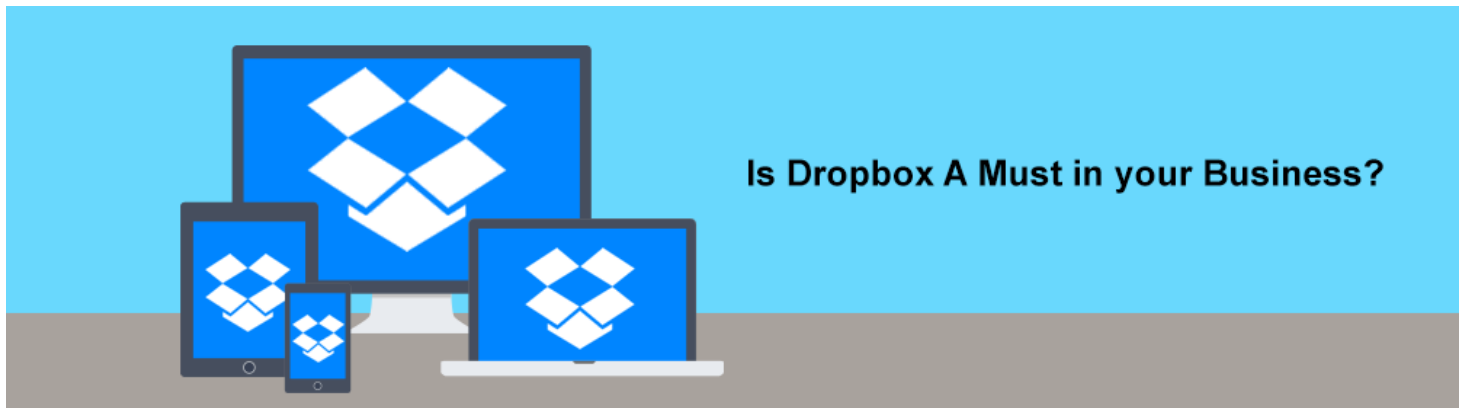


NEWSLETTER



Does Dropbox Make Sense For Your Business?

It seems so easy! Drag your files into a Dropbox folder and you've got yourself a file sharing system that brings your business in line with modern expectations. But then again, maybe not.

Dropbox has grown to become one of the main file sharing and cloud storage solutions of choice, with a core simplicity that's hard to deny. But for business, that simplicity comes with a catch. In some cases, sticking with the familiar blue box can provide good value, and of course, it never hurts when your staff already know how to use your software. In other cases, you'll need to consider alternatives designed to meet your needs more explicitly.

When Dropbox is a Good Choice

Micro-sized: If your business is small with no more than a handful of employees (or none);

No sensitive information: This includes accounts, customer details, vendor, staff or proprietary data; plus

Nobody ever accidentally deletes anything: Dropbox is a syncing service, which means when a file is deleted, it deletes it from all machines. While the file is

recoverable from the Dropbox website within 30 days, by the time you notice it's missing, it might be too late.

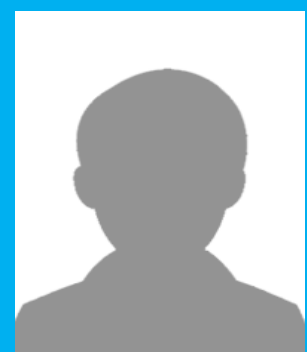
If you're thinking those attributes sound more like a fictional business, you're not far off. Somehow, Dropbox's popularity in the consumer sphere has snuck into business environments, despite the risks. Key amongst these is the fact that Dropbox is designed for syncing, NOT backup. This means while your data is sprawling across all connected devices, it's a mirror of the source only – when you delete or change the original file, the Dropbox version immediately syncs with it. In some cases, this can spread malware between your connected devices and put all of them at risk.

Your business also misses out on important security controls, such as user-level access control and password protected links. Rather like a free-for-all, the shared files are sitting there available to anyone with either a connected device or an unsecure weblink. You'll also miss collaborative editing, losing out in productivity and data resilience as multiple employees overwrite each other simultaneously, with no record of who even opened the file, let alone changed it.

If Dropbox makes sense for your business, there's no reason to change. But if it's clearly not a good choice for you, there are multiple corporate grade syncing solutions. These are designed for business with security, encryption and collaboration controls built in. Rather than the easiest solution which may pose a risk to your business and digital security, consider implementing a scalable solution that meets all your needs.

Call us at 0113 2579992 to discuss syncing solutions for your business

In this issue, we will help you examine if Dropbox is right for your business. And show you how to effectively block security threats in your email.



