June 2nd, 2024

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.

N-able Exploring Sale With Barracuda Networks As One Possible Suitor: Report

- Reported on the Channel Company
- N-able exploring a potential sale after attracting acquisition interest from private equity firms
- N-able, Barracuda Networks, and KKR have not provided comments regarding the potential acquisition
- John Holland of Corporate Finance Associates, companies might go private to avoid the costs of complying with federal securities regulations and to capitalize on strategic value perceived by private equity firms
- N-able went public in 2021 after spinning out from SolarWinds, which was acquired by Silver Lake and Thoma Bravo for $4.5 billion in 2016

Lenovo and Cisco Announce Strategic Partnership to Simplify Path to AI Innovation

- Two companies agree to design, engineer and deliver deeply integrated solutions that advance generative AI capabilities and digital workplace solutions to boost enterprise productivity
- Partnership includes go-to-market initiatives for delivering complete digital workplace, cloud networking, hybrid AI infrastructure solutions, and Lenovo managed services to customers globally

CrowdStrike and eSentire Expand Partnership to Take Over Protection of Global Carbon Black Customer Accounts

- partnership integrates eSentire's MDR with CrowdStrike's Falcon platform, providing comprehensive protection across Endpoint Detection and Response, Identity Threat Detection, Intelligence and Threat Hunting, Cloud Security, and Next-Gen SIEM
- eSentire will support customer migration from Carbon Black to CrowdStrike, fulfilling consolidation needs and improving protection for global accounts
- collaboration emphasizes the use of AI in cybersecurity, leveraging real-time attack indicators and enriched telemetry for precise threat detection and response

Dytech Group offers Managed IT Services in Orlando, Specializing in IT Solutions for Law Firms

- specializes in addressing the unique IT needs of law firms, leveraging over 40 years of experience in the Orlando community
- Services include secure cloud solutions, robust cybersecurity measures, 24/7 monitoring and support, customized software solutions, and comprehensive IT strategy consulting
- expertise in the legal sector allows law firms to focus on core competencies while enhancing efficiency and productivity through technology

FSi Strategies Announces Microsoft Copilot Roadshow

- announces its first roadshow to highlight Copilot for Microsoft 365 across five U.S. cities.
- Key points include:
    - tour starts on June 12 at the Microsoft Technology Center in Arlington, Virginia, with subsequent stops in Denver (June 26), Los Angeles, Orlando, and Atlanta
    - Led by FSi's Microsoft Alliance Manager, Norah Salameh, and co-hosted by Microsoft, the events will showcase how organizations can leverage Microsoft Copilot to transform workflows.
    - Nabil Aitoumeziane, President of FSi Strategies, expressed excitement about sharing their expertise on Copilot and its promising impact on improving workflows.

3 Essential Benefits of Managed IT Services for the Education Sector

- Budget constraints and IT talent gaps hinder schools from leveraging technology effectively to provide quality education
- Collaborating with an MSP allows institutions to move away from break-fix mode and transform education innovatively
- Three Key Benefits:
    - Schools, often targets for hackers, benefit from enhanced cyber security provided by MSPs
    - MSPs offer access to a pool of IT experts at a fraction of the cost of hiring in-house staff
    - MSPs ensure even small organizations gain the benefits of updated technology without significant and unpredictable costs

Microsoft is killing off non-editable PDFs for good

- announces plans to develop a tool to convert non-editable PDFs into fully editable documents while preserving the original layout
    - **AI-Powered Conversion**: The tool, described in Microsoft's paper "Method and System of Generating an Editable Document from a Non-Editable Document," will utilize artificial intelligence to map and identify elements within a PDF, such as text, images, and tables.
    - **Maintaining Layout Integrity**: The tool will use bounding boxes to ensure the layout remains unchanged and can recognize fonts and color schemes, allowing the new editable PDF to be resized without losing structural integrity.
    - **Significance for Document Management**: This technology aims to overcome the limitations of existing PDF converters, which often fail to maintain the original layout and font accurately.
    - **Potential Security Concerns**: While the tool promises enhanced document management, there is concern that it might compromise the security that PDFs traditionally offer by making them editable.

