June 5th, 2023

IT, MSP & MSSP Industry Notes

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Arcoa Group

Why partnering with ARCOA makes sense
Electronics Recycling is an important and profitable part of the IT asset lifecycle, but it can be overwhelming with all you already do, varying state regulations, and the limited resources at hand. That's where ARCOA comes in. When you partner with ARCOA, you get all the benefits of a big company without any of the capital investment. We've been doing this since 1989 and have the expertise, certifications, and nationwide resources to get the most for all your clients' retired IT assets. Plus, positioning your clients as environmental stewards not only elevates their appeal to consumers, it meets government requirements and avoids fines.

What partnering with ARCOA looks like
Our role is to make it easy for you to bring more value to your clients. We work with you to help stretch your clients' IT budget by reducing the total cost of ownership of their electronics. We're experts at identifying and implementing the solutions your clients need for the end-of-use remarketing, recovery, and recycling of their technology assets. The sooner you involve ARCOA, the sooner you and your client.

Work from home changing MFP/printer market

- Published on CRN Magazine (Computer Reseller News)
- "Ever since the COVID-19 pandemic made remote work a staple for many people, consumers andorganizations have increased their expectations around how printers should work at home"; stated Sue Richards, head of home print hardware at HP
  - "Enterprises want to ensure the home work environment is as productive as your work environment"
  - "printers need to become more reliable and enable better productivity"
  - "Now the expectation is it is just there and it just works and it is integrated seamlessly in your environment"
  - Regarding security, "There is always going to be more work to do because people do not immediately think of a printer as being a conduit it (for hackers), but we know it is, so I think that is something we will continue to drive"
- "If you look at what historically ratios of printers to employees may have been or deployment strategies, people now are looking at it differently"; stated Chris White, executive director at Lexmark, a division Ninestar of China
- "This is opening new opportunities for vendors and their channel partners to perform assessments and help customers figure out the best way to tackle needs for printing, scanning, copying and faxing in modern office environments"; stated Bob Burnett, director at Brother.
  - "assessments can address several facets, including size of workforce, how often they are in the office, how many pages they print on a regular basis and whether there is an increased need for scanning due to a larger emphasis on scanning"
  - Regarding security, "surprisingly some organizations have not realized it until you have the conversation with them and then they start to say 'Oh my god'"
- "It is important for organizations to get printer layouts done correctly to ensure knowledge workers are not spending too much time walking long distances to a printer or trying to find where a printer is located"; stated Elliot Williams, director at Epson.

- o "you are paying people a lot of money – do you want them spending time walking around the floor to try to get a paper?"
- "Security it something that you just cannot ignore, whether you are a mom-and-pop all the way up through an enterprise"; stated Tracey Koziol, CPO at Xerox
- "Most enterprises and even small businesses have not necessarily taken a big print (security) policy of managing those devices. And what they have seen is that they have unauthorized devices that could be a security risk"; stated Scott Dabice, VP at Ricoh.

High Wire Networks Aims To Quadruple Cybersecurity Sales This Year

- Reported on CRN
- *CRN's Managed Service Provider 500 list recognizes the top technology providers and consultants whose forward-thinking approach to providing managed services is changing the landscape of the IT channel.*
- Demand For MSPs Is At An All-Time High: The 2023 MSP 500
- Here Are The Fastest Growing Managed IT Services In 2023, According To MSP 500 Executives
- Here Are The Emerging Technology Areas That MSP 500 Execs See Offering The Biggest Opportunities In 2023 >
- Here Are What 20 MSP 500 Executives See As The Biggest Challenges To Their Businesses In 2023

CrowdStrike Introduces Charlotte AI to Deliver Generative AI-Powered Cybersecurity

- introduced Charlotte AI, a new generative AI cybersecurity analyst
- democratizes security and helps every user of the CrowdStrike Falcon platform — from novice to security expert — become a power user
- Charlotte AI lets customers ask natural language questions – in English and dozens of languages – and receive intuitive answers from the CrowdStrike Falcon platform
- Blog post: Introducing Charlotte AI
- Blog post: CrowdStrike Advances the Use of AI to Predict Adversary Behavior and Significantly Improve Protection
- Blog post: Introducing AI-Powered Indicators of Attack: Predict and Stop Threats Faster Than Ever

Sourcepass Announces their 8th Acquisition, machineLOGIC

- announces the successful completion of its eighth acquisition with machineLOGIC
- machineLOGIC is a renowned managed IT service provider that specializes in offering Cloud, Security and Automation solutions to small and mid-sized companies
  - o machineLOGIC offers highly talented individuals in the fields of Robotic Process Automation (RPA), Artificial Intelligence (AI) and Digital Marketing

Cybersecurity Notes

- **The Chinese Communist Party (CCP) unleashed the Volt Typhoon cyberespionage malware attack on US government infrastructure on the island of Guam**
  - o **"Microsoft assess with moderate confidence that this CCP campaign is pursuing development of capabilities that could disrupt critical communications between US and Asia region during future crises"**
- Cadwallader Wickersham and Taft Law Firm of New York City, NY notified 93,000 clients that their info may have been exposed after cyber attack.
- Apria Healthcare, headquartered in Minneapolis, MN, notified 1.8 million patients that their PHI was exposed after ransomware attack.
- PillPack, a division of Amazon, notified 20,000 patient customers that their PHI was exposed after ransomware attack.
- San Diego Unified School District of California notified an unknown number of students that their info was exposed after cyber attack.
- DraftKings sports betting site admitted that a teen hackers was able to break in and steal $600,000
- TikTok's parent, ByteDance of China, admitted:
  - o Chinese engineers write source code for app
  - o Could not guarantee that the code does not offer "back door" access to Chinese Communist Party government to access US customer information

Lead for Serverless Printing aka Cloud Print (click link)

Kinetik Information Technology offers an array of IT and Managed Services to elevate businesses

- announces that they offer a comprehensive range of IT and managed services.
- Microsoft partner since 1993

CyberCatch Announces Sales Distribution Partnership with Lanetco, Leading Canadian ...

- announcea a sales distribution partnership with Lanetco, a leading Canadian Managed Services Provider (MSP)
- Lanetco specializes in serving small and medium businesses, not for profit organizations and trade associations and provides a full suite of IT services
- CyberCatch Holdings, Inc. (TSXV:CYBE) is a cybersecurity company that provides a proprietary, artificial intelligence-enabled (AI) Software-as-a-Service (SaaS) solution that enables continuous compliance and cyber risk mitigation

Lock in on Cyber Security with ARCOA

- ARCOA, data security is a critical part of what we do
- every item received, we adhere to NIST 800-88 procedures
- strict protocols to overwrite information render all data permanently removed and unrecoverable

ThinPrint Launches ThinPrint 13 to Set the Standard in

- launched ThinPrint 13, the latest version of its ThinPrint Engine solution
    - on-premise and private cloud print management software for remote and virtual desktop environment
    - ThinPrint 13 makes it possible for ThinPrint Hubs to be managed in the Microsoft Management Console to replace expensive print servers

Kyocera hit by ransomware attack

RedPacket Security published article detailing that a division of Kyocera was hit by LockBit 3.0 ransomware

- Division affected was AVX, which makes electronic components