a managed services provider to take care of your IT needs. MSPs are all about being proactive. You'll get around-the-clock monitoring, data encryption and backup, network and firewall protection, security awareness training and so much more. Basically, all of your cyber security concerns will be covered when you hire an MSP, and you won't even have to worry about the next generation making things more difficult. As Gen Zers become more and more entrenched in the online world, it's important that organizations across the country prepare for their arrival. Don't wait to start to make changes to your cybersecurity plan. Be proactive and do what you need to ensure that your school is fully prepared.



"Tech support says your anti-virus software did not catch the problem since it is not a virus. It's bacterium."

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BEFORE YOU COMMIT TO A NEW PHONE SYSTEM

There comes a time when every school needs to invest in a phone system: they're buying a new phone system for their new location or they're upgrading from an older system. Regardless of the reason, they're ready to make the commitment.

Your phone connects you to teachers, staff, parents and more – so you need it to be reliable. You want it to have a specific set of features (such as voicemail, call waiting, call forwarding, conferencing, recording, etc.) and you want your investment to be supported for years to come. The question you have is, "Where do I begin?"

FIRST AND FOREMOST, FINDING THE RIGHT PHONE SYSTEM CAN BE A PAIN.

Doing research online leaves you sifting through site after site as you look for answers only to find way too much information – and most of it isn't worth your time.

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As a school, you're about to drop serious money on a new phone system, so you want to know you're getting what you pay for. Unfortunately, the phone system business is a competitive one, which means it's hard to find websites, reviews and data that isn't biased or skewed in some way. There are countless websites featuring deals that aren't really deals, or websites hosting reviews sponsored by a phone service provider. This isn't helpful.

So, what is helpful? Here's what you need to know.

MOST PHONE SYSTEMS ARE ESSENTIALLY THE SAME

There may be a few features that vary from system to system, but most VoIP systems will all have the most important features customers demand. Your best bet is to define your phone needs before you start searching for a system. Chances are it won't take long to find what you're looking for – if you ignore the clutter.

WHAT YOU REALLY WANT TO FIND IS A STELLAR SERVICE PROVIDER

You might get caught up in trying to find the best phone with the best features, but none of that matters if you don't get good service to go along with it. You need someone who will be with you every step of the way, from setup and installation to configuration and the all-important support.

YOU NEED SOMEONE YOU CAN RELY ON

That way, if anything goes wrong or you have questions, you have someone you can call. The fact of the matter is that most people aren't and never will be VoIP or phone system experts. Executive Directors and Operations Managers have too much on their plates to learn – from scratch – about a new phone system. This leads to the questions you should be asking before you commit and buy a new system:

- Who is setting up my new phone system?
- Will they customize it for my specific needs?
- How do I get help if my phone system stops working?
- Who do I call if I have additional questions?

As you vet potential vendors, get exact and direct answers. If they beat around the bush, that's a red flag. They should be able to answer all of your questions in a language you understand. If they don't answer your questions, or you aren't happy with the answers, find a different vendor.

There are many vendors who will send you a system and leave the rest up to you. If you know what you're doing and have the time to set it up, it's no big deal. But that isn't most of us. And forget about support. If anything goes wrong, you're on your own.

The best thing you can do when searching for a new VoIP phone system is to find an honest, reputable, local phone system reseller that you can verify will do the following:

- Set up the system.
- Customize the system for your business's specific needs.
- Offer personalized and continuous support and training.

In most cases, the answer lies with a dedicated and experienced IT services firm that knows technology. This is the kind of company that not only checks the boxes but can also ensure that your system works with your network without any hiccups.

THE BOTTOM IS: DO YOUR RESEARCH

Ask questions, get answers and be confident in your decision before handing over the credit card and signing on the dotted line. You'll be much happier that you did!

**LIMITED TIME OFFER:
REQUEST A VOIP DEMO
AND GET A FREE GIFT.
bit.ly/ikonphonedemo**

STRENGTHEN SECURITY WITHOUT SACRIFICING CONVENIENCE OR PRODUCTIVITY

The challenge for most schools is how to boost security without generating additional friction for staff or disrupting productivity. To protect your school's critical data, you must create a security-driven culture.

Multifactor Authentication

Implement layered security strategies like multifactor authentication. Requiring users to validate their identity with more than one single-security factor, such as a username and password, allows you to maintain control over who is accessing your network and data. The use of multiple unique verification factors will exponentially reduce risks and vulnerabilities from exposed or stolen credentials.

Single Sign-On (SSO)

An SSO system enables your users to access multiple accounts and applications via a single secure login and authentication process. Once identity and access permissions are validated, the user can securely access any account managed by the SSO program from any device, at any location.

Password Server

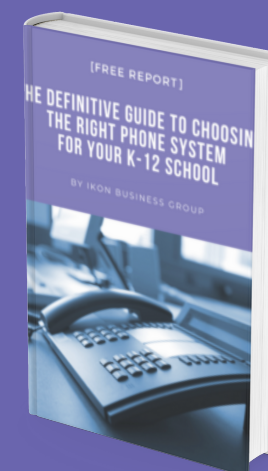
A password server stores passwords in a centralized, secure and encrypted repository or vault, and auto-fills the password with a cached credential any time a user is challenged to authenticate it. This system allows you to enforce strong password policies and access permissions without inconveniencing your users, and boosts productivity by virtually eliminating time wasted in resetting lost or forgotten passwords.

Security Awareness Training

Conducting security awareness training for ALL users will help improve employee alertness and recognition of common cyberthreats such as phishing attempts, virulent webpages, malicious advertisements and more. After all, knowledge is power. Users that are well-trained gain a deeper appreciation of the value of security systems and will be more skeptical and cautious in their daily activities.

**Let us show you how to increase data security and safeguard your information.
Contact us for a no-obligation consultation at (212) 334-6481.**

FREE EBOOK: THE DEFINITIVE GUIDE TO CHOOSING A VOIP PHONE SYSTEM FOR K-12 SCHOOLS



In This Report You'll Discover:

1. What VoIP is, how it works and why the phone company may force you to switch to a VoIP phone within the next 3-4 years.
2. 4 different ways to implement VoIP and why you should never use 3 of them for a business phone system.
3. Hidden costs with certain VoIP system that can negate any cost-savings you might gain on your phone bill.
4. 7 revealing questions to ask any VoIP salesperson to cut through the hype, half-truths and "little white lies" they'll tell you to make the sale.
5. The ONLY way to know for sure if VoIP will work in your environment and in your business.

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