

# IT Strategy Brief

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**INTEGRATE SEAMLESSLY**



# SWK

MANAGED CLOUD SERVICES

“Useful Technology News and Ideas for Your Business”

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## CYBERSECURITY BREACH HALTS PRODUCTION OF MOLSON COORS BEER

On March 11, 2021, Molson Coors Beverage Company – one of the largest beer manufacturers in the US – announced in a public report to the SEC that they had experienced a cyber incident at some point previously that at least partially halted production. It would be almost a week before they were seemingly back online, but reported they were still investigating the source of the cybersecurity breach with forensic IT professionals at the time of the last update. Combined with further delays from the unexpected snowstorm that hit Texas around the same time, the Company lost the ability to produce almost 2 million barrels.



### CYBER ATTACK & TEXAS STORM COST MOLSON COORS MILLIONS

Molson Coors was forced to close down their Forth Worth, Texas brewery for almost two weeks in February due to the freak winter storm that hammered the state's electrical grid. The cyber breach a few weeks later added yet another stall to production, and the Company says it lost up to \$140 million worth of product that have to be shifted to a future Quarter. However, they were able to restore manufacturing to at least enough capacity to resume producing, despite what they say will be some additional disruptions.

### DETAILS & ORIGIN OF COORS BREACH

The producer of Coors and Miller Lite remained sparse with the intricate details of the incident and exactly what caused, reporting as much as legally required. Observers are speculating that it was most likely ransomware, which has affected many manufacturers similarly, but has also historically been a favorite of cybercriminal gangs for use against other food and beverage brands.

Hackers are well aware this market both relies on a timely pace to drive ROI and is heavily regulated, increasing the desperation to restore systems quickly. Seasonality and expiration dates can be significantly impacted by any downtime, and recalls can become progressively costly to a business's bottom line as well as their brand if operations are not performed fast enough.

### RANSOMWARE IMPACT ON MANUFACTURING PRODUCTION

If ransomware is indeed Molson Coors' culprit (and signs point to it being so), it is important to note that this is not a problem confined to the beverage manufacturing sector, but to the entire industry. Even discrete manufacturers who do not have to worry about saving expiring product will have plenty of other concerns if their systems are breached. Gangs have been known to steal data even if ransoms are paid, leveraging it to shame victims if any payment demands are not met or just to sell to the highest bidder to maximize profits.

The costs of recovery itself must also be considered, which include the length of downtime and expenses tied to resolving threats and restoring systems. The only ways to limit the damages are to protect your network as best as possible, and to frequently back up your data. Having comprehensive, redundant backups performed at least hourly will help preserve your critical files and mitigate the time and cost of getting your technology stack back online after a breach.

### DISCOVER WHAT YOU NEED TO KNOW ABOUT MALWARE THREATS

Ransomware is the biggest malware threat (though far from the only one) in recent years, but like many cyber attacks of its type, the true damage comes from how it takes your systems offline and potentially leaks or destroys your sensitive data. Learning what trends to expect from cybercrime and where you may be vulnerable will help you better identify the gaps that could leave you exposed – downloading our free report below will help you get started.

Download our free 2020 Ransomware Report here to discover more about this malware threat, including top delivery methods, ransomware types, most vulnerable industries and the extent of hidden costs from a cybersecurity breach.

## What our clients are saying: Scirocco Financial Group

“One of the key issues for us is being able to consistently maintain our data, back up, have all information at hand at a moment's notice, and with that, SWK has performed a very, very big and helpful service to our organization in knowing the stability's there for us to have that information on an ongoing basis.”

John Scirocco  
Scirocco Financial Group



Get More Free Tips, Tools, and Services on Our Website: [www.swknetworkservices.com](http://www.swknetworkservices.com)

# Two ways to WIN a gift card!

It only takes a minute and YOU could be our next winner! We've had lower than normal submissions lately, so your chances are very high for winning.

**Last Month's  
Contest Winner:  
Anthony D'Agostino  
Pee Jay's Fresh Fruit**

Please complete our brief survey in order to be placed in the running to win this month's gift card prize!

- 1. What do you like most about our services?**
- 2. Tell us about a specific experience with us that you were happy with.**
- 3. What are the biggest benefits you've received or experienced since hiring us?**
- 4. What can we improve?**

Email Jon Stiles  
(jonathan.stiles@swktech.com) with your responses

OR

Fill out our online form:

<http://bit.ly/nwsnews-survey>

before **May 7th** to get your name in the hat.

