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### Import Your Bookmarks in Chrome



Bookmarks are an essential part of being productive with your Internet browser, but what

happens when you switch to a different one, like Google Chrome? Do you have to manually add all of your bookmarks back to the browser? Nope! Let's go over how you can import your bookmarks directly to Google Chrome and save some time...



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## About Virtual Business Solutions

We're in this business to help other small businesses grow and move forward. It's as simple as that.

We're driven by the philosophy that if we help local businesses solve their IT issues so they can become more profitable and successful, then we will inherently grow along with them.

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## Calculate and Control Your Carbon Footprint



You've probably heard people talk about a business' carbon footprint. You even might think you have a good idea of what your business' footprint is. With global climate change evident by the rising temperature of the planet, having an idea of what effect your business' environmental impact has is not only good for the planet, it can help avoid risk or even save you money. There are a lot of factors that go into determining your carbon footprint and many of them you may not consider. Today, we will go through how to calculate your business' carbon footprint and what you can do to reduce it.

### What is a Carbon Footprint?

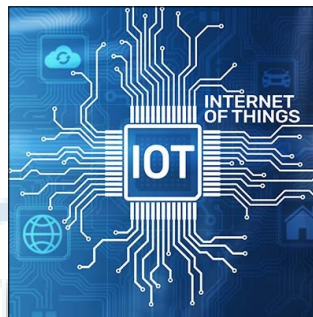
A business' carbon footprint is basically the grand total of greenhouse gas (GHG) emissions that are produced as a result of their operations. In calculating the GHG emissions, you will invariably come across numbers that you can focus on to reduce the organizational carbon footprint. The lower the GHG emissions your organization has, the more environmentally sustainable your business is.

Before we get into how to calculate your business' carbon footprint, let's go over the greenhouse gas emissions you will be looking at:

- **Carbon dioxide** - CO<sub>2</sub> - The most frequently produced GHG. Will make up for most of your business' carbon footprint.
- **Methane** - CH<sub>4</sub> - Methane makes up for 10 percent or so of GHG emissions. It naturally occurs from livestock and organic decay, but is also emitted during the transport and production of natural gas, coal, and oil.
- **Nitrous Oxide** - N<sub>2</sub>O - Emitted from combustion of fossil fuels and the treatment of wastewater.

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## Using IoT to Take Control of Your Supply Chain Issues



The Internet of Things is a collective body of connected devices that perform various functions, most of which are devices that traditionally did not utilize Internet connectivity in the past, like thermostats or appliances. However, the Internet of Things can be used for so much more than controlling the heat in the office while you are away; it can be used to automate and manage a supply chain, too.

Specifically, the IoT can aid manufacturers and corporations by providing the ability to review operations, manage their inventory, and control dissemination of products. Consider it from this perspective. Imagine you are a vehicle manufacturer, and your factory is responsible for assembling, testing, and shipping the finished products to distributors for use by the consumers. Managing all of the many moving parts of this type of operation can be challenging, but the Internet of Things can simplify it somewhat—or at least automate certain aspects of it.

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## Tips to Help You Identify a Phishing Message



We've all heard the horror stories of phishing messages—those messages where someone is trying to steal information

from you, be it sensitive information or financial credentials. There are various telltale signs of phishing attacks that can be identified, if you know where to look. Let's take a look at what the FTC claims are the best ways to identify a phishing message.

According to the Federal Trade Commission, there are various ways to recognize a phishing attack. Here are just a few of them:

- **Phishing messages come from companies or services you are familiar with.** Some of the most successful phishing campaigns are those that convince users that they are legitimate by impersonating well-known

companies like Netflix, Amazon, Microsoft, Google, etc.

- **Phishing messages will try to trick you into clicking a link or downloading an attachment.**

The goal of phishing messages is to scam users out of their sensitive information or download infected attachments. Once you realize that this is their goal, you can be extra cautious about any messages that ask this of you. Some of the most common types of phishing messages might include order receipts, invoices, or other types of documents that you might want to download under specific circumstances. We urge you to take caution and to consider if the request makes sense before downloading the attachment, and to confirm the identity of the sender first.



