

**When You Fall Victim to A
Cyber-Attack Through No Fault of
Your Own, Will They Call You
Stupid...Or Just
Irresponsible?**

An Important New Report Regarding the
Dangers of Cybercrime on Businesses in
New Orleans, And What Managing
Partners/CEOs Must Do to Protect
Themselves



An URGENT Notice to All Firms, Business Owners, and CEOs in New Orleans: We have entirely FREE and time-sensitive information that is critical for you as a business owner to know regarding growing cyber security threats AND your firm's/company's credentials being sold on the "Dark Web." **Please respond ASAP.**



From the Desk of: Darrin Piotrowski
CEO, Rent-A-Nerd, Inc.

It's EXTREMELY unfair, isn't it? Victims of all other crimes—burglary, rape, mugging, carjacking, theft—get sympathy from others. They are called "victims" and support comes flooding in, as it should.

But if your business is the victim of a cybercrime attack where client or patient data is compromised, you will NOT get such sympathy. You will be instantly labeled as stupid or irresponsible. **You will be investigated and questioned about what you did to prevent this from happening**—and if the answer is not adequate, you can be found liable, facing serious fines, and lawsuits EVEN IF you trusted an outsourced IT support company to protect you. Claiming ignorance is not an acceptable defense, and this giant, expensive, and reputation-destroying nightmare will land squarely on YOUR shoulders. *But it doesn't end there...*

According to Louisiana law, you will be required to tell your clients and/or patients that YOU exposed them to cybercriminals. Your competition will have a heyday over this. Clients will be IRATE and leave in droves. Morale will TANK and employees will BLAME YOU. Your bank is NOT required to replace funds stolen due to cybercrime (*go ask them*), and unless you have a very specific type of insurance policy, any financial losses will be denied coverage.

Please do NOT underestimate the importance and likelihood of these threats. It is NOT safe to assume your IT company (or guy) is doing everything they should be doing to protect you; in fact, there is a high probability they are NOT, which we can demonstrate with your permission.

Who Am I And Why You Should Listen To Me About This

My name is Darrin Piotrowski, CEO of Rent-A-Nerd, Inc. We specialize in making technology productive and easy for law firms, medical practices, accounting firms, and many other area businesses in New Orleans, and have a stellar reputation for fast, proactive service built over twenty years. We have been ranked the Top Tech Firm by readers of *New Orleans CityBusiness* and are co-owned by an attorney, Charlotte Livingston Piotrowski.



I do realize that the above statements and this report may come across as “fearmongering.” It may even upset you. That is *not* my intent. I truly only seek to help. In fact, I’m offering you a **Free Cyber Security Risk Assessment** for your firm/business/company to introduce our services to you AND to help you determine if your business could truly survive a cybercrime attack.

Obviously, I don’t know you or your situation. Your IT provider might be brilliantly ahead of all of this for you, doing all the right things to protect you. However, it’s also VERY possible you’re being underserved and ill-advised by your in-house IT department or your outsourced IT company.

I frequently get calls from business owners desperate for help after a ransomware attack or devastating virus, or even to clean up the aftermath of a disgruntled employee, **who HAD an IT company that they trusted with the responsibility of protecting the business, but realized all too late they weren’t doing the job they were hired to do.**

There are many reasons for this. First, it could be that they simply don’t know *how* to advise you, or even that they *should*. Many IT techs know how to keep a computer network running but are completely out of their league when it comes to dealing with the advanced cyber security threats we are RECENTLY seeing.

Second, they may be “too busy” themselves to truly be proactive with your account—or maybe they don’t want to admit the service package they sold you has become OUTDATED and inadequate compared to far SUPERIOR solutions available today. Or, if they are in-house, they may be too busy unclogging printer paper jams and other daily tasks to keep up with the most current trends and solutions.

And finally, NOBODY (particularly IT guys) likes to admit they are out of their depth. They feel compelled to exaggerate their ability to avoid being fired. To be fair, they might actually have you covered and be on top of it all. *However...*

In my admittedly informal survey, talking to a number of CEOs, managing partners, and other business owners who have been hacked or compromised, almost all of them told me they thought their IT guy “had things covered.” **That’s why it’s VERY likely your IT provider does NOT have you “covered” and you need a preemptive, independent risk assessment like the one I’m offering.**

As a business owner myself, I understand that you have to delegate and trust, at some level, that your employees and vendors are doing the right thing—**but it never hurts to validate that they are.** Remember, it’s YOUR reputation, YOUR money, YOUR business that’s on the line. THEIR mistake is YOUR nightmare.