**You could win a  
\$25 Gift Card!**



## HOW TO STRENGTHEN USER COLLABORATION WITH MICROSOFT 365

Your [Microsoft 365 plan](#) offers many solutions for promoting and strengthening collaboration between your system users, but you could be overlooking all of the benefits these communal features offer. Ever since migrating from the traditional on-premise Microsoft Office to [cloud-hosted Office 365](#), your productivity application suite has provided an expanded capacity for cooperative projects where your employees are able to interact in real-time over any distance. The introduction of [shared databases with OneDrive, SharePoint and Office Online](#) gave everyone within a network the ability to remain connected at all times with secure, role-based access.



Microsoft continues to improve and extend the collaborative capabilities of Microsoft 365 platform with the rollout of newer applications and replacement of old features, such as with [Microsoft Teams](#) and Skype for Business in 2019. SWK Technologies will help you stay up to date with the latest additions included with your plan, as well as guide you through all of the options available if you ever need to upgrade your functionality at any point. With our expert advice and support, you will be able to ensure that you are getting the most out of your subscription and you are empowering your users to be able to work together seamlessly with all of [the right tools](#).

Here are a few ways to strengthen your user collaboration with Microsoft 365:

### UNDERSTANDING YOUR PLAN – MICROSOFT 365 VS OFFICE 365

It is important to remember which plan you are subscribed to so you are sure which features are included as while most contain the applications you need to facilitate collaboration between users, not all do natively. The naming conventions can also seem a little tricky as Microsoft 365 is an updated branding for Office 365 yet most M365 plans are still built around the O365 platform (but again, not all), and some of these still retain the latter name. Fortunately, in most cases both of these issues are regulated to specific subscriptions, generally the Enterprise licenses for plans with above 300 users and industry-focused ones like for Education ([watch our webinar here to learn more](#)).

### MICROSOFT CLOUD STORAGE: ONEDRIVE VS SHAREPOINT

The foundation of Microsoft Office Online's improvements over its traditional on-premise model is [the real-time database provided with Office 365 hosted in the cloud](#). This shared file storage is instantaneously accessible to users connected to Exchange Online and protected by role-based cybersecurity controls that allow for seamless data transfer and simultaneous interaction between your employees. Using the tools outlined below, you will be able to leverage this functionality to facilitate easier and more consistent collaboration within your organization.

#### ONEDRIVE

OneDrive is the core cloud-hosted database that powers your real-time access to your files across every Microsoft 365 app. Every user has their own drive which can be interacted with on your desktop or through a browser, the latter of which also allows viewing via a direct hyperlink of a file in Word, Excel or PowerPoint Online. With a substantial amount of digital storage, the ability to sync all data stored in hosted and local folders quickly, and drill-down features that help track down individual items from across shared drives, users are able to keep connected to the information they need at all times and from any device (with the OneDrive Mobile App).

#### SHAREPOINT

What OneDrive is for individual users' data, SharePoint essentially acts as for your entire business network; however, it additionally provides many useful tools as well as a considerably larger storage scope to help you manage your files at scale. Dynamic rules and built-in automation streamlines how you organize your data, with the solution adapting to your actions to optimize performance and usability. With this functionality, your employees are able to build out an entire intranet from the ground up filled with various media for usage throughout your organization, including applications built internally with Microsoft Power Apps.

### CLOUD SECURITY WITH ONEDRIVE & SHAREPOINT

As these tools are hosted online, cloud security can be a concern for some businesses; however, [OneDrive and SharePoint have multiple layers of internal cybersecurity controls](#), in the framework as well as at the user-defined and organizational levels. For the latter, admins and individual users are able to carefully manage permissions for editing and viewership initially as well as for the longer term, with options for the type of limitations that can be applied for either case. On the backend, the Office 365 platform provides encryption and filters for every piece of data, as well as maintaining the top-level cybersecurity controls over every user license through Azure Active Directory (AAD).

### LEVERAGING MICROSOFT TEAMS FOR COLLABORATION

[Microsoft Teams was released in 2017 as a replacement for Skype for Business](#), but the former application goes well beyond anything the latter was ever able to provide. O365 itself was launched in response to then-newly arrived cloud competitors such as G Suite (now Google Workplace), and Teams works to bring Office users into a modern digital platform that would surpass new challengers such as Slack. With deep SaaS and social networking functionality powered by your core Microsoft 365 apps, with many additional integrations available, this tool keeps every team and business unit connected seamlessly and consistently.

