DATA PROTECTION INTERNATIONAL
Disrupting the Technology Status Quo

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The DPI team discusses new technology.

Nearly all present-day businesses are, essentially, IT businesses. Regardless of what the business actually makes or sells, technology supports the systems and processes that make it possible for core business to function. If you think about the most basic functions of any business, and you will notice multiple critical functions that are either made more efficient, or even possible, by technology. Think corporate databases, customer or client management, ERP, EMR, payroll functions, etc.. The many, many processes or functions that we take for granted every day…until they fail. And, when they fail, business owners are at the mercy of their IT Manager or support company to get things up and running again.

DPI's Managing Partner, Mike Johnson, believes that for too long, technology in Small/Mid-Sized Business has been a mystery. A mystery intentionally created by IT Managers and IT Service Providers insuring that only they knew how to keep the enigmatic technology systems running at your business. Their knowledge of technology, either real

> "We're pulling back the curtain on the mystery surrounding Technology. Like the Wizard of Oz, things may not always be what they appear to be, and you won't know the truth until you have the ability to look behind the curtain. As a business owner or C-Level Manager, you may not want to know much about the technology that keeps your business running, but you should know what questions to ask of your IT Manager or Provider, and always be able to understand if you are getting appropriate, truthful answers.
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> Arm yourself with enough knowledge and understanding of what technology should look like in your company, and learn what questions to ask, and how to interpret the answers you get." It's imperative to the health and welfare of your business."
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> — *Mike Johnson, Managing Partner, Data Protection International*

> "The guys at DPI have listened to our needs, and have adapted any recommendations to fulfill them. Even better, they are quick to respond, personable, care about our ability to function on a daily basis. And, they check in regularly just to make sure that all of our IT needs are being met."
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> — *Shelly VanEpps, Watterson Family Dentistry*

or perceived has long been hoarded, as if sharing that knowledge with business leadership would somehow degrade or diminish their importance. This approach to IT management neither supports the business or insures its survivability. "We've seen some things out there that give me the willies, Johnson said. Serious cyber security flaws, un-patched or not updated network devices and workstations, bypassed firewalls, bootlegged Server/Primary Domain Controller Operating Systems that haven't been patched or updated for 8+ years, companies that have had the same Ransomware infection 3-4 times, and organizations that couldn't get phone calls or emails from their clients for an entire day because of a "blip in a switch". (And for the record… there's no

such thing as a "blip in a switch".) These are all examples of common IT practices that violate fundamental network engineering and cyber security practices, which should NEVER be allowed to exist, let alone persist. And, given what we have seen, I suspect that there are an awful lot of these issues currently present in a surprising number of businesses right now….that business owners are completely unaware of."

DPI has a rather unique philosophy regarding Technology and Cyber Security Services. Everything they do is centered around supporting and protecting their client's business, by providing services that best support the client's unique business type and processes. They focus on protecting business from cyber-attacks, identifying and maintaining regulatory law compliance, improving efficiencies and user experience, and proactively monitoring and maintaining digital

and physical resources. They believe in proactive, preventative, cyber security based IT services that are built around accountability, complete transparency, information sharing, predictable budgets, and education & training. No mysteries. No secrets. No BS.

DPI has come a long way since its origin as a cloud backup company in 2007. Their core business is now centered on security based managed IT services. They are also the North American Distributor of all Securencrypt Security Software products that were created right here in Jackson. Securencrypt's Remote Authentication Encryption and anti-malware products are cutting edge cyber security systems created from a hacker's perspective. And, DPI provides these important security products to all of their clients, as a part of every IT Management service agreement.

In the near future, DPI will offer a program to help educate and enlighten business owners and C-Level Managers who have little or no knowledge or understanding of the technology that supports their business. This is not an effort to make them technology experts, but rather to provide them with basic information on network systems and cyber security. Also, to arm them with some simple tools such as questions to raise and what appropriate responses should be, and access to 3rd party network systems and cyber security assessments that will give an unbiased report on the status of those critical elements of their technology. And, finally, DPI's consultants will analyze those assessments and provide advice on what action steps will be required to bring their technology up to speed.

Inset: Kris from DPI talks with staff at Watterson Family Dentistry.
Above: Rob Whiting of Die-Namic Tool & Design talks with Kevin Hassenzahl (DPI).