- **Phishing messages might ask you to update financial credentials or confirm sensitive information.**

Sometimes phishing messages will ask you to change your password, financial information, or order placement details. They do so

because they think they can get you to provide this information due to how commonplace online ordering is in today's business world. In cases like this, you can usually confirm that these messages are fake by going to the service itself through a trusted portal (separate from the email you received) to see if indeed you actually must take the "required" action...



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## Using IoT to Take Control of Your Supply Chain Issues

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Inventory management can be automated, for example. When items are removed from the inventory, they can be scanned through the use of attached sensors or barcodes, removing them from the inventory and accounting for their use in assembly. This removes the need to track each of the parts individually, as the system makes all adjustments according to your specifications. Imagine how much time you can take back in this way!

The Internet of Things can also be used for diagnostics. With connected sensors and devices collecting data from across your network, manufacturers can use them to assure quality for their output. These connected devices can then send the data to a

location where it can be analyzed for operational deficiencies and shortcomings, which in turn can prevent faulty products from hitting the market or becoming problems down the road.

The Internet of Things can even be used to track the shipment of products to their eventual destinations. Just like how products are scanned when they leave warehouses or storage facilities, they can be scanned back into inventories in much the same way, automatically updating the process with sensors or barcodes.

While the IoT can be insecure if not implemented properly, it presents a major opportunity for you to address your own organization's inventory

management practices. With the right solutions, you can change the way you keep tabs on your business for the better.

Depending on the type of business you run, you might get more value out of the IoT than others. To help you get the most out of the opportunities afforded by the IoT without any of the security shortcomings, we recommend working with our trusted technicians at Virtual Business Solutions. With us on your side, you'll be shocked by how much you can get done with a simple network audit! To learn more, reach out to us at (504) 840-9800 ext. 105.



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## Calculate and Control Your Carbon Footprint

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There are others, such as fluorinated gasses, but for the most part when you consider your carbon footprint you will be measuring these three emissions.

### How to Calculate Yours

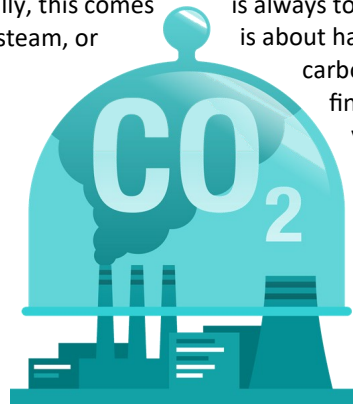
You have to consider that the standards for measuring carbon footprint are extremely new and governed by the International Organization for Standardization out of Geneva, Switzerland. Not all nations recognize these standards, but for our purposes the ISO is the predominant organization dealing with the global impact of business GHG emissions. They suggest taking a three part approach.

**Part One** - Measuring direct emissions produced by company-owned vehicles and properties used for business. This also includes refrigerant gasses (air conditioning and refrigeration), and any emissions created for the production of industrial processes.

**Part Two** - Measuring indirect emissions, usually from your business

purchasing energy. Typically, this comes in the form of electricity, steam, or heat of some type.

**Part Three** - Measuring indirect emissions that are caused by your business. This typically comes in the form of GHG waste, emissions put off by products or services, and workforce commute.



is always to use less energy. Energy use is about half of most businesses' total carbon footprint and if you can find ways to use less energy, you can make a difference in your GHG emissions. You can install energy-efficient lights or appliances to make a small difference. In fact, according to the U.S. Environmental Protection Agency, if every office purchased ENERGY

STAR-certified products, it would produce more than 1.5 billion pounds less per year.

While the first two should be pretty simple to measure by looking at invoices from your fuel expenses and utility bills, part three is more difficult to pin down. The ISO even suggests that it is really concerned with the first two parts as part three could be costly to figure out. The more you know, the more you can do to curtail your business' environmental impact.

### Changes You Can Make

There are some simple changes you can make, but most of the changes will require a change in strategy. Top of the list

Some other changes involve improving your organization's IT. By tracking your supply chain's efficiency, you can go a long way toward reducing your business' carbon footprint. It's difficult to guarantee your vendors are environmentally conscious, but when you vet new...