### CENTRAL HUB FOR MICROSOFT 365 USERS

Microsoft Teams provides more than video conferencing and instant messaging software, acting as the central hub for your entire business network [through the interconnected platform of Office 365 and Exchange](#). Users have access to their personal and organizational databases at all times, and are able to capture many of the core features of their Microsoft 365 apps through one integrated interface. A wide range of additional integrations can be implemented at any time to significantly extend the functionality of your Teams deployment and provide everything your entire team needs to execute on their tasks while remaining connected to each other.

### TEAMS VS SKYPE FOR BUSINESS

While Microsoft Teams in its core features emulate the purposes of its predecessor, in capability it goes leagues beyond Skype for Business from functionality to capacity to ease of use. In addition to the integrated functions delivered through the Office 365 platform and SharePoint, the more modern application supplies an improved and much more advanced teleconferencing experience that grants users a greater amount of options to streamline their video chat processes. This allows you to facilitate seamless communication among your employees and [enable more efficient collaboration from anywhere, and at any time](#), even in the face of disruption or fluctuations in bandwidth.

### TRANSFORMING TEAMS INTO PHONE SOFTWARE WITH BUSINESS VOICE

In addition to video conferencing, Microsoft Teams can also provide you with an audio calling solution by implementing Microsoft 365 Business Voice. This is an add-on for any M365 plan below 300 users that allows you to leverage a cloud-based phone integration and expand the call features in your application significantly, transforming it into a true telephony system. With easy to use features, smartphone connection through the mobile app, and a seamless, centralized management hub for administrators, Calling for Microsoft Teams provides a reliable – and affordable – alternative to traditional desktop phones integrated directly with your Microsoft 365 subscription.

### LEARN EVERYTHING YOU NEED TO ON COLLABORATION IN MICROSOFT 365

The Office 365 platform offers many routes for collaboration between team members facilitated through its cloud-hosted apps, mobile accessibility, process automation features and real-time data sharing functionality. See what else SWK can uncover for you within your Microsoft 365 plan's tools by watching our webinar, [Taking Advantage of Collaboration Through Microsoft 365](#).

[Register here to watch our webinar](#) on leveraging collaboration in Microsoft 365 and discover where you maximize the value of your subscription and save money.

## SHINY GADGET OF THE MONTH: TONAL THE COMPACT HOME GYM



The weather is starting to warm back up and people are starting to feel more motivated to exercise again. However, the problem remains of actually being able to find something that meets your needs. Maybe you're not comfortable going to the gym with the ongoing pandemic, or you've been trying to work out at home, but don't have the proper equipment or space for it. This is where the future of compact digital weight training equipment is coming to help.

Tonal is the ultimate weightlifting gadget that is not only packed with technology, but also is very compact and can provide a wide range of activities. Tonal does more than what many other at home fitness tech does, it is not just a program telling you to use your body weight or a bike and guiding you through work outs. It is a full-on weight training machine, that also guides you through workouts. You can even work out to their playlists which are integrated right into the machine.

Tonal is a large wall mounted device with a big digital screen and adjustable arms that extend out from the system for adjustable cable resistance. Workouts are delivered by trainers on screen and will help you determine what you want to accomplish. If you prefer to set your own work outs you can program your own or do a free lift too. The system uses electromagnetic force instead of heavy plates to set resistance and has a variety of attachments for different workouts.

Beyond setting work outs it has lots of intelligent features and will adjust settings based on your goals and workout automatically, or if you're not getting full range of motion with your reps it will instruct you to correct your form. If you cannot finish a set it can lower the weight to push you to finish. Essentially Tonal will learn from our workout and adjust to your body. With up to 100 pounds of resistance per arm this is sure to meet the needs of anyone looking to get a good weightlifting work out in.

While this does sound pretty awesome, all this tech does come at a price. It is listed at \$2,995 with options for additional accessories and professional installation is required. That being said if you've ever looked at professional gym equipment this is not a bad deal, especially considering all the workout equipment that you may need to get a similar variety of exercises could easily take up your garage. Check it out for yourself at their website.

