



# NEWSLETTER

RJ2 Technologies Monthly Newsletter  
April 2025



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## Hackers Hate These 6 Cybersecurity Tricks (And Why They Work)

The perception that SMBs have limited resources, smaller budgets and often a "that won't happen to us" mindset makes them attractive to hackers. Although it's true that SMBs don't have the resources of Fortune 500 companies, you don't need that kind of money to protect your business. Here are six simple strategies hackers hate because they're affordable, surprisingly easy to set up and highly effective..



### Multi-Factor Authentication

The #1 way hackers get access to business accounts is through stolen credentials. Two-factor authentication (2FA) and multifactor authentication (MFA) have existed since the mid-2000s and remain among the best ways to protect your information. 2FA requires things to log in – your passwords and a second factor, like a text message code. If a hacker guesses or steals your password, they still can't get past that second layer of protection. Many platforms, including Google Workspace and Microsoft 365, already offer 2FA for free. Still, it's underutilized by SMBs, with an MFA adoption rate of only 34% or less, compared to 87% among large companies, according to JumpCloud's 2024 IT Trends Report, 2FA is very simple and effective – don't sit this tip out!

## 2 Updates

Cybercriminals love outdated software because it's full of unpatched vulnerabilities they can capitalize on. Ransomware attacks are notorious for targeting vulnerabilities in operating systems and applications months after security patches are available. Set up automatic updates for your systems, apps and software so you're always running the latest version. Employee awareness training, regular reminders and even revoking access until patches are installed can help hold employees accountable.

## 3 Employee Training

Over 90% of data breaches start with phishing e-mails, CISA reports. Designed to look like real e-mails from banks, retail companies or coworkers, they are stuffed with harmful links designed to steal your passwords and data. Cybercriminals bank on naive employees who can't tell real e-mails from fake ones, and AI is making these e-mails even harder to detect. Regular employee awareness training is one of the top defenses against phishing attacks and can reduce phishing risks from 32.5% to 5% in 12 months, according to a recent study by KnowBe4. Research shows that the most effective employee awareness training includes real-world examples, simulated attacks and regular reinforcement through short, interactive training sessions.

## 4 Data Backups

Ransomware is one of the biggest threats facing SMBs today, with 46% having experienced attacks, according to a recent report by OpenText Cybersecurity. Hackers lock up your data and demand payment to get it back, but even payment isn't a guarantee you'll see your data again. Use the 3-2-1 rule – keep three copies of your data on two different types of storage media, with one stored off-site, such as in the cloud or on an external hard drive disconnected from your main network. Just as important: test your backups regularly. Nothing's worse than restoring your data after an attack, only to discover that your backups are incomplete or corrupted.

## 5 Data Encryption

The modern world operates on data, and encrypting this data is the most effective method to protect it. In fact, most cybersecurity insurance policies require it. Encryption is like turning your information into code that only authorized people can unlock. Even if hackers intercept your e-mails or customer data, encryption keeps it useless to them. SMBs often hesitate due to costs or complexity, but modern tools like Google Workspace and Microsoft 365 make it simpler and more affordable.

## 6 Limit Employee Access

Every employee with open access to every folder, file and document significantly increases the risk of accidental (or intentional) changes to your system. Setting up limited access can feel inconvenient initially, but it doesn't have to disrupt employee workflows. An experienced IT team will ensure that employees can run all the applications they need while having access only to what's necessary. For example, a marketing intern doesn't need the ability to access payroll data or network settings. If employees need access to complete specific tasks or projects, consider using a system that grants temporary admin access. Once their project is done, the access goes away.

These simple, cost-effective strategies are a nightmare for hackers and a boon for SMBs looking for more peace of mind. If any of these strategies are missing from your cybersecurity, now is the time to integrate them into your business.

To learn more, **call RJ2 Technologies at (847) 303-1194 or email [marketing@rj2t.com](mailto:marketing@rj2t.com).**



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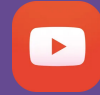
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## Earth Day: "Our Power, Our Planet"



On Tuesday, April 22, 2025, we are celebrating the 55th anniversary of Earth Day with the theme "Our Power, Our Planet." This theme focuses on renewable energy and climate action, inspiring people to come together and take action to protect our planet.