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## VoIP's Versatility Delivers Great Value



Voice over Internet Protocol, or VoIP for short, is a truly exceptional service that all businesses should take advantage of if at

all possible. Long story short, the traditional telephone system is archaic by today's standards, and it should be replaced with a more dynamic and flexible solution in VoIP. Today we wish to discuss the various benefits you can expect to receive from implementing a VoIP solution for your business.

When considering the benefits of VoIP, it helps to have a frame of reference for what the solution really is. Essentially, it is a telephony system that uses your Internet connection to deliver and receive calls rather than your traditional landline telephone infrastructure. In this

way, VoIP uses a service that you already pay for—your Internet—to replace traditional phone lines.

VoIP also offers a considerable amount of flexibility in terms of how your staff can go about their day-to-day tasks. While the traditional landline telephone infrastructure works for those who are in the office all day, it is not particularly helpful for those who need to work remotely or out of the office. With VoIP, you download a software application to your smartphone, laptop, or desktop and communicate using that solution. All the user needs is the application itself and an account/extension. It's a great way to scale your business' communication infrastructure according to its specific needs and give your employees the ability to work in their preferred ways.

VoIP continues to provide further value based on the sheer versatility of services

it offers businesses in comparison to the traditional landline telephone system. VoIP has all of the features you have come to know and love over the years, plus even more dynamic communication tools that make it extremely valuable, like video conferencing, instant messaging, file sharing, and so much more. It's a great overall tool for productivity in addition to communication.

VoIP is one service that all businesses can implement and find some value in. Since it is so flexible and convenient, there is almost no reason not to implement VoIP. If you are ready to change the way your business communicates for the better, then let Virtual Business Solutions help. To get started, reach out to us at (504) 840-9800 ext. 105.



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## The Emergence of the CISO



As statistics for cyber-crime surge, it's important

to remember that your organization must do all that it can to protect itself. There is, however, a C-suite position that almost exclusively focuses on this task: the chief information security officer, or CISO. Many enterprises have individuals dedicated to the sole task of securing their organization, but smaller businesses might find themselves lagging behind in this regard due to no fault of their own.

The CISO is a role that is given even higher prominence than in the past due to the immense variety and strength of today's cybersecurity threats. This is especially true when considering the fact that many employees are still working remotely and away from the security of their



in-house network infrastructures. Businesses are willing to invest in a good CISO, and it shows in the price tag associated with the positions.

While the CIO (Chief Information Officer) is typically seen as the one overseeing the general technology strategies within the organization, the CISO is chiefly responsible for the security sub-sector rather than the overall direction of the technology infrastructure. As such, the CISO typically reports to the CIO, but has an entirely different set of responsibilities.

However, the responsibilities of a CISO have shifted in recent years, particularly due to the COVID-19 pandemic and the advancement in threats. According to a survey issued by Heidrick & Struggles, CISOs used to "focus on network security, firewalls, security policies and governance," but "now also find themselves tasked with securing connected devices, devising identity and access management systems, implementing artificial intelligence and machine learning, as well as risk management, privacy, investigations and physical security, among other issues." This change represents a

significant change in the thought process surrounding network security. While the traditional network security solutions used to suffice, there is much more at stake, and CISOs must now consider other avenues to protect their organization—solutions that can learn and grow alongside the threats they are supposed to protect against.

Your business does not have to let its budget determine the level of security it can afford. If you work with Virtual Business Solutions, we can help you implement solutions designed to protect your organization at an enterprise level, even if you are only a small business. With our security professionals on your side, you'll find that you can worry less about security and can focus more on your business' operations. This way, you can prioritize what your organization does well while leaving the heavy lifting to us. To learn more about how we can secure your business' technology infrastructure, reach out to us at (504) 840-9800 ext. 105.



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Virtual Business Solutions has been serving the Metairie area since 1999, providing IT Support such as technical helpdesk support, computer support and consulting to small and medium-sized businesses. It's always been our goal to provide enterprise-level IT practices and solutions to the small business sector, with small business prices. Our experience has allowed us to build and develop the infrastructure needed to keep our prices affordable and our clients up and running.

### Tech Trivia

TikTok has been downloaded over 2 billion times.

## Virtual Business Solutions

808 North Causeway  
Metairie, Louisiana 70001

Voice: (504) 840-9800 ext. 105



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