Lock in on Cyber Security with ARCOA

- IT Asset Disposition (ITAD): Manages the secure disposition of end-of-life IT equipment
- Data Destruction: Ensures sensitive data is completely erased from devices before disposal
- Asset Remarketing: Resells refurbished IT assets to maximize value recovery
- Recycling Services: Provides environmentally responsible recycling of electronics
- Compliance & Reporting: Offers documentation and reporting to meet regulatory standards
- Secure Logistics: Handles the safe transport of IT assets throughout the disposal process

Cybersecurity Notes

- Singing River Health System of Mississippi notified 900,000 patients that their PHI was exposed after a ransomware attack.
- Allina Health of Minneapolis, MN notified 715 patients that their PHI was stolen by a former employee.
- Johnson Memorial Hospital of Franklin, Indiana admitted in local newspaper article that it is still recovering from ransomware attack in 2021.
- Palo Alto Networks announced new technique used by hackers named "DNS Tunneling" which can be used to scan customers' networks and transmit malware.
    - Could be launched when an employee opens an infected email
- Affiliated Dermatologists and Dermatologic Surgeons, headquartered in Morristown, NJ, notified 380,000 patients that their PHI was exposed after ransomware attack.
- Winter Haven Hospital in Florida notified an unknown number of patients that their PHI was exposed after it was emailed by an employee.
- The Kennedy Collective of Trumball, CT, notified 851 patients that their PHI was exposed after email phishing attack.
- Hypertension-Nephrology Associates of Michigan notified an unknown number of patients that their PHI was exposed after cyber attack.
- Dell Technologies notified 49 million customers that their info was exposed after data breach.
- WebPTA Health Plan, headquartered in Irving, Texas, notified 2.43 million patients that their PHI was exposed after cyber attack.
- Nissan North America notified 53,000 individuals that this info was exposed after ransomware attack.

Sean Nolan, CEO and Co-Founder of Blink - AITech Interview

Customer Pain Points Addressed by Blink
- Customers often struggle to define and address engagement problems, feeling their teams are disjointed and dissatisfied.
- Frontline workers want more involvement, transparency, autonomy, and support from their employers.
- Providing convenient, easy-to-use technology helps workers feel valued and empowered
- Employee engagement is often misunderstood as being about culture initiatives when it's about day-to-day interactions
- Issues like poor communication, outdated processes, and lack of feedback contribute to frontline disconnection and discontent
- Blink addresses these challenges with solutions that ease points of tension for frontline workers

Essential Cybersecurity Certifications and Courses for 2024

AI Tech Park presents the top five cybersecurity certifications for 2024:
- Certified Information Systems Auditor (CISA): Offered by ISACA, suitable for IT professionals with five years of experience in auditing, control, or security work.
- Certified Information Systems Security Professional (CISSP): Provided by (ISC)2, requires five years of experience and covers various security areas like risk management and network security.
- Certified Information Security Manager (CISM): Accredited by ISACA, targets information security managers with at least five years of experience and covers aspects like governance and risk management.

Konica Minolta's Laura Blackmer Named to CRN's 2024 Women of the Channel Power 100 List

- announces Laura Blackmer, President, Dealer Sales, has been named to the 2024 Power 100 list by CRN®.
- Power 100 list recognizes influential executive leaders chosen from the annual CRN Women of the Channel list
- Honorees are selected based on their contributions, expertise, and advocacy within the channel
- Blackmer joined Konica Minolta in December 2017 and was promoted to President, Dealer Sales in 2022.
- oversees the sales and management of Konica Minolta's extensive dealer network
- Marks Blackmer's sixth appearance on CRN's Women of the Channel list

Security hampers move to cloud printing

Research published by Quocirca Inc.
- 69% of customers surveyed now using cloud print management
- 74% are considering a hybrid environment
- 51% plan on installing more print servers this year
- Data security is still top barrier to wider could print adoption

Security hampers move to cloud printing

- 90% of chief information security officers (CISOs) admit their firm suffered at least one disruptive attack in past year
  - 43% = at least once
  - 34% = "a couple of times"
  - 13% = several times
- Most concerning threats:
  - 37% = IoT devices (this category includes connected MFPs)
  - 33% = ransomware
    - 83% admit to pay ransom
  - 30% = insider threats
  - 24% = DDoS attacks

Laserfiche AI Document Summarization: Simplifying Content Consumption and Powering Productivity

- Introduces new generative AI-powered document summarization in Laserfiche Cloud, aligning with its vision to transform the workplace.
- Feature enables users to create and share short summaries of repository entries, enhancing productivity, communication, decision-making, and process acceleration.
- Laserfiche's CTO, Michael Allen, emphasizes the importance of unlocking the value in organizations' content and leveraging generative AI at scale.
- Document summarization is accessed through the Laserfiche repository, allowing users to streamline information processing within their organization's information management framework.
- Plans to introduce more AI-powered capabilities in the future, including document and sentiment analysis, search enhancements, and advancements in process automation creation and configuration.