



High Tech Innovations, LLC's Cybersecurity Platform Deflects Recent Ransomware Attacks on Technology Companies

Leading Managed Technology Services Provider Keeps SMBs Safe, Once Again

NEW JERSEY – August 26, 2021 - High Tech Innovations, LLC, a leading managed technology services provider (MTSP), recently shared that their robust cybersecurity solutions have protected their customers from consistent, daily attacks on small to mid-sized businesses. Unfortunately, this is not the case for many IT companies that leverage other systems like Kaseya, an IT solutions software developer, that was compromised by hackers in July through a malicious software update that Kaseya unknowingly pushed out to SMBs. It's unknown exactly how many devices were infected with absolute certainty, as hackers wreaked havoc on over 1 million devices and demanded \$70M as a ransom. This type of breach targeting companies through their IT providers is becoming more commonplace. High Tech Innovations, LLC's customers have been completely unaffected by any of these major network compromises.

For years, High Tech Innovations, LLC has remained ahead of the curve and protected its customers by foreseeing potential threats and rectifying them long before they reach their customers' businesses. In fact, it's a central aspect of their business philosophy. Rick Loalbo, Sales Manager & Certified HIPAA Specialist of High Tech Innovations, LLC stated, "We've been preaching the merits of cybersecurity for years and while moments like this are unfortunate to

witness, these types of breaches were very predictable. In fact, it's exactly why we've been making the right investments in the right technologies to keep our customers protected from these types of events. Business owners need to understand that when they hire an IT company, their provider not only needs to install, deploy and maintain the technology properly, but they should also be sophisticated enough to educate them on the significance of cybersecurity in the modern era. Modern advances have shifted cybersecurity from being a cost prohibitive, corporate luxury to a financially sound benefit for any business that wishes to eliminate this risk from their future. Business owners need to start anticipating issues like this, so that they can keep their organizations, employees and futures, secure."

High Tech Innovations, LLC takes extreme care in protecting its customers from breach and utilizes an array of cybersecurity solutions to fortify its network and protects each customer's IT network using the exact same methods they use internally. In other words, SMBs that are working with true MTSPs, like High Tech Innovations, LLC, essentially have a 24/7/365 team of dedicated cybersecurity professionals who are constantly innovating solutions which prevent any disruptions from occurring. A central principle behind any effective cybersecurity defense strategy is to use a layered approach, so that in the event of a breach, hackers are restricted to only affecting small portions of the company.

While the true damage done from the Kaseya breach remains to be seen, SMBs must take the initiative to make the necessary preventative steps to secure their organizations from being affected in the future. While these supply-chain oriented attacks are likely to continue, this doesn't mean that businesses are defenseless. Quite the contrary, as Loalbo concluded, "In the case of cybersecurity, the old adage, 'an ounce of prevention is worth a pound of cure' is quite appropriate."

ABOUT HIGH TECH INNOVATIONS, LLC

High Tech Innovations, LLC. has been providing cutting edge technology to thousands of businesses and healthcare practices in the northeast region since 1997. The company has been working to increase the productivity and profitability of its clients by offering them a range of technical products and services in the field of communications (VoIP), managed IT services, structured cabling, networking, surveillance, network security, digital imaging and backup and disaster recovery. Their certified and experienced technicians and engineers provide technical support and maintenance to keep various businesses running smoothly and compliantly.

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