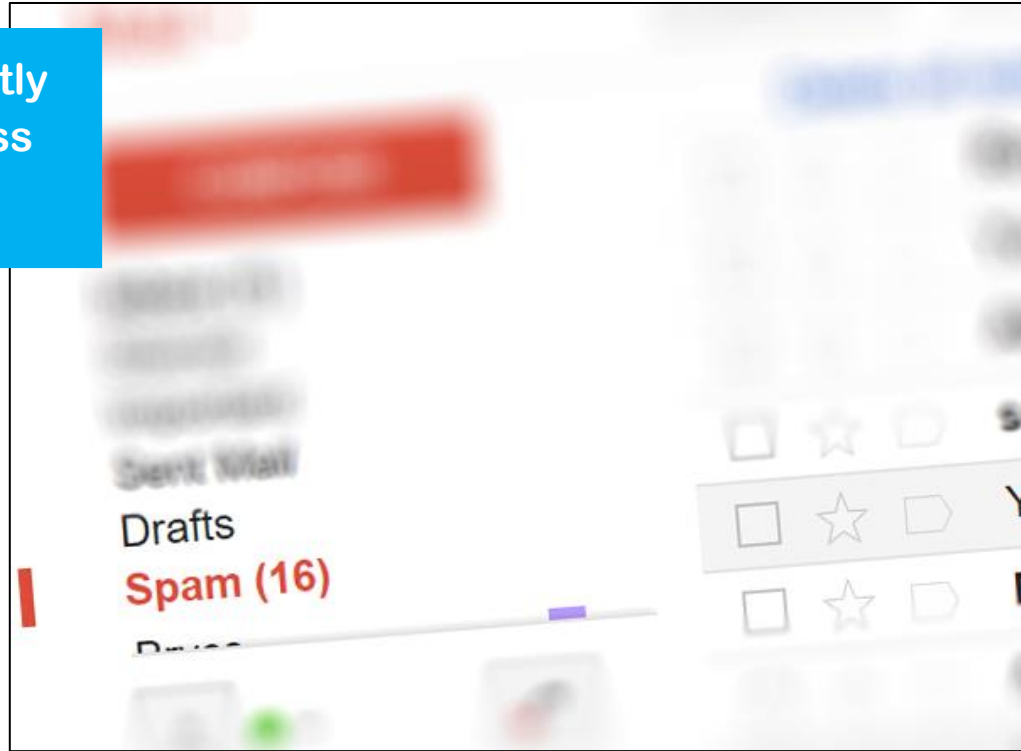
“Spam is putting a costly strain on your business resources.”

4 Important Reasons to Use Anti-Spam Filtering in your Business

Remember when spam was obvious, and unless you desperately needed a special blue pill, it was easy to identify and ignore? Those were the days! The impact on your business would have been minimal, as spam was more an annoyance than anything else. Unfortunately, spam has matured into an aggressive threat, marked by sophisticated attacks and rapidly evolving techniques. It's not just random electronic junk mail anymore and it's putting a costly strain on your business resources.

How Spam Impacts Your Business

Spam now contains malware, with hackers sending cleverly disguised emails to your business. Once clicked by an employee, it infects your computer system (virus) or steals your private data (phishing). The malware can then spread across the entire computer network and beyond, including to your clients and vendors. The very fact that your employees must pause and examine every single link and attachment adds **hours of lost productivity**. Occasionally, spam is so convincing that only an expert would be able to visually identify it. Employees are also more likely to **miss an important email**, either not seeing



it arrive at the same time as a spam attack or becoming overwhelmed with the sheer number of emails.

How Anti-Spam Can Save Your Business

1. Block threats: The spam filter's purpose is to block the spam from ever reaching your employees' screens. The threat is automatically identified and either held securely or immediately deleted. This is the best way to avoid activating spam malware, as it's so easy to click through links in an email that seems authentic and important. The effects of that one spam click may be instantaneous or may lie hidden for months. Removing the email before it becomes a risk is a much better option.

2. Filter legitimate emails: Real mail needs to be able to stand out and avoid the trash. Anti-spam filtering has sophisticated recognition abilities which block spam only and allow real mail to land safely in mailboxes.

3. Meet data regulations: Many businesses are subject to strict privacy and data storage regulations, some more so than others. To continue operation, they have to meet conditions including always using spam filtering to reduce the risk of data breach.

4. Protect your business reputation: You can see how uncomfortable CEOs are when they hold press conferences to admit a breach. They must acknowledge that they failed to protect client data, or that users may be

infected with a virus. Not only do they then face financial loss, their business reputation takes a nosedive. Anti-spam filtering can ensure these types of scenarios don't happen to you.

Filtering has come a long way in recent years, with complex algorithms identifying and catching spam before it becomes a risk to your business. Real emails can now pass safely through without the classic catchery of 'check the spam folder', and businesses can work with greater productivity and safety than ever before. You need email, but you definitely don't need spam or the chaos it brings to your business.

We can block spam and keep your legitimate emails flowing. Call us at 0113 2579992 today!

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