In honor of Earth Day, we are continuing our promotion to decommission customers' old electronic hardware. This recycling solution allows us to safely and responsibly dispose of your old servers, laptops, desktops, and other hardware. We will additionally provide your company a certification of destruction for hard drives that previously held sensitive company information. One of the benefits of this affordable solution is we will plant a tree for each device recycled, supporting our shared commitment to reforestation and the health of our planet.

If you are interested in recycling your IT assets and want to learn more about this solution, **please call RJ2 Technologies at 847-303-1194 or email [marketing@rj2t.com](mailto:marketing@rj2t.com)**

## Vendor Partner Highlight - **THREATLOCKER**

This month we are excited to highlight ThreatLocker, a Zero Trust endpoint protection platform that provides enterprise-level cybersecurity. Offering advanced security solutions to protect businesses from ransomware, zero-day vulnerabilities, and other malicious threats, ThreatLocker is a trusted solution for safeguarding operations against cyber threats.

RJ2 Technologies utilizes ThreatLocker to protect users, devices, and networks against vulnerabilities. By adding ThreatLocker to our IT Stack, we provide an additional layer of defense that enhances the security for our customers. We are committed to providing our clients the highest level of security and by leveraging ThreatLocker's advanced capabilities, we can protect our client's digital assets against cyber threats and give our customer's peace of mind.

**To learn more about this partnership please call RJ2 Technologies at 847-303-1194 or email [marketing@rj2t.com](mailto:marketing@rj2t.com)**

# Innovative Tech Trends to Explore in 2025



April showers bring...fresh tech ideas! Forget smart vacuums or noise-canceling earbuds; 2025 offers AI-powered coaches for your video calls, advanced collaboration tools and wearable tech that does much more than count steps. Here's what you need to know about these game-changing trends and how they can shape the way you do business.

## Real-Time AI Communication Coaches

With so many employees working remotely, they often miss out on organic mentorship due to the lack of face-to-face interactions and genuine feedback. AI-powered conversational tools address this challenge by providing real-time feedback during video calls and analyzing tone, body language and phrasing. These tools are gaining traction across organizations, providing live feedback for professionals in sales, marketing and even public speaking.

**Why it's a game-changer:** AI-powered coaches democratize professional development, empowering smaller businesses to compete with larger competitors by leveling up their communication skills and helping employees stay engaged.

## Advanced Collaboration Tools For Teams

The global collaboration software market, projected to grow to \$19.86 billion by 2032, is fueled by the popularity of remote work, the widespread integration of cloud technology and the rising demand for tools that help teams collaborate instantly. Video conferencing that translates language instantly, AI-powered meeting summaries and integrated team chats make remote work more seamless. For example, a small design firm can collaborate on projects in real time with international freelancers, while a local restaurant chain might use mobile communication apps to update menus instantly across locations.

**Why it's a game-changer:** Advanced communication tools help break down language barriers, vastly improve follow-up efficiency through AI-driven functionalities and offer extensive integration to connect your business with even more tools.

## Wearable Tech That Can Boost Productivity And Improve Safety

We are entering an era in which wearable technology is transforming how work gets done. In 2025, expect to see improved wearables like smart glasses, watches, rings, Augmented Reality (AR) headsets and sensor-embedded clothing revolutionizing industries, including logistics, health care, retail and field services. Imagine logistics workers navigating warehouses with real-time inventory updates displayed in their smart glasses or health care professionals responding faster, thanks to instant access to patient vitals on their smartwatches.

**Why it's a game-changer:** Advanced wearable tech is about more than productivity. By delivering critical information immediately, it enhances safety, reduces errors and improves situational awareness.

In an increasingly competitive and tech-driven world, make 2025 the year of embracing innovations that simplify, strengthen and future-proof your business. To learn more, please call RJ2 Technologies at (847) 303-1194 or email [marketing@rj2t.com](mailto:marketing@rj2t.com).

