

THE LATEST BYTE

the wild west of cybersecurity

vol.1



onestep
Secure IT Services

2024

★ THE WILD WEST OF ★ CYBERSECURITY

In this vast digital frontier, the internet can often resemble an untamed and lawless land. We're up against the Dark Web, ill-intentioned hackers, ransomware attacks, and malicious bots roaming freely—each posing a unique threat.

In such an environment, businesses and organizations face an ongoing challenge: How do you safeguard your digital assets and sensitive data against an array of threats that seem to grow more sophisticated and relentless with each passing day?

Within these pages, we aim to shed light on our modern-day cyber wilderness and offer insights, strategies, and innovative solutions to help you navigate the treacherous terrains of the digital frontier.

As your trusted partner in the realm of cybersecurity and IT, One Step Secure IT is committed to empowering you with the knowledge and tools necessary to fortify your digital defenses.



WELCOME TO "THE WILD WEST OF CYBERSECURITY"

—where we bring law and order to the digital realm.

We are an outsourced IT company with over three decades of protecting our customer's data from breaches to alleviate the dread of cyber attacks, costly downtime, and loss of customer trust.

Our expertise includes Cybersecurity, Managed and Co-Managed IT, Information Security, and Compliance Services.

We understand that as business operations evolve, so do the security threats. Our expert team collaborates closely with you to create a customized IT strategy, identify vulnerabilities, and strengthen your IT infrastructure.

Our corporate headquarters are located in Phoenix, AZ, and we proudly serve businesses across the nation. To learn more about how One Step Secure IT can help protect your company from cyber threats and increase productivity, visit our website at

www.OneStepSecureIT.com



AS THE SUN SETS ON 2023

Cyber Threats You Can't Ignore in 2024

As technology continues to advance, the task of ensuring robust security has become complex. Online scams have become an almost inevitable part of our lives, with most of us having either experienced or known someone who fell victim.

Cyber criminals aren't just targeting individuals; businesses are their prime targets because they have more at stake. As we approach the new year, business professionals would be wise to acquaint themselves with the costly cybersecurity threats looming on the horizon.

Several ongoing trends demand attention, and they are poised to remain significant threats as we transition into 2024.



Let's take a look....

Ransomware

This form of malware has been around for years, but nowadays it's much more sophisticated. Ransomware often uses encryption, essentially turning information into a code. This code restricts access, seizes a company's data, and keeps computers locked until the ransom is paid. Advanced encryption techniques make it increasingly challenging to counter ransomware and retrieve compromised data.

Supply Chain Attacks

A supply chain attack occurs when cyber criminals target and compromise a company's suppliers or vendors to gain unauthorized access to the intended victim's systems or data. It's like going after a weak link in the chain to reach the main target while taking advantage of the trust established between the target and its suppliers.

Deepfakes and Cyber Deception

Deepfakes, which use artificial intelligence and machine learning to create realistic videos, pictures, audio, and text of events that never occurred, are on the rise. Cyber criminals using open-source intelligence (OSINT) to pretend to be someone else can result in more convincing phishing attacks and the spread of misinformation. The surge in the use of deepfake images raises the risk of identity fraud.

Business owners need heightened cybersecurity measures to protect against these evolving threats and safeguard their valuable data. Stay vigilant and stay alert for these cyber threats in the new year.
Make cybersecurity a priority in 2024!

CYBERCRIME STORIES

VOLUME 1

A TRUE STORY

JANUARY 2024

A REAL-LIFE SCAMMER STORY

I am a 75-year-old widow undergoing cancer treatments. I am a responsible senior, and up until this incident, I had never been scammed.

This all started last month when my Facebook page was suspended. I followed the prompts on the webpage, which asked me why I did not think my account should have been suspended. After submitting my answer, I waited a day with no response.

I began researching a possible way to interact with a live person providing Facebook support services. I googled “Facebook contacts” and saw three possible sites. The first two were sponsored, so I knew they were not official. The third one looked real, so I called the number. Someone answered, and they seemed happy to help me straighten this out and unlock my account. They pulled up a Facebook account I had used for business in the past. I did not totally delete the account, but I suspended it many years ago.

