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YOUR MONTHLY DOSE OF
TECH TIPS & HOOP5 NEWS

WHAT'S INSIDE?

A note from Mandy...

As 2021 comes to a close and we quickly move through the first week of 2022, I'd like to take this opportunity to thank all our customers, partners & employees for your ongoing support this past year. Looking back, 2021 certainly has been a busy and productive year for us at Hoop5!

A few 2021 highlights:

Hoopty Team:
We have continued to grow our team, welcoming Justin Wilson & Amber Day to our T1 Support Admin team, Mike Granger to our T3 Systems Engineering team, and Carli Testerman in Marketing. Not to mention multiple internal promotions & advancements, including Chris Flores to Director of Engineering and Russ Emig to Director of Security. Chris has been with Hoop5 since 2015, and Russ since 2017. I couldn't be more proud of them and ALL our people- check us out here: OUR TEAM

EDWOSB:
We are pleased to announce our certification by the U.S. Small Business Administration as an Economically Disadvantaged Women-Owned Small Business (EDWOSB). I started the application process in March (inspired by Women's History Month), and we were finally approved in December. They don't make it easy! Becoming a certified EDWOSB allows Hoop5 to support our government partners by helping them meet their disadvantaged and small business goals while providing them exceptional IT services & support…. specifically in the cybersecurity space.

Security:
As the threat landscape evolves and as our security practice grows & strengthens, we are honored to have been selected as the cybersecurity expert for several panel presentations throughout San Diego. Our very own Russ Emig has taken the lead on our security practice providing presentations, training, audits, assessments, and compliance services.

We're glad to see that security is becoming more of a priority for organizations of all sizes. Be sure to read Russ' security update in section 05 of this newsletter.

A note from Mandy, continued from page 1

Operations:
As the needs of our customers change and as the IT industry evolves, Hoop5 also evolves to meet the needs of our customers while providing the latest that the IT world has to offer. With our COO/CIO Shane Willis at the helm, we have met these needs and challenges by implementing an aggressive weekly technical training program for our engineers, investing in our internal systems & infrastructure while building our security services & competencies to keep our valued customers secure. This increase in operational efficiencies has resulted in faster response times, iron-clad networks, employee loyalty & teamwork like we've never had before!

And what's ahead in 2022?

Phoenix Expansion:
Hoop5 has customers outside of San Diego & scattered across the US. This past year, however, we've seen a sharp increase in the Phoenix & Texas areas. Some of this is due to current clients moving and/or expanding… but most of this growth has been through referrals (the greatest compliment!). In order for us to accommodate this growth & provide the same level of service & support that we're famous for (yes, in my mind we're famous ☺), it made sense to establish a physical presence and hire local engineers… starting with Mr. Mike Granger. Our goal for 2022 is to establish, settle and grow more in the Phoenix area. You can learn more and "meet" Mike in sections 02 & 03 of this newsletter.

Communication:
In case you haven't noticed, our marketing rockstar, Carli Testerman, has been busy with social media posts, blogs, newsletter, etc. Carli has an impressive communications plan for 2022 as well! For all the latest news and Hoop5 updates, I encourage you to follow us: Facebook, Twitter, LinkedIn, Instagram

Customer Portal:
Throughout 2022, we will be working with each of our customers on how to use the customer portal that is built into our ticketing system. Depending on your permissions, you can view & edit your tickets, access invoices & reports, share documents & view Hoop5 knowledgebase articles specific to your organization. We look forward to working with our customers on how to access and use this valuable tool.

Keep on keeping on…
I don't have profound insights on the current state of our economy, political happenings, or our response to the rise in COVID cases. I do, however, when it comes to Hoop5, our customers, our partners & our employees. The bottom line and our direction for 2022 are to stay committed to FAIRNESS & HONESTY, place the highest value on RESPECT & INTEGRITY, and stay PASSIONATE & POSITIVE in the work we do and the services we provide.

