

# The Small Business Spotlight is on...

**SITE2**  
CLARKS SUMMIT, PA  
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The world of digital is constantly changing and evolving—so much so that area businesses need a team to help them protect their digital assets. Site2's security team is knowledge hungry, participating in practical exams, attending seminars and pursuing additional certifications to help stay fresh and sharpen their skills. Some of those certifications include Certified Ethical Hacker, Certified Information Systems Security Professional, Cisco Certified Network Associate and Certified Business Continuity Planner—meaning that Site2 can handle cases ranging from simple to highly complex. Meet Site2...

## What are some of the specialized services you provide?

Site2 specializes in Red Team and Blue Team Cyber Security services. Companies of all sizes are struggling to understand if they are vulnerable to hackers and malicious insiders. Blue Team services are what the good guys do – installing and maintaining computing defenses like firewalls and anti-virus software, patching software, backing up data, monitoring and maintaining systems, and responding to alerts. Red Team exercises, or white-hat hacking, are services that simulate what a bad guy would do in an attempt to compromise the confidentiality, integrity and availability of your data.

## Why should a business look to a managed IT service?

It is becoming increasingly difficult for small and mid-sized organizations to tackle today's IT challenges alone. Whether they need help with a specific

element of their IT infrastructure, or they need a team to handle it all for them, we can meet the challenge. Our team acts as an extension of our client's team, helping them to better meet their employees' IT needs, resulting in improved service to their customers.

## Why is cyber security such a big deal in today's business climate?

Today's businesses are purchasing and implementing technology that is designed for convenience and ease of use. From smart phones, tablets and laptops, to cloud services, Internet of Things (IoT) devices like cameras and automation, and file sharing and collaboration technologies. Many of these tools were not designed with security and privacy in mind. At the same time, every organization values its privacy – the privacy of its proprietary business information, the information about its clients, and its employees' personal information. These two things don't mix. Organizations are being forced to reevaluate their technology practices with a greater focus on their responsibility as a data custodian.

## What is the number one service that clients request from your company?

Until 2017 it was backup. Clients wanted the assurance that if they had a disaster (a fire, flood, malware, breach) that their data was backed up and recoverable. After 2017, we saw a shift in the market, with our clients becoming more forward-thinking and aggressive in their proactive, preemptive security efforts. Security requires an ecosystem of defense layers. You no longer can expect that one or two layers

of protection are enough. In addition, with the increasing challenge of insider threats, you no longer can assume that your data is safe on your computer and within your network. Organizations of all sizes are thinking differently about how they keep and share valuable data.

## How has your Chamber membership helped your business?

Over the years Site2 has benefited from the Chamber's networking and collaboration opportunities. Our owners have served on several Chamber panels and discussion groups to help grow entrepreneurship and business development in NEPA. Most recently, Site2 is benefiting from the Chamber's Small Business Internship Fund to subsidize technology internships. This program helps with all elements of the internship process, including finding qualified candidates, streamlining the application process, and ensuring that the experience benefits the student. Ultimately, the program helps to develop the student, our community and Site2.

## Get in the Spotlight!

Every month, The Greater Scranton Chamber of Commerce features a member small business in the Small Business Spotlight. Don't miss your chance to be seen! Visit [scrantonchamber.com](http://scrantonchamber.com) to apply for membership or to fill out a Small Business Spotlight application today!