What did the scammer do? They told me a convincing story about two guys who were trying to order merchandise on the marketplace account from my old Facebook page. The person on the phone said they could see approximately \$28K was spent from two of my checking accounts.

They said the charges were made with Bitcoin, and the only way they could fix this on their end was for



me to take out the cash and deposit it in a Bitcoin ATM.

Once that was done, I needed to make a copy of the receipt; they would fix it on their end and refund the amount the next day.

They did this over a period of two days. Yes, I was dumb enough to believe them not once but twice. They used the Bitcoin receipts to take my money. When I tried to call them, the phone numbers were disconnected. No one from Facebook has contacted me, and my account is still locked.

My old Facebook page the crooks used is up, but I cannot access it because that email address was previously canceled.

Why would I share this embarrassing story?

Being a widow and dealing with cancer has been a very isolating experience for me, and now I am out \$28K, which is a lot of money when you are retired and living on savings and social security.

I want this information out to the public so others are aware of this scam related to Bitcoin. I will share my story with whoever will listen.



WANTED

CYBERSECURITY THREAT

OF 2024

AI Revolutionizes Phishing Attacks with Unprecedented Sophistication

Gone are the days when phishing emails were easy to spot with their glaring misspellings and awkward grammar. The dawn of AI-driven phishing is upon us, and these next-level deceptions have already begun to wreak havoc.

Thanks to the unprecedented capabilities of AI writing tools (such as ChatGPT), phishing attacks are transforming. These malicious emails now arrive in your inbox as professionally worded messages with a personal touch, posing a severe threat to individuals and businesses alike.

Without adequate defenses in place, it's not a question of *if* but *when* an unsuspecting employee falls victim to these sophisticated scams. As cyber threats reach new heights, criminals are armed with cutting-edge tools.

To stay ahead, it's crucial to defend yourself with sophisticated spam blockers. Additionally, empower your employees through simulated phishing attacks and regular security training.

In the face of AI-generated phishing attacks, the time to fortify your defenses is now.



STAGES WEST

CASE STUDY

Stages West Enhances Technology Operations with One Step

Stages West, a prominent Western apparel and boot store in East Tennessee, has successfully transformed its business operations by strategically integrating Teamwork Commerce and BigCommerce with the help of One Step.

A Smokey Mountain Staple

With a history dating back to 1975, Stages West has become a renowned destination for Western fashion enthusiasts. Operating both a physical store and a thriving online presence, Stages West required a seamless integration of its systems to optimize its operations effectively.

Matt Settlemoir, an experienced IT and eCommerce professional, played a crucial role in overcoming various obstacles that the business encountered over the years, including a building fire in 2016, rebuilding efforts, navigating the challenges of the 2020 pandemic, and the recent acquisition by Ariat, a well-established Western wear brand.

The Challenges

Before partnering with One Step, Stages West faced recurring issues with its point-of-sale (POS) system. Glitches in the system updates often disrupted employee productivity, leading to delays in issue resolution from support channels. The implementation of the new integration significantly enhanced operational efficiency.

“Previously, if there was a refund through the website, we would have to go back into BigCommerce and manually issue that refund instead of doing it through Teamwork Commerce like we’re supposed to, but (One Step) got that fixed for us,” Settlemoir said.

In their prior integration, a challenge arose when customers purchased gift cards on the website, as these orders would become stuck during import. To address this issue, they had to generate a new sale in order to fulfill the order.

However, these hindrances have been resolved with the deployment of the new integration. The gift card orders and refunds now seamlessly flow through the system, eliminating the need for any additional manual intervention or special handling procedures. This improvement has streamlined their processes and enhanced customer satisfaction by ensuring smooth and accurate order fulfillment.

Settlemoir explained, “We had stability issues—in other words, every time there was an update, things would often break. Getting support tickets resolved would take quite a while.”

The Solution

To address these challenges and enhance their operational efficiency, Stages West utilized the expertise of One Step. The primary objective was to integrate their existing BigCommerce website seamlessly with Teamwork Commerce, their retail management software.