## SAVE TIME AND MONEY THROUGH IT GOVERNANCE

[IT governance](#) encompasses your business's strategy and plans to capture the best ROI for your investments into your technology infrastructure – [yet this planning is too often lacking in depth for many organizations](#). There still remains a disconnect between how solutions are quantified when it comes to strategic decision-making and how they are actually impacted in real world use. This not only diminishes the value of implementation of these systems, but will directly threaten your bottom-line revenue since digital transformation has migrated the majority of data and communication to networked spaces.



[Engaging a partner to deliver IT governance as a service](#) will ensure that you have both expert advice and an outside view of your infrastructure that will cut past bias, as well as internal inertia, to identify critical needs. This will give you better visibility and a more accurate picture into your [risk assessment](#) of your systems and data, as well as for compliance with privacy regulations and contractual obligations. [With the right solutions, support and guidance](#), you will be able to trace the gaps in your current strategy and deployments, and refine your planning to produce the best ROI for your technology.

Here are a few ways to save time and money with IT governance delivered as a service by the right partner:

### CORPORATE GOVERNANCE VS IT GOVERNANCE

[Corporate governance](#) is defined as, "the collection of mechanisms, processes and relations used by various parties to control and to operate a corporation," as well as "[the system of rules and practices](#)" for the same effect. Simply put, it reflects the strategic decision-making along with the subsequent execution of that determines your business's direction. Naturally, your IT components should already be included as part of this planning, should it not...?

Unfortunately, the historical approach to network management at the executive level has geared towards a "set it and forget" mentality, and it is not wholly surprising as this is ostensibly the purpose of technology automation. Any efficient solution should allow users to interact seamlessly and perform its functions in the background to do so, and the complex nature of a software and IT stack can be seen as anathema to this purpose from a corporate perspective. It requires C-level thinking to address this gap, and a partner that can act as your [virtual CIO](#) can help you serve this need while saving costs on expanding existing roles to fulfill the position full-time.

### CYBERSECURITY AND DATA RISK ASSESSMENT

Any governance project should take a deep look at your risk, but IT governance especially must be able to measure the dangers your systems could face and the impact these could have on your revenue. Cybersecurity is a primary concern for everybody and [the more data you rely on to serve customers](#), the more comprehensive your cyber risk assessment must be to ensure no gaps exist that could leave you exposed.

In addition to natural disasters like hurricanes and wildfires that can directly damage physical storage, cyber threats lurk in all corners of the web and hackers are always looking for opportunities for new victims. Your data needs to be secured against all types of infiltration and loss, and for that you must be aware of where you are most vulnerable and what can be done to defend those weak areas. [There are several solutions that can be deployed to fight these hazards](#), from data backup to penetration testing to Dark Web scanning, but engaging [the right managed service partner](#) will help you determine which tool will make the best fit for your needs.

### MAXIMIZING ROI ON TECHNOLOGY INVESTMENTS

The age of digital transformation has created [unprecedented access to technology](#), but few solutions will inherently return value on a universal scale. While competing in a modern market effectively requires an investment in IT, your governance should include well-researched strategies for implementing the right systems and how to streamline usage to maximize your ROI on implementation.

Every business faces a range of challenges from concerns common to their industry and unique pain points, and if your technology is not flexible enough to meet your particular trials then your employees will lose a lot of time to adjusting their workflows to match. [This hurdle must be overcome to capture the best value return from your IT solutions](#), and your strategy should account for software that fulfills this need and how much customization must be applied pre- and post-implementation to ensure that it can continue to do so. Working with a partner that has familiarity with both sides of the house, [from the digital backend to hardware maintenance](#), will limit the number of touchpoints you will have to go through to get the right answers on maximizing performance.

### CYBER INSURANCE AND COMPLIANCE SECURITY STANDARDS

Depending upon many different factors, your firm has any number of obligations to customers, partners and regulators that impact your IT management, in addition to all of the pain points you must contend with in the digital space. Even some of the solutions introduce their own reporting requirements, such as with [cyber insurance](#), and your IT governance has to account for the extra challenges you will face for meeting compliance with privacy and cybersecurity expectations.

Cyber and data policies have been going through periods of upheaval in recent years as insurers, government agencies, watchdogs and trade associations try to catch up with the pace of change in web-based environments. Planning must include [methodologies to fulfill these responsibilities in the day to day](#) that not only preserves the value of your technology, but provides a better return than simply doing the bare minimum. Your managed service partner should be able to deliver this through proven best practice and knowledge of the regulations you face, which will allow them to guide you to the most cost-effective solution.

