## Phoenix Entrepreneur and Cyber Security Expert Launches Monthly Webinar Series for Non-Technical Employees

*Michael Cocanower, president of itSynergy, says people are the largest source of security breaches, and employee training is often neglected*

PHOENIX, Ariz. (June 28, 2016) – Cyberattacks among small and medium-sized businesses are on the rise, but with a little education, employees can be trained to spot sneaky hackers and malicious threats before it's too late, according to Michael Cocanower, founder and president of Phoenix-based itSynergy.

Cocanower, who has been recognized nationally and locally for his IT expertise, is launching a new, free monthly webinar series, "Hacking the Human," on Thursday, July 14 at 11:30 a.m. The first topic is Physical Security, which will cover how to secure your physical work environment from clever thieves looking to steal your data. Interested participants should register at http://www.itsynergy.com/webinar prior to the start of the webinar.

The average cost to a business for a cyber security attack is $9,000, according to a 2013 small business technology survey commissioned by the National Small Business Association. And, an alarming 59 percent of small and medium-sized businesses do not have a contingency plan that outlines procedures for responding to and reporting data breach losses, according to staysafeonline.org. In addition, according to a study by IBM, 95 percent of all security incidents involve human error.

"There's a misconception that only the very large companies get hacked, but in fact, smaller companies are like low-hanging fruit to hackers. They're quicker to get in and easier targets," Cocanower, a Phoenix native, said.

Each webinar will provide useful tips to ward off phishing scams and more complex social engineering schemes that result in theft and corporate espionage.

"Whether you're part of the C-suite or you're working in an entry-level position, you're vulnerable," Cocanower said. "Not training your staff to be aware of cyber threats is like driving around without your seatbelt on. And, unfortunately, your building's security cameras won't pick up these intruders."

The "Hacking the Human" webinars are geared towards non-technical end users in business at any level in the company. Produced by itSynergy with host Michael Cocanower, the free 15-minute webinars will take place on the second Thursday of every month at 11:30 am.

The monthly webinar schedule follows:

**July 14:  Physical Security.** If data theft is a criminal's goal, physical access makes it very easy. When most people think about security, they think about firewalls and antivirus software. But, without physical security, these other measures are useless. Learn how to safeguard your physical work environment from clever thieves looking to steal your company's data.

**August 11:  Passwords and Password Management.**

Learn how to create strong passwords, how often you should change them and tips for creating a secure storage strategy.

**September 8:  Recognizing and Avoiding Email Scams.**

Some 30 percent of recipients open phishing messages and 12 percent click on attachments. Learn how to recognize a threat.

**October 13: Working Remotely.** Working from home presents an entirely different risk to an organization than working in the office. Remote workers allow potentially sensitive or confidential information to reside on a PC which is outside of a company's control. Additionally, your company has to open a 'hole' in your perimeter defenses in order to allow users in. Learn how to keep things safe while not taking away this convenience.

**November 10**:  **Ransomware.**

Some cyber thieves have been known to hold sensitive data hostage for just a few hundred dollars. Don't fall into this trap.

**December 8:  Security Updates.** We all know we should install security updates, but do we?  Do we just set our computer or device to 'automatic' and hope it works out?  While that may work for Apple and Microsoft, what about all the other vendors whose products are installed on our PCs?  When a criminal breaks into a network, one of the very first things on their 'To Do' list is to scan every machine for unpatched vulnerabilities they can exploit. Learn how to protect yourself.

For more information, call itSynergy at (602) 297-2400 or visit www.itsynergy.com.


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**About Michael Cocanower**

He has his black belt in the Kung Sul division of Hwa Rang Do, a Korean martial art, so it's fitting that Michael Cocanower's passion is helping small and medium-sized businesses defend themselves against malicious cyber intruders. A Phoenix native, Cocanower founded itSynergy in 1997, and under his leadership, the company has experienced exponential revenue growth. A long-standing Microsoft Partner and Gold Midmarket Solution Provider, itSynergy provides strategic technology management services for small and mid-sized organizations on a fixed monthly fee. Cocanower has received numerous awards and widespread industry recognition throughout his career, including being named one of 20/20 Visionaries in *Channel Pro Network* magazine's May 2016 issue. The magazine regularly turns to him for input on current IT trends, and called him a "shrewd and articulate observer of the SMB market."


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