This customization involved integrating various elements, such as the Product Catalog, Inventory Quantity, Customers, and Sales Orders. A meticulous discovery and design phase paved the way for the integrations' coding, deployment, and rigorous testing.



The integration solution catered to Stages West's specific requirements, accommodating the import of BigCommerce Gift Certificates and special orders from Amazon and Facebook. These customizations were successfully implemented, ensuring that all integrations functioned flawlessly.

“There is a little bit more functionality—it’s easier and more efficient to use now,” Settlemoir said. “It’s definitely been a lot smoother with One Step’s help.”

Before working with One Step, the Stages West team found they were waiting long before tickets were resolved. Now, when issues arise, they are resolved promptly.

“The support aspect, definitely, is far superior,” Settlemoir said.

In addition, the features of their prior integration that weren’t working properly were fixed, making it easier for the Stages West team to be productive and provide customers with a great shopping experience.

Benefits Achieved

The integration of BigCommerce with Teamwork Commerce through One Step provided Stages West with several significant benefits:



Unified Product Catalog and Inventory Control

Manual updates across multiple systems were eliminated, mitigating the risk of oversells and reducing administrative burden.



Complete Order Management System

The implementation of advanced routing logic and integration with an external warehouse management system (ShipStation) made fulfillment seamless.



Real-Time Synced Customer Profiles

Customer information remained updated in real-time across both the retail and online platforms, ensuring immediate availability of information.



Buy Online, Pick Up in Store (BOPIS) Functionality

Customers were offered the convenience of placing orders online and collecting them from nearby retail locations.



Buy Online, Return in Store (BORIS) Functionality

Customers gained the flexibility to return merchandise purchased online at physical store locations.



Detailed Reporting and Forecasting

Through SSRS and Looker, Stages West acquired enhanced reporting capabilities, facilitating consolidated retail and e-commerce sales analysis for more accurate revenue tracking and forecasting.

Stages West achieved a seamless and efficient operational environment by partnering with One Step and integrating Teamwork Commerce and BigCommerce.

The successful integration eliminated system glitches, improved productivity, and ensured prompt issue resolution as their retail and online systems work harmoniously.



ESTD · 2023 · ONE STEP ROUNDUP

A YEAR IN RECAP



As we close the chapter on 2023, our One Step Secure IT team reflects on a dynamic year marked by business milestones and fun company events! We're looking forward to making more memories in 2024!!!



COMING IN 2024

Tame the Tech Beast by Scott Kreisberg, Founder & CEO of One Step Secure IT and Best-Selling Author of *Cyber Storm*. Discover this game-changing guide to finding reliable and trustworthy IT support to reduce technology costs, minimize cyber threats and increase employee productivity.

Stay tuned for news of the upcoming release...



The Wild West Of CYBERSECURITY

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outlaw

saloon
rodeo
phishing



SCAN CODE FOR ANSWER KEY



Don't wonder or merely hope that your business is protected from cyber attacks. [Verify it.](#)

Your Vulnerability Scan & IT/Security Audit will show you where your company may have security gaps and compare your business to the industry standard.

Arm yourself with the knowledge to better understand which areas in your IT environment need the most attention so you can make informed decisions.

Reveal Your Business Risk with a **VULNERABILITY SCAN & IT/SECURITY AUDIT**

Here at One Step Secure IT, we can:

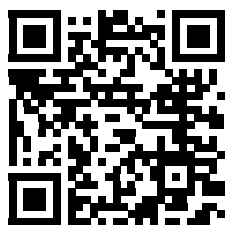
Assess your business's cyber readiness and potential data breach risk to proactively protect operations.

Evaluate the effectiveness of your current cybersecurity measures and ensure proper maintenance of servers and IT systems.

Create an incident response plan for quick recovery in the event of a cyber attack.

Identify and address IT operations causing downtime and productivity challenges.

[Take the First Step Today.](#)



Uncover Business Risks—Discover the True Strength of Your Business Defenses.

Schedule your Vulnerability Scan & IT/Security Audit today by calling us at **(623) 227-1997** or the scan QR code.

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