### SIMPLIFYING FRAMEWORK AND IMPLEMENTATION

When all is said and done, even gaining an understanding of the workings of IT governance and the typical procedures it requires will not make it any easier to digest for either your leadership or all of your employees who must implement these practices on the user end. You can spend quite a lot of time trying to get everyone on board, and obviously this means even more money (in working hours, consulting rates, etc.) will eventually have to be invested before your strategies can be deployed. This is why having a partner to help you navigate these complexities will return the best value on planning, as you will be able to leverage their expertise and advice to consolidate these steps.

### LET THE EXPERTS HELP BUILD YOUR IT GOVERNANCE PLAN

SWK Technologies has helped many organizations in a wide range of industries gain a better understanding of the intricacies of their IT infrastructure, and we will leverage the knowledge and expertise we have earned to do the same for you. Reach out to us today

## Gift Card Trivia!

### This month's question is:

What "encompasses your business's strategy and plans to capture the best ROI for your investments into your technology infrastructure". (Hint: The answer is in this newsletter.)

- Microsoft 365
- Ransomware Planning
- IT Governance
- Secure Cloud

Please email Jon Stiles (jonathan.stiles@swktech.com) with your answer by **May 7th**, in order to be placed in the running for this month's gift card prize!

## We can help you with:

- Cybersecurity
- IaaS
- Complete network management and support
- Troubleshooting and problem solving on all PCs and Macs
- Cloud services and virtualization
- Hardware installation and support
- Virus / spyware removal and protection
- Security solutions
- Employee awareness training
- VPN (Virtual Private Networks)
- Remote access / Mobile computing
- Server installations and upgrades
- Spam filtering
- Hosted email
- Web content filtering
- System backups, on-site and off-site
- Help desk

## Contact us

Give us a call for more information about our services and products.

### SWK Technologies, Inc.

#### South Jersey

650 Grove Road, Suite 106  
West Deptford, NJ 08066

#### North Jersey

120 Eagle Rock Ave., Suite 330  
East Hanover, NJ 07936

Phone: 856.956.5800

Fax: 856.845.6466

Visit us on the web at

[www.swknetworkservices.com](http://www.swknetworkservices.com)



## FROM HOSTING TO REMOTE SUPPORT, SECURE CLOUD HAS YOU COVERED

Secure Cloud Hosting by SWK Technologies has you covered from migrating your application and IT infrastructure to supporting your environment remotely, enhanced by cybersecurity protecting your data in real-time. Our Managed Cloud Services (MCS) allow you consolidate your support touchpoints and optimize your technology stack maintenance for the best ROI for you, not multiple disconnected vendors. Combining SWK's knowledge and expertise over software, network management and IaaS, our SCH solution provides you with the means to transform your systems into a streamlined, cybersecure and user-friendly value generation solution.

Here is what Secure Cloud Hosting can do for you beyond application hosting:

### GO BEYOND HOSTING WITH MANAGED CLOUD SERVICES

SWK's Managed Cloud Services division represents the marriage of our hosted solutions with the award-winning network services provided by our seasoned engineers. This allows us to leverage this expertise to provide tailored support and maintenance for your cloud-hosted infrastructure built to handle your software's specific architecture needs in a web-based environment.

### REAL-TIME IT SUPPORT FOR YOUR SOFTWARE IN THE CLOUD

The transition from on-premise to hosted IT ecosystem deployment will allow SWK's support personnel to be able to interact with your systems at anywhere, anytime, at your convenience. This real-time availability provides several benefits over traditional models, where there is a greater chance of downtime for either maintenance or a system crashing incident that would cut into your revenue. Once your technology stack is migrated to the cloud, engineers can tap into the backend much more quickly and seamlessly, limiting interruptions to your value generation.

### REMOTE WORKSTATION MANAGEMENT AND PROTECTION

The COVID-19 pandemic forced many businesses to shift some or all of their workforce to telecommuting for the first time ever, and even those with some experience working from home had to contend with uncertainty in the scope of the conversion. SWK can help you dispel any ambiguity about your remote workstation management, rectifying any gaps in your distributed network, scaling the number of workstations deployed and ensuring protection for each and every one. When migrating your infrastructure to Secure Cloud Hosting, we will implement a dedicated security net with solutions ranging from antivirus to real-time endpoint protection.

