

Polar Passage

"Tips To Make Your Business Run Faster, Easier And More Profitably"

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Jigsaw Ransomware: Anything But A Game



Your computer files have been encrypted. Your photos, videos, documents, etc..... But don't worry! I have not deleted them, yet.

That's the ominous (yet strangely *reassuring*) message users are receiving [after coming across Jigsaw](#), the latest ransomware threat. Right, nothing to worry about here.

Jigsaw encrypts, then progressively deletes files until the ransom of \$150 is paid, according to PCWorld. The ransomware deletes a single file after the first hour, then deletes more and more

per hour until the 72 hour mark, when all of your remaining files are deleted.

Luckily, a decrypter has already been set up and [hosted by BleepingComputer.com](#).

According to BleepingComputer, the criminals behind this ransomware follow through on their threats, unlike some variants in the past.

By now, it probably seems like a new ransomware threat is popping up every week. California lawmakers have decided to take a stand against ransomware attacks through a proposed bill which would prosecute cyber

Continued pg.2

criminals under a statute similar to extortion, [according to NBC News](#).

So how can you protect yourself against ransomware? A proactive approach is your best bet:

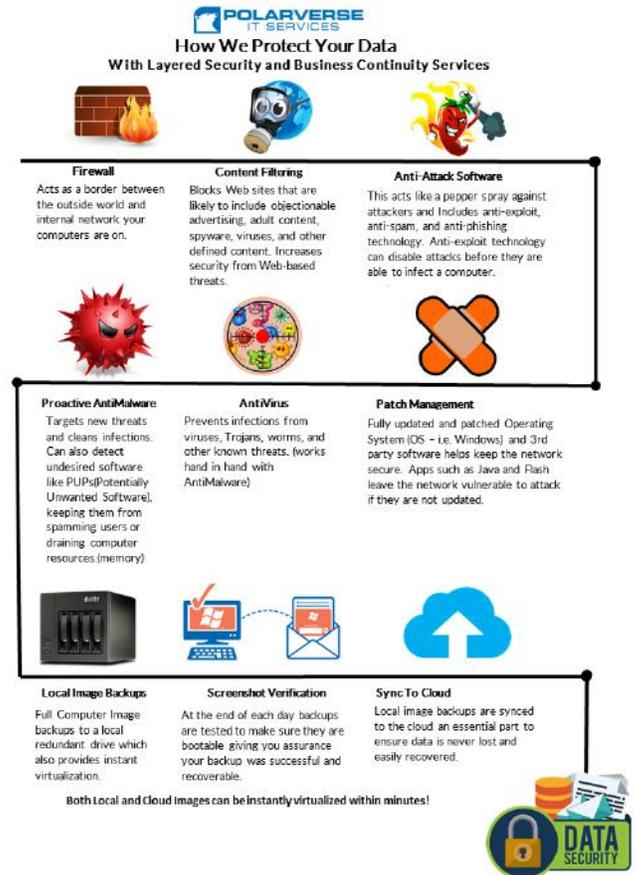
Education: Understanding ransomware is the first step. The ability to avoid ransomware hinges on recognizing and understanding the threat before it's too late. Make sure everyone in your organization understands the threat and what they should look out for.

Security: Antivirus software should be considered essential for any business to protect against ransomware and other risks. Ensure your security software is up to date, as well, in order to protect against newly identified threats. Keep all business applications patched and updated in order to minimize vulnerabilities.

Backup: Modern total data protection solutions, like Datto, take snapshot-based, incremental backups as frequently as every five minutes to create a series of recovery points. If your business suffers a ransomware attack, this technology

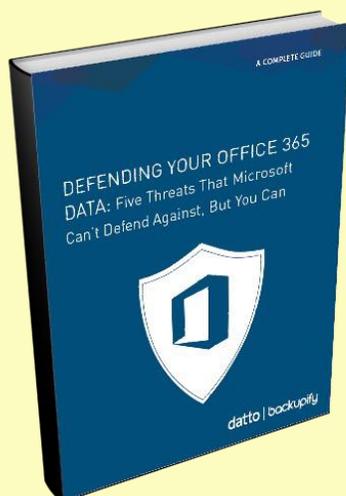
allows you to roll-back your data to a point-in-time before the corruption occurred.

[April 13, 2016 - By Chris Brunau, datto](#)



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Chris' Desktop



Moving is never fun! I've recently moved to a townhouse and it is amazing all the little things you don't realize you need. I think the people at Lowe's and Walmart recognize me now when I come in. They probably whisper – *there's that guy again what do you think he forgot this time?*

New at Polarverse: JIVE Canada



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Jillian's Toddler Times



My papa is working on a secret project and he says I can't see it till it is ready. I don't like to wait! Papa calls it the townhouse and says it will replace his office and room at the house.

Yesterday he told me there would be a few surprises for me so I asked if Everest would be there! Papa said I have a one track mind,

I don't know what he means but he didn't say no so there may be hope Everest will be there!



Shiny New Gadget Of The Month:



Nano Drone

The World's Smallest Precision
-Controlled Quadcopter

Meet the SKEYE Nano Drone, the shockingly agile and tiny flying machine, perfect for air-borne stunts like figure eights, banked turns, flips, and barrel rolls. The Nano Drone delivers high thrust, low weight, incredibly responsive controls, and advanced hardware to enable outstanding stability and maneuverability.

