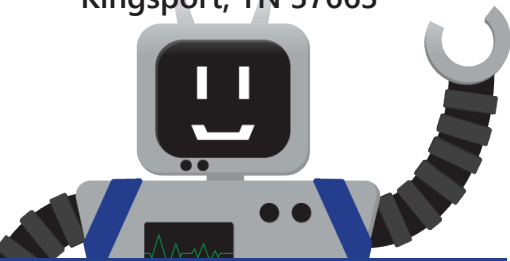




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# Marketing 101 | News.exe

Let's talk digital marketing, specifically how to utilize modern tools to improve your or your company's presence online. Everyone is online these days, from mindless TikTok scrolling, citing almost every academic paper ever written via Google Scholar and watching the best technology centric news show on the Burk I.T. YouTube channel guaranteed. The internet is arguably the greatest tool society has ever created, and it's responsible for both revolutions and atrocities. At its most basic though, the internet is simply a method of sharing content, and with millions of people creating billions of graphics, videos, blog posts, etc., it's important to know how to stand out from all the noise. Noah and I have now spent the last couple of years totally reshaping Burk's online presence, but despite making a few variations, we never changed the company's logo, and there's a good reason for that.

Besides the logo, one of the first things you'll notice about Burk today, looking at any of our

marketing material, is this design featuring two diagonal stripes. It is a very simple design, but the simplicity of the design is the beauty behind it. The fact that the design is so simple allows all our marketing materials to have a unified theme that is extremely easy to implement. This unified theme allows our content to be more easily recognizable and quickly associated with the Burk brand. Plus, the design intentionally invokes racing stripes, symbolically representing Burk values like our rapid 30-minute response time and general efficiency. As you can clearly see from our design, you do not have to reinvent the wheel to create a uniform design theme for your own brand, just try and utilize what content is already present in your branding. Assuming you have a logo, there will already...





## DUO | Protecting Against Ransomware 3.0 and Building Resilience

*Show me the money!*

The number-one reported motive for a cyber breach is financial gain, and ransomware 3.0 is the newest preferred tool to get there.

Tightening cybersecurity has become an increasingly important issue for organizations and individuals around the world. In Australia, the threat of ransomware attacks has been growing, with the Australian economy reportedly losing up to \$2.59 billion annually from these incidents.

Twenty-nine percent of incidents reported to the Office of the Australian Information Commissioner (OAIC) were attributed to ransomware between July and December of 2022, making it the most reported type of security breach of the year. Compromised credentials and phishing attacks, our previous two points of focus in the series, are two of the most common entry paths to ransomware deployment.

In the final installment of this series, we cover the rise of ransomware 3.0 in Australia and the

secure access innovations that make tangible differences in preventing a breach, mitigating the spread, and keeping organizations moving forward.

### The Rise of Ransomware 3.0 in Australia

#### What is Ransomware 3.0?

While ransomware has been around for many years, it has continued to evolve. According to the 2022 Verizon Data Breach Investigations Report, ransomware has increased by 13% over the previous year — a jump greater than the last five years combined. Ransomware 3.0 is the latest iteration of this type of malware, and it differs from its predecessors in several ways, first and foremost in scale.

Unlike earlier versions...



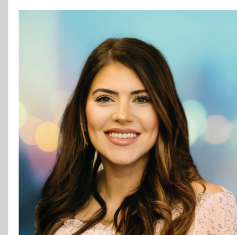
## What's New



Did you know that Burk has an Instagram? We do! Follow us at @BurkConsulting for more tech news, tips, and the latest from the team here at Burk I.T. We want to make Burk's social media presence valuable to everyone; clients,

prospects, and anyone else looking for some insight into the field of internet technology, cybersecurity, and more. Whether you're seeking to broaden your technological horizons or simply stay up-to-date with the fast-paced digital landscape, Burk I.T. on Instagram is your go-to resource. Explore, learn, and engage with us as we navigate the thrilling realm of technology together. Join the revolution and follow Burk I.T. today for your daily dose of tech inspiration!

## July 2023



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

### Our Mission

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

## Client Spotlight

The people of Burk I.T. have been the biggest benefit for us. A familiar face and family feel are priceless when you have something bad happen. The family atmosphere is hard for others to compare to. You don't often get to deal with a company that treats you like part of their family.

If you're going to hire an IT team, take an hour and go personally visit Burk I.T. Go sit and talk to the staff and employees. These folks are as honest and professional as you will ever find.



**Matt Lewis**  
Vice President of  
Information Systems  
Citizens Bank



## Are You Aware of the Digital Risks to Your Business?

Rapid technological advancement and rising global connectivity are reshaping the way the world is functioning. From higher productivity to improved customer satisfaction, technology has played a critical role in the growth of businesses across the world. However, the consequential bad news is that technological advancements have also made organizations increasingly vulnerable to digital risks. However, this does not mean that businesses must compromise on growth and advancement for the sake of security.

Organizations that understand how to detect threats and include preventative security measures and controls, as well as proactive solutions and thorough strategies, may better meet the security problems they face in modern digital environments. Let's discuss the different types of digital risks you should be looking out for and how you can use this information to get positive ROI.

#### Types of digital risks

Digital risks are increasing in the business world due to the rapid adoption of new disruptive technologies. These risks are seen in various industries and are more pervasive than cybersecurity risks. On a broader scale, digital risks can be classified into physical, technical and administrative risks.

The following risks are the most prevalent in today's digital world and should be treated as top priorities to mitigate for your business:

- **Cybersecurity risk:** Cyberattacks continue to evolve as businesses become more technology driven. Attacks like ransomware, DDoS, etc., can disrupt the normalcy of any business...

