



Peter Engle  
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## Joy Communications Educates Customers on Password Protection Policies to Keep Their Businesses Safe

*Leading Unified Communications  
Helps SMBs Protect  
Their Enterprise Assets*

Stuart, FL – September 27, 2016 – Joy Communications, an industry leader in unified communications, announced today that the company is educating small to mid-sized businesses (SMBs) on password protection policies to help safeguard their businesses from a variety of threats.

Password management has become increasingly important with daily attacks from hackers specifically targeting SMBs. For example, 6 million LinkedIn account passwords were compromised just a couple of years ago and the list of breach has grown dramatically since. Anyone who has been using major social media sites, like LinkedIn, may have received a notification in the past couple months forcing them to reset their passwords. This is the result of the colossal breach in Internet security and Joy Communications has taken the initiative to advise businesses on how to protect themselves.

As the Internet continues to expand in complexity, so do its vulnerabilities. In order for business owners to protect their organizations, they need to utilize best practices in password security. Here are some steps that business owners can take immediately.

### **Never Use the Same Password**

**Twice:** One of the most effective ways to prevent breaches is also the simplest; never use the same password

for multiple accounts. Strong, unique passwords, with symbols, numbers and capital letters are usually far more effective than anything else.

### **Enable Two-Step**

**Authentication/Verification:** This is one of the other simple ways that a business can instantly upgrade the security of their entire network, by simply passing a company policy. Two-step password authentication essentially means that when a user logs into their account, they'll be required to confirm that log-in attempt by replying to a text message or phone call. This best practice makes it much harder for hackers to impersonate the true account owner because it requires them to have access to multiple accounts before their hacking attempts can be effective.

### **Stay Vigilant Against Phishing:**

Hackers have long relied on phishing, a common strategy in which a hacker attempts to defraud an online account holder of financial information by posing as a legitimate company. For example, a hacker will gain access to your account information by purchasing your email and password on the black market and then they will log into your email and send a desperate email to one of your contacts, posing as you. "John! My transmission just blew and I'm stranded out here. My phone is about to die. Can you send me \$2,000 to this account? I'll pay you back as soon as I get into town." Users need to constantly remain vigilant against attacks like this because they are

prevalent and have proven effective over the years.

"While these are a few proactive steps a company can take in the right direction, they are only a mere shadow of what is possible if they work with a true managed IT services provider, like Joy Communications, who is regularly monitoring, maintaining and optimizing the security of every device on a business's network," stated Peter Engle, President of Joy Communications. Joy Communications partners with SMBs that need to secure a competitive advantage with advanced technology and want to remain focused on growing their business, instead of keeping up on the latest in online security. "That's our job," said Mr. Engle.

### **About Joy Communications**

Joy Communications is an IT company that specializes in Voice applications with a large installed base of private, non-profit and governmental customers throughout Florida. Joy Communications provides VOIP phone systems, wireless networking, surveillance, and hosted or "in the cloud" services. Joy has specialized in providing quality service and support to its customers with locally based, certified technicians for the last 30 years. For more information on Joy Communications please call 1-800-432-3638 or visit us at [www.joycomm.com](http://www.joycomm.com).