### PATCH MANAGEMENT & MORE FREQUENT DATA BACKUPS

Keeping up with the latest updates for your applications (including ERP and productivity suites like Microsoft 365) can be time-consuming, as can having to constantly back up your data, and both of these activities can detract from generating value. However, the consequences of not following up on either function can be dire, and will hurt your bottom line even more. SWK can take this off of your hands when you migrate your software and IT infrastructure to Secure Cloud Hosting, with consistent patch management and hourly backups that keep you up to date and protected without disruption to your ongoing processes.

### TRADITIONAL MSP VS CLOUD MSP

Cloud-hosted systems require whole new ways of business thinking, with a fundamentally different environment that brings new requirements along with the advantages. Without the capacity limits of onsite servers and device storage, web-based infrastructure delivers a virtually infinite level of scalability and elasticity, as well as much faster-moving and much more extensive data proliferation. This creates new opportunities – and new obligations – for IT governance that traditional managed services providers (MSPs) cannot handle without a presence in the cloud.

### THE LIMITATIONS OF ON-PREMISE MANAGED SERVICES

Historically, an MSP or inhouse IT staff would be monitoring and servicing an on-premise environment, focusing on endpoints limited to what the hardware allowed before the Internet and wireless connectivity. With the introduction of web channels to applications for communication (i.e., Outlook, etc.) and other functions, the focus shifted to protecting newly opened endpoints from external cyber attack. However, the failure of this legacy thinking is apparent in the number of data breaches over the past few years and the gaps that allowed them – cloud connections transform the nature of cybersecurity, and ultimately the role of IT in maintaining your systems at the user level.

### IT SUPPORT BUILT FOR THE CLOUD

Cloud MSPs are better equipped to deal with security and other concerns that are unique to a hosted environment, and a combined vendor such as SWK Technologies can support you from implementation onwards for the lifecycle of your solutions stack. Our Managed Cloud Services monitors your infrastructure 24x7 and will respond to anomalies in real-time, saving you from consigning yourself to downtime whenever an incident impacts your productivity. We will also help you tailor your architecture to fit best for your needs and your ROI, and aid your users in maximizing productivity and ease of use no matter their role.

### A MORE SECURE CLOUD ENVIRONMENT

Cybersecurity for the cloud requires more than basic solutions like antivirus – you need real human intelligence and support in the background, as well as robust user training that addresses the vulnerability of each endpoint. The shared nature of a hosted environment transfers more security responsibilities onto your individual employees, who can also become insider threats without proper vetting and oversight. However, Secure Cloud Hosting can provide you with real-time monitoring and additional protections built specifically to combat all manner of web-based cyber threats.

### CYBERSECURITY IN THE CLOUD

Cloud security requires a more proactive defense program that better identifies and mitigates risks to your infrastructure, provides multiple layers of protections and empowers incident responders to react quickly to intrusions. With even legacy systems being increasingly cloud-connected it is critical to be able to leverage these types of solutions, but most traditional inhouse IT teams or MSPs that serve small businesses are often ill-equipped and too overwhelmed to face this challenge. Managed Cloud Services can deliver this level of cybersecurity as part of your hosted environment scaled to your business size.

### SECURE CLOUD HOSTING HAS YOU COVERED

Secure Cloud Hosting does more than simply host your software, our team will ensure that your applications and data are protected, updated and supported for the lifecycle of your solutions. With SWK's managed IT and security services tailored for your hosted environment, you will be able to enjoy the full benefits of migrating to a modern infrastructure. We will keep your systems maintained and secured no matter the number of workstations, or whether all of your users work remotely or in hybrid deployment.

### DISCOVER WHAT ELSE SWK MANAGED CLOUD SERVICES CAN OFFER

Enable your business to capture an unprecedented level of scalability and flexibility when you move your technology stack to a cloud-hosted environment with Secure Cloud Hosting. Discover more about our comprehensive hosting, cybersecurity and IT services and see how else we can maximize your ROI in the cloud with our tailored solutions by reaching out to us today.

Contact SWK Technologies today to learn more about the full range of solutions Secure Cloud Hosting offers and how we will ensure you capture the true value of hosting in the cloud.