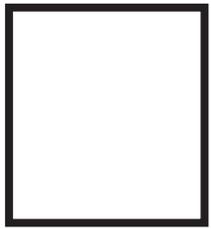
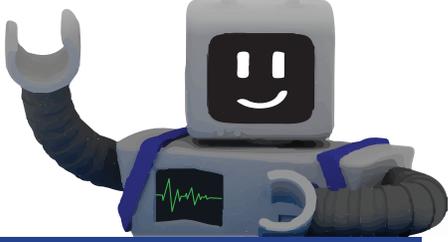


BURK I.T.

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Identity Management | News.exe

Identity management, also known as identity and access management, is such an important aspect of modern internet security. This is often just shortened to IdM, IAM, or IdAM. This is the organizational and technical processes for first registering and authorizing access rights in the configuration phase, and then in the operation phase for identifying, authenticating and controlling individuals or groups of people to have access to applications, systems or networks based on previously authorized access rights. In English, it's the information websites and applications have on their users. This includes login information, as well as tracking users' activities on their apps. This information is coalesced into a person's digital identity.

Anyone who uses the internet at any kind of frequency has a digital identity. Every time you sign up for a service or login to a website or app, you have agreed to give that information to the companies who control that service, site, or app.

Why do companies want this info? In a practical sense, obviously these internet features need a way to let users come back and have a consistent account, so of course they need everyone's login information. The ultimate reason for this collection of user data is capitalism. American sculptor and video artist Richard Serra said in 1973 that, "if something is free, you're the product". This has never been truer than it is today.

The internet must be monetized in some way. Companies require financial incentives to provide services, so even though most websites and apps are "free", they make their money off the people who use these services. Information is the modern internet's currency...



WATCH THE SHOW

THE BURK Bulletin

Product Spotlight | Datto

What does continuity mean for your business?

Imagine you are a medical practice that can't book appointments because your server is down. How long could this business be down before it starts to "hurt" patients? Imagine you are a law firm that needs specific case files, but whose files were recently "locked up" by Ransomware. Imagine you are a retail business that needs to process hundreds of transactions a day, but your point of sale system was damaged in an electrical storm, and you can't process and record transactions. How will you stay in business? What will you do?"

Now imagine getting it all back in a matter of seconds. It's no longer a matter of "if," but "when" a real world threat will compromise your business data. Between natural disasters, viruses, user error, and ransomware like "cryptolocker," these threats are becoming ever-present.

Business Continuity made for your business

No matter how complex your IT environment may be, business continuity should be simple, fast, and reliable. It should work when you need it to – in an instant's notice – locally in your office or from an off-site location. It should prove itself day in and day out on your schedule. Datto Continuity is a robust, all-in-one business continuity solution that

brings together state of the art hardware with a secure cloud storage capability. The result is a comprehensive backup, recovery, and business continuity solution that gets your business up and running instantly in the event you can't access your data or systems.

SIRIS, the flagship of Datto Continuity, combines the most important elements of data protection into a single fully integrated package: reliable backups and verification, restoration from any snapshot, and the ability to virtualize from a local appliance or from the Datto Cloud for business continuity.

What do you get with Datto?

Every image-based snapshot of your system is stored both locally and in secure, purpose-built data centers using Datto technology. This means no third-party cloud providers are involved in the safety of your data. Going beyond simply recovering data, business continuity saves businesses by keeping them online in the face of otherwise devastating issues. Datto helps you reduce disaster costs and avoid system downtime when it matters most.



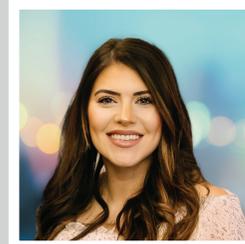
What's New



Karol Vaughn has rejoined the Burk I.T. team as the Sales & Marketing manager. After working at Burk for 10 years she ran her own business in the promotional advertising industry. She is a lifelong

native of Johnson City, currently living in the Piney Flats area with her dog, Lola. Her hobbies include hiking, kayaking, and camping. She is also an avid animal lover! Karol's main objective here at Burk I.T. is to develop long lasting relationships with our valued clients. She is excited to be back "home" at Burk and to be part of the Sales and Marketing team!

September 2022



This monthly publication provided courtesy of Stephenie Griffith and the Sales & Marketing Team at Burk I.T.

Client Spotlight

The benefits of working with Burk I.T. are their professional service, personal interactions, quick response times and high-level expertise in multiple IT disciplines. Burk I.T. cares about the relationship and working with them is a true partnership and not just another client relationship. Burk I.T. provides value added opinions and options while walking us through every step of whatever process we undertake. Since moving to Burk's Managed Services Program our IT department has reached higher levels of security and functionality as well as reducing costs and running more efficiently!



Wesley Minton
EVP – Chief Operating Officer
First Century Bank



Our Mission
To create trusted relationships while providing Practical, Secure IT Results
That's the **Burk I.T. Way**

The Data Centric Security Model

There is no debate regarding the purpose of Information Services security. IS Security exists to safeguard data. This seems like a very blunt and assuming statement, but it is absolute in the opinion of this author. Data exists in a variety of forms and is housed in and utilized by a myriad of systems. Data has many different levels of importance ranging from highly confidential to publically available. Data saturates every aspect of a modern business enterprise. As such, in all situations and in every form or level, data must be protected and secured. Based on this absolute truth, a data centric IS security model would seem to be the most direct mechanism to achieve the goal of IS security.

What does Information Security really mean?

Before we can begin to understand and apply a data centric security model, we must first define and understand what it means to keep data secure. As stated in the previous paragraph, data exists in a variety of forms and has many different levels of

importance. One of those levels is data which is considered publicly available and free for general consumption. This begs the question "how do you secure something that is available freely to everyone?" To properly answer that question, you first must define all of the aspects of information security. The definition is best represented in that tried and true Information Security methodology, the AIC Triad. The acronym AIC represents the 3 core security focuses for IS systems and/or data: Availability, Integrity, and Confidentiality. Availability refers to the ability of a client to access a system, or at its most basic, the ability to access data when necessary. Integrity refers to the reliability of a system and/or its data. When referencing data integrity, said data has not been improperly altered. Confidentiality refers to the access or viewing of data or systems only by those with valid and specific privileges. From these 3 core focuses, an IS security professional can...