Our Free Cyber Security Risk Assessment Will Give You The Answers You Want, The Certainty You Need

For a limited time, we are offering to give away a Free Cyber Security Risk Assessment to those qualified business owners who request it. This is entirely free and without obligation. EVERYTHING WE FIND AND DISCUSS WILL BE STRICTLY CONFIDENTIAL.



This assessment will provide verification from a **qualified third party** on whether or not your current IT company (or in-house staff) is doing everything they should to keep your computer network not only up and running, but SAFE from cybercrime.

Here's How It Works: At no cost or obligation, one of my lead consultants and I will come to your office and conduct a non-invasive, CONFIDENTIAL investigation of your computer network, backups, and security protocols. Your current IT company or in-house staff DOES NOT NEED TO KNOW we are conducting this assessment. Your time investment is minimal: one hour for the initial meeting and one hour in the second meeting to go over our Report of Findings.

When this Risk Assessment is complete, you will know:

- **If you and your employees' login credentials are being sold on the Dark Web** (I can practically guarantee one or more are... THIS will shock you). Thanks to a new threat intelligence and ID-monitoring service we subscribe to, we can run a report on YOUR company and see what credentials are actively being sold on the Dark Web, which is a part of the World Wide Web accessible only by means of special software, allowing operators to remain completely and totally anonymous and untraceable, used by the most notorious cybercrime rings around the world.
- IF your IT systems and data are **truly secured** from hackers, cybercriminals, viruses, worms and even sabotage by rogue employees. *If you're not getting weekly security updates from your current IT provider, your systems probably aren't secure.* You should also know that antivirus software and most firewalls are grossly inadequate against the sophisticated attacks now happening.
- IF your **current backup would allow you to be back up and running again fast** if ransomware locked all your files. *In 99% of the computer networks we've reviewed over the years, the owners were shocked to learn the backup they had would NOT survive a ransomware attack.* Ransomware is **designed to infect your backups as well**, leaving you defenseless. There are only a handful of backup systems that will prevent this from happening.
- DO your employees truly know how to spot a phishing e-mail? We will actually put them to the test. *We've never seen a company pass 100%. Never.*
- Are your IT systems and backups in sync with compliance requirements using best practices?

If we DO find problems...overlooked security loopholes, inadequate backups, credentials that have been compromised, out-of-date firewall and antivirus software and (often) active malware...on one or more of the PCs in your office, we will propose an Action Plan to remediate the situation that you can have us implement for you if you choose. **Again, I want to stress that EVERYTHING WE DISCUSS AND DISCOVER WILL BE STRICTLY CONFIDENTIAL.**



Why Free?

Frankly, we want the opportunity to be your IT company. We know we are the most competent, responsive, and trusted IT services provider to businesses in New Orleans.

However, I also realize **there's a good chance you've been burned, disappointed, and frustrated by the complete lack of service and the questionable advice** you've gotten from other IT companies in the past. In fact, you might be so fed up and disgusted with being "sold" and underserved that you don't trust anyone. *I don't blame you.*

That's why this assessment is completely and entirely free. Let us earn your trust by demonstrating our expertise. While we would love the opportunity to be your IT company, we will come in with no expectations and only look to provide you with fact-based information so you can make a quality, informed decision—and we'll ONLY discuss the option of becoming your IT company if the information we share makes sense and you want to move forward. No hard sell. No gimmicks and no tricks.

Please...Do NOT Just Shrug This Off (What To Do Now)

I know you are *extremely busy* and there is enormous temptation to discard this, shrug it off, worry about it "later" or dismiss it altogether. That is, undoubtedly, the easy choice...but the easy choice is rarely the RIGHT choice. **This I can guarantee:** At some point, you WILL HAVE TO DEAL WITH A CYBER SECURITY EVENT.

Hopefully you'll be brilliantly prepared for it and experience only a minor inconvenience at most. But if you wait and do NOTHING, I can practically guarantee this will be a far more costly, disruptive and devastating attack that will happen to your business.

You've spent a lifetime working hard to get where you are today. Don't let some lowlife thief operating outside the law in another country get away with taking that from you. And certainly don't "hope" your IT guy has you covered.

