How to turn data security into your firm's competitive advantage - and win more clients

Mike Potter

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About today's speaker

Serial entrepreneur with over 20 years of experience in software development, product management, and marketing

Started Rewind with Co-Founder James Ciesielski in 2015

Mike Potter
CEO and Co-Founder of Rewind

About today's speaker

Kellie Parks, CPB
Cloud Accounting Aficonado

Strong believer that cloud financial technology is key to organization.

Proud member of the Intuit Trainer Writer Network.

Agenda

What does data security really mean?

- What areas of your practice are vulnerable
- Implementing a data security policy

What is the cost of not having secure business practices?

- What's at stake when there is minimal/no security policy put into place

How can data security be used as a competitive advantage?

- How to include data security in your service packages

Let's see how secure your data is!

https://rewind.io/qbconnect-security-quiz/

What does data security mean?

Protecting data from intentional or accidental destruction, modification or disclosure

What's different about data security in the cloud vs. desktop

- Preserving data integrity
- Privacy and data protection
- Data accessibility
- Threats - data breaches, malicious attacks, lost data

Establish a data security policy

Here are the critical first steps to take when establishing a data security policy

Secure Passwords

Do not let your web browser store or remember your passwords

Use a password manager for all your online accounts

Two-Factor Authentication

Enable two-factor authentication in QuickBooks Online

Enable two factor authentication on every app available

3rd Party App Integrations

Review permissions app is requesting

Can the company be contacted through a 1-800 number?

Establish a data security policy

Here are the critical first steps to take when establishing a data security policy

Backup your data

QuickBooks Online cannot restore your file to a particular point in time

At risk of threats such as apps integrations gone wrong and human error

Use a VPN

Highly recommended when working remotely

Blocks anyone using the same internet network from seeing what you are doing and the data you're working with

Documentation & Education

Communicate to your team, customers and potential customers how you're keeping their data safe

Create content, discuss data security as part of your onboarding process

What is the cost of not having secure business practices?

What's at stake when there is minimal/no security process put in place

Client Relationships

Clients depend on you to keep their financial data safe

They are dependent on you to help them recover any lost or deleted data

A breach in data security is a breach of trust

Your Reputation

You are the cloud expert when recommending QuickBooks Online

If a data disaster occurs you are held responsible

Referral based business - expert in tech and accounting

Your time

Cleanups cost money and time that could be spent growing business with new clients

2 hours cleaning up vs. 2 hours meeting a new or existing client

Data Security as a competitive advantage

Automation is a trend in the cloud accounting industry that helps your firm stand out from the rest

But one competitive advantage that's often overlooked is your data security practices.

A **living** document that clearly outlines your data security policies can be the differentiator between winning a client or not

Include data security in your service packages

PHASE 1 Documented Security Policy	PHASE 2 Introducing policy to client	PHASE 3 Sell and price it	PHASE 4 Educate client through onboarding	PHASE 5 Update policy and check in with clients

PHASE 1
- Includes practices and apps used to protect data
- Outline the purpose and importance of each item
- Don't get too technical - make it digestible

PHASE 2
- Have a brief statement that encompasses your policy on your website
- Discuss how they are currently securing their data
- Present data security policy and explain the importance of each process

PHASE 3
- Be confident and know your value!
- Become the data security expert
- You already have an advantage by presenting this policy

PHASE 4
- Start with asking client "What are your current data security practices?"
- This is the time to get technical; explain in depth each process and how it applies to their business

PHASE 5
- Data security policy is a living document
- Update quarterly to ensure clients are keeping with best practices
- Data security is an ongoing conversation

Let's review

How data security can be a competitive advantage and win more clients

Start securing the data that drives your business:

- Secure passwords
- Enable two-factor authentication
- Review third party app permissions
- Backup your data
- Use a VPN when working remotely

A data security policy protects your client relationships, your reputation and your time.

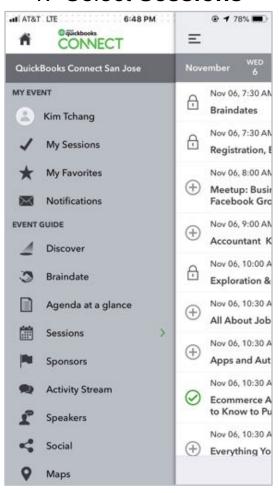**Having a data security policy** can be the differentiator between winning a client or not.

Questions?

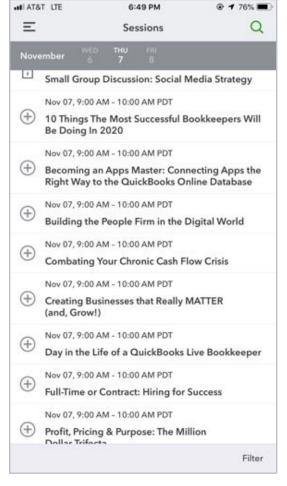# Rate this Session on the QuickBooks Connect Mobile App

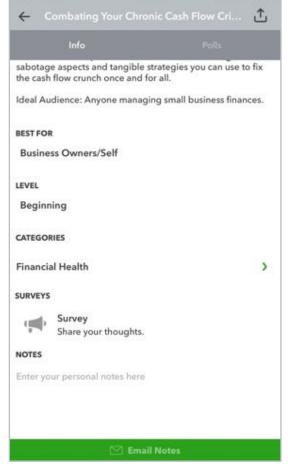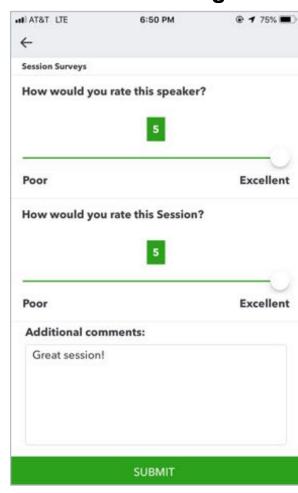Provide feedback to help us design content for future events

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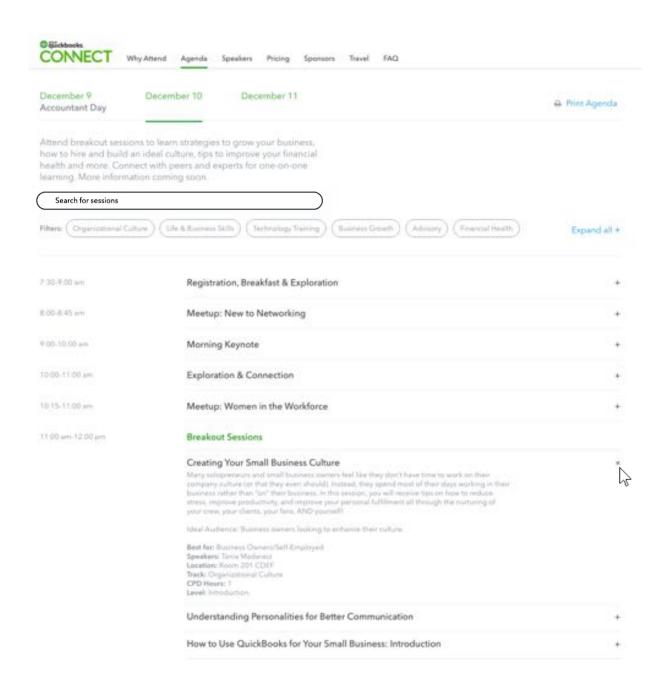### 2. Select **Session Title**

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