- * RTF (ready to fly) technology
- * 6-axis flight control system w/ adjustable gyro sensitivity
- * Extreme portability
- * Rotor protection guard for beginner-friendly piloting
- * 3 distinct flight modes: beginner, advanced pilots & seasoned flight veterans
- * Aerobatic "flip" capability
- * LED lights for night flights

<https://goo.gl/yE3EIO>

BETTER QUESTIONS BRING BETTER SOLUTIONS

As entrepreneurs, we ask ourselves questions all the time – how we can get more customers, how we can get more money, or even... how we can get more expenses to qualify as a legitimate tax deductions (come on, we've all done it). But when it comes to asking ourselves questions, we would be better served if we asked better questions. By doing so, we may just find that we are also given better solutions.

Get Better

Bill Gates, for example, didn't sit around and ask, "How do I write a computer operating system?" Instead, he asked, "How do I write a computer operating system that will be on every single PC in the entire world?" He asked a better question, and he got a better answer. You see, our brain is constantly thinking of answers. That's its job. It is constantly answering questions. Think about it – if you hear a weird noise upstairs, and no one else is home, your brain starts cranking away. Your brain tells you it must be that strangler who scales to the second floor of houses, and comes in through the bathroom window to hide in your shower for the next five hours, waiting until you are asleep, and then... Don't deny it. Your brain has told you these bizarre stories, and you believed them. You probably even slept on the coach, instead of risking the trip up stairs. But here is the good news. You can harness this brain power and turn it to your entrepreneurial advantage.



MIKE MICHALOWICZ (pronounced mi-KAL-o-wits) started his first business at the age of 24, moving his young family to the only safe place he could afford—a retirement building. With no experience, no contacts and no savings, he systematically bootstrapped a multimillion-dollar business. Then he did it again. And again. Now he is doing it for other entrepreneurs. Mike is the CEO of Proventus Group, a consulting firm that ignites explosive growth in companies that have plateaued; a former small-business columnist for *The Wall Street Journal*; MSNBC's business makeover expert; a keynote speaker on entrepreneurship; and the author of the cult classic book *The Toilet Paper Entrepreneur*. His newest book, *The Pumpkin Plan*, has already been called "the next E-Myth!"

For more information, visit www.mikemichalowicz.com/.

You do this by asking yourself great questions. Then simply let your brain go to work. Big questions get big answers. Don't worry about finding immediate answers. It rarely happens that way. It may take days or months or whatever. Just keep asking the question – that's the key – the answer will come in due time.

Go Big

Since your brain is always eager to give answers, you need to make sure to avoid asking it bad questions. Bad questions will provide limited answers. For example, don't ask "Why does my business struggle?" because your brain will tell you why (and you will believe it). Instead, ask "What can I do to make my business thrive?"

And you want to make sure that you ask yourself questions that are big. Good, big questions will give you good, big answers. Don't ask, "How do I make more money?" since your brain may simply show you how to make a dollar more. (After all, that is 'more money.')

Instead, ask "How do I make \$1 million this year?"

You may be a little skeptical at first, but you have to trust that the answers will come unexpectedly, out of nowhere. Maybe it will pop into your mind as you are showering and all of a sudden "Whammo!" there is the answer. Or just maybe you hear a strange noise upstairs and this time your brain says, "That's it!" That is it. It isn't a strangler; I have actually found the answer to cold fusion!

TECH TRENDS



Hate waiting for pages to load on your smartphone? There's an "AMP" for that.

And no, that's not a misspelling of "app" ...it's an acronym for *Accelerated Mobile Pages*. As you may have noticed, there's a little problem with the mobile web... You click a link on your smartphone, eager to consume the content... What shows up is a spastic jumble of jerky images, videos and ads as the page loads... eventually...if you care to wait. (40% of people bail after three seconds.) Google's new AMP Project aims to fix that. "AMPed" pages load almost instantly with a simple, easy-to-consume format. To see it for yourself, pull out your smartphone and visit <https://www.ampproject.org/>

-Copyblogger

Encryption in The Cloud - How safe is your data?

Cloud technology can add a whole new layer of protection to your data backup system. However, it's important to recognize that there's one key difference between cloud service providers that will determine how safe your data is. When stored data - aka "data at rest" (vs. data in transit) - is encrypted, some cloud services keep the decryption key in their software. If hackers get that key, they can get your data. That's why it's important when selecting a cloud service provider to be informed about their security measures. Before choosing, compare encryption methods. It pays to know that your company's digital property is safe - and will be there when you need it.

-TechAdvisory.org

Virtual Reality - Useless gimmick, or valuable marketing tool for your

business?

According to investment firm Piper Jaffray, there will be \$5.4 billion worth of virtual reality devices on the market by 2025. The uses for small business are limited only by imagination. A roofing company, for instance, could, with this technology, give their prospective customers a live virtual tour of their roof, demonstrating its condition and places where they need to replace shingles - *without* having to climb up on it. A roofer could also show a prospective customer what various colored shingles would actually look like on the roof by placing a hologram on it. Think VR is some far-fetched future techno-dream? Pull out your smartphone and check out "Monocle" on the Yelp app.

-MarketingLand.com

Laptop, Tablet... Or 2-in-1?

Are you toting around two devices - a laptop to get serious work done and a tablet for a little Baldur's Gate or Facebook action? If you're in the market for a new laptop or tablet, it's time to consider getting a 2-in-1. Like an SUV or Swiss Army knife, 2-in-1's offer supreme versatility. Windows 10 was built for these machines, and with prices, power and battery life now falling in line with laptops, you can save time, money and weight with a 2-in-1. Unless you're a high-end gamer or graphics pro, you owe it to yourself to check out the latest versions of these new mobile gadgets.

-Laptop Mag



"You know, you'd get a lot more exposure on Instagram or Pinterest."