I hope you find the included newsletter both informative and fun. On behalf of the entire Hoop5 Team, thank you once again for your continued commitment and partnership. We truly appreciate the opportunity to be your IT partner as we drive forward in the ever-evolving technology space.

Have a great, safe and happy 2022! We look forward to providing more exciting news and updates in the coming months.

Mandy Irvine, CEO

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02
WE'VE EXPANDED!

Look Out Phoenix! Here We Come!

With a growing number of customers in Arizona and Texas, we are excited to be expanding our physical presence to best serve our clients in those areas.

Hoop5 will maintain corporate operations in Sunny San Diego, while strengthening our internal team with high-quality local talent in all areas we serve.

03   MEET OUR PHOENIX TEAM

Mike Granger
T3 Systems Engineer

- Phoenix Office -

Hello, my name is Mike Granger and I'm the newest member to join the Hoop5 team as a T3 Systems Engineer. I have been in the IT space primarily in large corporate environments since 2007. I started as a special projects manager and over time I gravitated towards the technical side of things, which led me to join the infrastructure team where I have remained for the last 13 years.

My wife Jessica and I just celebrated our 12-year wedding anniversary, and we have two wonderful children ages 14 and 10. Our family loves to travel and we are looking forward to planning our next vacation (My vote is Hawaii!). Outside of work you can usually find me hiking on one of the many beautiful Arizona trails with my dog Sammie, attending a CrossFit class or competing in some sort of adventure race. My son and I try to get up north to snowboard us mush as we can during the season as well.

I'm looking forward to being a part of the Hoop5 team and excited to expand our operations into the Arizona market.

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04 2022 TECHNOLOGY TRENDS

Each year, the biggest tech trends in business change or shift in their level of importance and every year, Gartner identifies technology trends that are critical to business. This year, Gartner expects 12 technology trends to act as force multipliers of digital business and innovation over the next three to five years. Below are our favorite 5 of the 12 technologies and why we think they're valuable.

Data Fabric
It is clear that data will be at the heart of technology going forward. But it is also clear that data lives in all sorts of places, and can be hard to get hold of! "Unstructured" data that doesn't conform to any data models comprises at least 80% of all data out there and only 0.5% of all that information is currently actually being used.

Data fabric, technology that provides a single environment to access, collate and manage data across millions of sources, is at the forefront of technology efforts. So, expect to hear more and more about data fabric in 2022.

Cybersecurity Mesh
Online threats continue to rise and there isn't any evidence suggesting they're going away anytime soon. Despite the rise, many companies are persisting with applying the "castle-and-moat" network security model. In this model, no-one outside the network can access data, but everyone inside can.

This may sound safe. However, a key 2019 study revealed that 69% of organizations suffering data breaches did so due to the actions of insiders. For many companies, their own employees pose the greatest threat to their cyber security.

Cybersecurity mesh will be one of the most important tech trends in 2022. It's a solution that can help combat many online security threats. It works differently from other methods by applying multiple small 'perimeters' to I.T. networks rather than a single one. The strategy works on a "zero-trust" basis – all devices are by default not trusted to access the network. Access is solely granted via a series of security protocols.

With remote working becoming the norm through Covid-19, the move to cybersecurity mesh systems will grow through the year.

2022 TECHNOLOGY TRENDS, continued from page 4

Remote Working Advancements

OK- no prizes for this prediction! But remote working has exploded across a huge range of industries and has created high demand for technology that better suits this new way of working. As a result, tech companies are working faster than ever to deliver the necessary programs to meet this massive shift in working style.

Although this has been one of the biggest tech trends for a couple of years now, it will grow even more in 2022.

Blockchain

We've all heard of cryptocurrency but the blockchain "virtual ledger" technology that powers the transactions is not so well known. For the uninitiated, a blockchain is a list of records (a virtual ledger) where every transaction is recorded and timestamped securely and immutably. Invented to allow Bitcoin transactions to be made without a trusted third-party authority or central server, the deeply encrypted security, speed and convenience it offers has huge potential in virtually any industry.

