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From the Desk of Curtis Glassen

With the end of 2019 and the holidays quickly coming upon us, one word comes to

mind: Thankful.

I'm incredibly thankful to both my wonderful team and all our loyal customers. Without either, Glassen Technology Services would be no more than an idea scribbled on a napkin over 13 years ago.

Since starting the company, providing our customers with good service has always been my sole focus - knowing that customers and referrals would eventually follow.

We still meet most of our new customers through referrals; however, the time has come for us to become more proactive with our customer communications, and outside sales / marketing.

I've hired on and enlisted the help of some very talented people and look forward to seeing their work transform our customers experience and help bring the company to the "next level".



-Curtis Glassen



HELPDESK TECH TIP:

Spear Phishing Attacks On the Rise

What is phishing? Phishing is a play on "fishing," as it is a way of "throwing out bait" to see who bites. Phishing involves sending correspondence that appears legitimate but is meant to lure a potential victim into providing personal information for nefarious purposes.

Spear Phishing is more effective than traditional phishing scams, as it is tailored to a specific target. Spear Phishers often already have information about the individuals they are attempting to lure in.

How do you spot it? There are many ways you can spot a phishing email. The following are just a few examples:

1. **Spelling errors.** Read emails word for word rather than skimming. Multiple errors are a common sign of a scam.
2. **Sense of urgency.** Scammers will attempt to scare victims into sharing private information. Be wary of messaging that threatens the reader if immediate action is not taken.
3. **Unfamiliar or incorrect addresses.** An email address with misspellings, excess numbers, or similarities to a contact you know may be a scammer.
4. **Inclusion of suspicious links.** Phishing emails will often attempt to take you to a new page, exposing your computer to malware and other threats.

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You suspect that you're being phished- what do you do now? You can never be too careful: even if an email looks like it's from a trusted employee or friend, treat suspicious emails cautiously. Contact this person via phone call. Do not click on any links or respond with any personal information about you or your company unless you are certain it is safe.

The largest percent of security breaches stem from employee error. The best way to combat phishing and other cyber threats is through education. You can protect the private information of your employees, your company, and your clients by implementing a positive IT security mindset in the office and beyond.

Great News! We offer FREE Cyber Security Training.

We all like to believe that we could spot a scammer from a mile away. Unfortunately, phishing, spear phishing and other cyber threats are evolving and becoming harder to detect every day. At Glassen Technology Services, we pride ourselves on implementing preventive measures to keep your information safe.

That's why we offer a professional cyber security training program, *PII Protect*, to all of our clients free of charge. The interactive program takes less than one hour to complete and includes a short pass/fail quiz. Your office can be proactive, rather than reactive against these real threats.

For your free security training link, email support@glassen.net



We Value Your Feedback!

As we grow, we want to ensure we continue to stay in touch with our customer's needs and expectations.

We're truly committed to providing a "WOW" experience, and your feedback helps us to continuously improve!

We would be thrilled if you'd take a quick moment to fill out our 6 question survey: www.glassen.net/feedback



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The team at Glassen has been a great partner to help get our 100 year old building up to current tech standards. They pulled through for us during difficult situations, even provided us temporary cellular internet while we waited for our fiber internet to be installed! I highly recommend Glassen for IT services and support in the Milwaukee area.

”

~ Joe Bachman,
Owner, Bachman Furniture

CUSTOMER SPOTLIGHT:

Bachman Furniture: Milwaukee, WI

After 99 years in business, our client: Bachman Furniture decided to relocate to Milwaukee's new Menomonee Valley "design district" right next door to downtown's popular "Third Ward". That relocation involved restoring and renovating a 100 year old building that would serve as it's new home. Part of the renovations included bringing technology into the building and business, which is where we came in!

Our team provided a full array of products and services:

- Spectrum Fiber Internet
- WiFi throughout all 60k square feet
- Network cabling throughout the building
- Cloud 3CX VoIP Phone System, store-wide overhead paging
- Overhead audio system with Sonos integration & wireless control
- Extensive IP Security camera system.
- Inventory management system with wireless iPads
- Full IT Managed Monitoring and Support Services (MMS)

Bachman Furniture's new store is now open for business, right across the street from the popular Sobelman's restaurant!

More info: Bachmanfurniture.com



CUSTOMER REFERRAL PROGRAM:

Enjoy a Meal On Us!

We'd love an opportunity to help out even more businesses, like your own.

To show our appreciation for your referral, we'll send you a \$200 Gift Card to your favorite spot for each business that becomes a client!

