How Safe Are File Sharing Services?

Free March 8 "Hacking the Human" webinar to share risks associated with file sharing services, such as Dropbox, Google Drive and other cloud services

PHOENIX, Ariz. (February 26, 2018) – If you're like most people, you're using a variety of file sharing services and other cloud applications both at work and at home. Dropbox, Google Drive, Microsoft OneDrive, iCloud, Shutterfly, Hightail and other services make it much easier for us to share and store documents, photos, video and other data with colleagues, friends and family.

There's no doubt that the cloud has its benefits for some businesses. A 2014 Survey of IT Execs revealed that 80 percent of cloud adopters saw improvements within six months of moving to the cloud. That same year, business here and abroad spent an estimated $13 billion on cloud services.

"While cloud computing often increases efficiency, too many businesses make the mistake of placing all of their trust in the cloud," said Michael Cocanower, president and CEO of Phoenix-based itSynergy. "Simply put, 'The Cloud' is a service that hosts your data in an offsite location or 'data center.' It's multi-tenant, meaning that you are on the same equipment as other companies, and it's not under your direct physical control."

Cocanower will conduct a free, 15-minute **"File Sharing Services" webinar** on Thursday, March 8 at 11:30 a.m. Participants will learn risks associated with cloud-based services and tips for keeping sensitive data safe. Interested participants should register at http://www.itsynergy.com/webinar.

In addition to addressing risks for data leakage, Cocanower will also briefly discuss combining encryption with cloud-based services for an added layer of security.

"The challenge with file sharing services is they place copies of your data in any location where the software is installed," he said. "While you may be able to control the security of your office PC, what about your home computer, laptop, mobile device, and all of the other places where you have access to files stored in a cloud-based service? A second layer of protection is really needed."

The "Hacking the Human" webinars take place at 11:30 a.m. on the second Thursday of each month. The webinars are geared towards non-technical end users in business at any level in the company. Each webinar provides useful tips to ward off cyberattacks and more complex social engineering schemes that result in theft and corporate espionage.

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

About Michael Cocanower, President and CEO of itSynergy

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, 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." In addition, the Arizona chapter of Entrepreneurs' Organization (EO) recently appointed Cocanower to the board of directors as membership chair.

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