Crypto is always in the news – but 2022 will see blockchain become one of the biggest tech trends in its own right.

Decision Intelligence

The way a business makes decisions can be the difference between being successful or falling short. To help point owners and managers in the right direction, the use of "decision intelligence" is growing.

Decision intelligence is the commercial use of artificial intelligence to make better business decisions. As access to big data grows via data fabric, this information will be processed and used to instruct decision makers as to the best courses of action in any situation.

Although relatively new, this tech trend will be one of the largest over the next few years. Expect to hear more about it in 2022.

And there you have it... the biggest tech trends to look out for in 2022. What other innovations will help enhance business processes as well as our daily lives? It will be interesting to see how each of them play out.

WE LOVE REFERRALS!

The greatest compliment we can receive is a referral.

Send a referral our way and we promise we'll look after them with the high level of attention and care that we provide all our clients.

Call or email Mandy:
mirvine@hoop5.net | 619-259-5549

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05   SECURITY SPOTLIGHT

Happy New Year!

The last couple of months of 2021 were a major eye-opener regarding Cyber-Security for a lot of people.
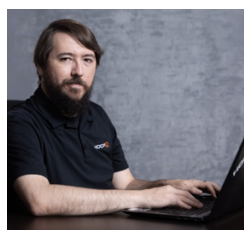
First with the FBI being the victim of a sophisticated attack that allowed malicious actors to send out hundreds of thousands of emails that appeared to be from the FBI.

Then the Log4j exploit was uncovered not a month later, which impacted different systems and platforms (all using Java software) across pretty much every industry. We helped many customers address this threat immediately. The list of impacted applications provided by the Federal Cybersecurity and Infrastructure Security Agency is still being updated.

These events made us reflect on the state of Cyber-Security in the world and the services that we provide to our clients. Information security is a moving target that requires dynamic change. So our new Years Resolution is to take a deep look at what improvements can be made to both our internal systems and those of our clients.

We will be making improvements, additions, and recommendations to our clients during the year to harden our systems and procedures to make sure that we are providing the best solutions that we can deliver.

Feel free to schedule a complimentary 15 minute call with us so that we can talk about how we can improve your Cyber Security.

Russell Emig, Director of Security

DID YOU KNOW?

The computer "bug" was named after a literal bug found in a computer.

An actual moth trapped in a computer relay of the Mark II is the reason "debugging" is a used to describe fixing code.

06 KEYBOARD SHORTCUTS TO MAKE YOUR LIFE EASIER

Tricks for Typing
- Move the cursor quicker to the beginning of the previous word by pressing CTRL+Left Arrow, instead of doing it manually.
- To get the cursor to the beginning of the next word, use CTRL+Right Arrow.
- Recover a deleted item with ALT+Backspace.
- Delete an entire word by pressing CTRL+Backspace.
- Select a word you want to highlight quickly, without dragging the mouse, by double-clicking on it.
- Highlight a whole paragraph by triple-clicking on it.
- Paste in plain text and not what was originally formatted, after copying, by pressing CTRL + Shift + V.

Tricks on the Keyboard
- Close all your windows quickly if you're in a hurry by pushing the Windows button +D, and they will all shut immediately.
- Rename your highlighted files quickly by pressing F2.
- Close the program running with ALT + F4.
- To minimize all windows only, press Windows + D.
- Re-open your last closed tab with Shift + CTRL + T on most browsers.
  - You can press Command + Shift + T to bring back a closed tab if you're on Mac.
- Instead of moving the cursor to the X in the corner, press CTRL + W to close the current window.
- Take a screen shot with ALT + Print Screen.
- You can also hit Shift + Windows Key + Arrows if you want the window to jump to the next monitor.

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Wishing everyone a great Holiday Season and Happy New Year!

Coco
Hoop5 Mascot and office dog