Get the facts and be certain you are protected.

Contact me and schedule your Free, CONFIDENTIAL Cyber Security Risk Assessment today: Darrin Piotrowski, 504-301-1094 or darrin@rent-a-nerd.net.

Here's What Some of Our Client Say about Us

Rent-A-Nerd was an essential partner to us when we launched our boutique law firm. They assisted with the design of our IT System from layout of the infrastructure to selecting the hardware and software. They worked closely with us as we opened in phases and helped develop the plan for the initial rollout and first expansion. Like a good team member, they shared in the excitement, the difficulties, and successes of the firm's launch. I can honestly say that **they have outperformed other IT people we've worked with** in the past by quickly



responding to issues, whether it be remote access or a short turnaround for onsite visits. Best of all, they have deep knowledge of law-specific IT systems and are great at learning and adapting new technologies to drive our practice forward. ~Gerald A. Melchiode, Attorney at Law, Melchiode Marks King LLC

The biggest benefit of switching to Rent-A-Nerd, Inc. for all of our IT needs has been peace of mind and little to no unexpected downtime. I have more time to contribute to improving my own company's bottom line. I spoke to a few other firms before choosing Rent-A-Nerd. They were the last firm that I spoke with and **the decision was obvious.** IT support was never something in the budget, but our office productivity has increased due to a lack of down-time. Efficiency has increased. The main point I would attempt to get across to a potential customer is that **the service pays for itself due to increased office efficiency.** I feel that this is especially true for a company of our size that cannot justify hiring an in-house IT person. Their staff has always been prompt and knowledgeable. Nearly every problem I have encountered has been resolved the same day. ~Colin Manikin, Baker Maid Products

It's Simple: Rent-A-Nerd is accessible, responsive, and professional. Those may sound like basic requirements to be in business, but that's just not always the case. However, it is the case with Rent-A-Nerd. They truly are always **accessible, responsive, and professional.** And I appreciate that if any issue comes up, they explain what's going on and provide me with options regarding how it can be remedied. **I truly have only positive things to say about the work these guys have done for me.** ~Kyle Sclafani, Law Offices of Kyle Sclafani

Rent-A-Nerd is truly a partner. Vinson Guard is a large company, with twenty offices spread over several states, so the last thing I have time to deal with is our IT infrastructure. And it is really nice having one less thing to think about and manage. We have never worked with any other IT firm, nor do we wish too. The relationship is too strong. **If you are looking for a true partner for your IT needs, then Rent-A-Nerd is your ideal option.** They not only look over our current needs, but they also help us stay up-to-date as a company on IT development. ~Christine Vinson, President, Vinson Guard Service, Inc.

Rent-A-Nerd gives my technology-dependent accounting firm peace of mind. Because I run an accounting firm that relies heavily on our IT systems working, I appreciate that Rent-A-Nerd will respond to and resolve my computer issues. I don't have a background in technology, but **they have always been patient in explaining issues to me so that I can understand and make the best decisions for my firm.** The world's business economy is technology-dependent now. Having Rent-A-Nerd on call gives me peace of mind to know that if anything goes wrong, I will be up and running quickly. ~Amanda Aguillard, Aguillard Accounting

Rent-A-Nerd is by far the best IT provider we have worked with. I know that whenever I have a problem, I can count on Rent-A-Nerd to quickly diagnose and fix the issue. **Compared to other IT firms that I have worked with in the past, Rent-A-Nerd is clearly more knowledgeable.** Rent-A-Nerd has been our IT provider for over ten years now, after having worked with other IT firms before that, and I would recommend them highly without reservation. ~Steven P. Rooney, Southern Legal Clinics



Rent-A-Nerd provides excellent advice regarding the ever-changing world of technology. The biggest benefit for our company has been the objective advice and options offered by the Rent-A-Nerd team. **They are excellent at offering comprehensive solutions while keeping a specific budget in mind** to make sure that we are not ordering equipment and services that are unnecessary. The Rent-A-Nerd staff members are fully accessible anytime I call with a question, big or small. Also, having direct access to the owner is very important to me. If you want the best in IT service, I feel that **Rent-A-Nerd can confidently explain options, services, and pricing in an effective way to a client who may know very little about the constantly changing environment of technology** and in a way that allows the company to make informed decisions without feeling pressured. ~Todd G. Clower, Harbor Towing and Fleeting, LLC