To submit referrals, please email: curtis@glassen.net

HELPDESK TECH TIP:

Importance of Royalty-Free Hold Music

Our 3CX VoIP phone systems give our clients the ability to specify their hold music. This hold music is played when a caller is put on hold, parked, or waiting in a queue and can make an impression (either good or bad)! Though the phone system comes along with a no-fee music track, our clients often want to customize this.

Unfortunately, we cannot use your favorite song since this would be technically replaying the song publicly - opening yourself up to music royalty fees. To avoid the RIAA from knocking on your door with a cease and desist letter, or worse - an expensive bill - you'll need to use a royalty-free music track.

Finding The Right Music

We've found that smartsound.com is a very straight forward and easy to use website which allows you to find and purchase a music track that you like. Most tracks cost about fifty dollars.

For those who want something more custom, such as music with professional voiceovers about their business,



Photo: Hold music- customizes the customer experience

we've had success with gmvoices.com.

Once you've obtained the track you want to use, our support team can handle any necessary conversion and add it to your system!

Have additional questions? You can always reach out to us! We look forward to assisting you with the customization of your 3CX Phone System.

INDUSTRY NEWS:

Skype for Business Replaced by Teams

Microsoft has announced the retirement date of Skype for Business (SfB) Online as July 2021. This comes as no surprise to many, as Microsoft has been investing much more time in the enhancement of it's direct replacement: MS Teams. In comparison to SfB, Teams has many more features such as a richer chat experience, file sharing, shared email boxes, and app integration.

Teams can also host screenshare-style webinars similar to "Webex" at a fraction of the cost. For more information, visit microsoft.com/teams



Photo: MS Teams for business, stretches across multiple platforms, including mobile devices

TEAM UPDATE:

We Welcome Chris Wagner & Michelle Latona to Our Team!



Tier 1 Support technician

Chris is a network specialist with an Associate of Applied Science from WCTC and has worked in a variety of technology environments. Before joining Glassen, he spent multiple years as a network specialist intern, configuring physical and virtual

backups, recovering hosted servers, and managing workstations, Windows servers and third-party software. He also became adept in cyber security, including monitoring firewalls, intrusion detection systems and content filtering to protect computers and their networks. Prior, he was an assembly technician, crafting various electronic and mechanical equipment. Chris's professional interests include Linux, Cisco, and networking. Outside of the office, you can find him fishing, traveling, creating stained glass, or exploring a museum.



Sales & Marketing Assistant

Michelle graduated from UW – Milwaukee with a B.A. in Journalism, Advertising, and Media Studies, with a minor in Communication. Her professional career began at a theater in Downtown Milwaukee, as a part of their sales and marketing team.

There, she was tasked with crafting ads for print and radio, planning and executing email marketing campaigns, and managing social media. Michelle then held a position as a catering sales manager, where she was responsible for the planning and execution of fine-dining events. Though she enjoyed sales in the fast-paced work environment, she was ready to get back to her creative and strategic marketing roots. In her spare time, you can find Michelle hiking, camping, climbing, and planning her next adventure.

SERVICE INFO:

Why Choose the Client Service Portal?

It's a hectic day. You have a deadline and need documents for a customer meeting tomorrow morning. Suddenly, your computer won't connect to the printer.

We understand that IT can be stressful. That's why we've pulled out all the stops to make your tech interactions go as smoothly as possible. So, what do we suggest you do in time-sensitive situations? Create a work ticket through your personal online service portal.

"Why not just call it in? Wouldn't that be the quickest way to get assistance?" This isn't necessarily the case. Creating a ticket online is just about as quick as a call. And not only is the client portal easy to use, but it has a wide array of features that go beyond that of a phone interaction.

- You can create, categorize, and leave notes with a ticket
- See all communication between you and our team regarding the issue
- Track the progress of your request
- Access information about previous support requests
- Provide feedback and help us improve

Ready to give it a try? To request portal access, email: support@glassen.net

Photo: Online Portal Login

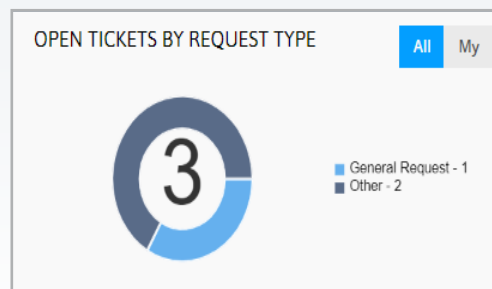


Photo: Open ticket infographic in portal