

## June Newsletter

2025

### What's Inside

From the Helm

Client Success Story

Proactive Insights

AI Corner

SST Events

CTA



SECURE STRATEGIC  
TECHNOLOGY

# The SST Insider

## From the Helm

As we hit the mid-point of 2025, the question isn't "how do we fix IT?"—it's "how do we leverage IT to fuel growth, security, and innovation?" This is our sweet spot at SST. With a laser focus on proactive support, advanced cybersecurity, AI-powered tools, and strategic alignment, we're helping businesses do more with less noise and more impact. If your tech isn't helping you stay ahead, it's time to rethink the game plan. Let's build smarter, safer, and stronger—together.

— SST Leadership



## AI Corner

### Do's

- Do start small
- Do prioritize data security
- Do train the team
- Do evaluate ROI
- Do leverage trusted partners

### Don'ts

- Don't assume plug-and-play
- Don't ignore data quality
- Don't overlook ethics
- Don't use AI to replace people
- Don't forget compliance



## Client Success Story

### Knaus Cheese Boosts Performance and Security

Knaus Cheese recently teamed up with SST for a routine server upgrade, but quickly became a critical risk mitigation project. Their previous IT provider had left them with an ageing server that had become increasingly problematic, with failing hardware posing a serious risk to daily operations.

SST modernized their environment by deploying a new server, implementing secure configurations, and improving backup and recovery strategies. The outcome was a faster, more stable system, dramatically improved cyber hygiene, and an IT foundation built for resilience and future growth.

## Proactive Insights

### Are You Protected Against Today's Threats?

Cyber risks evolve constantly, and what worked last year may not be sufficient today. A quick check of key security areas can reveal hidden vulnerabilities that put your business at risk.

### 5 Risk Areas to Review:

- **Multi-Factor Authentication (MFA)** - Prevents unauthorized access even if passwords are compromised.
- **Outdated Systems & Unpatched Software** - Unpatched devices are a top target for ransomware and malware.
- **Email Filtering & Phishing Protection** - Stops malicious emails from reaching your employees' inboxes.
- **Endpoint Security (EDR/Antivirus)** - Detects and responds to threats on laptops, desktops, and mobile devices.
- **Backup & Recovery Readiness** - Ensures you can recover quickly after a cyberattack or system failure.

### Why It Matters:

These areas form the backbone of a strong cyber defense. Addressing them now helps you avoid costly breaches, meet insurance requirements, and protect business continuity.

## Contact Us

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## SST News & Events

- Beau Elston completed CIS 5/19/25
- Baraboo Chamber Ribbon Cutting – 5/29/25
- BGC of Greater La Crosse Golf Classic – 6/2/25
- Unscripted with SST Episode 5 – 6/5/25
- Dubuque Chamber B2B Lunch – 6/11/25
- Winona Steamboat Days Food Truck – 6/13-14/25
- Baraboo Big Top Parade – 6/14/25
- Norwinn Customer Cookout – 6/19/26
- Knaus Customer Cookout – 6/25/25
- Unscripted with SST Episode 6 – 6/26/25
- Reedsburg Brat Bash N Dash – 6/27/25

Is Your IT Strategy Aligned with Your Growth Goals?

Schedule your FREE Technology Assessment today and uncover hidden risks, inefficiencies, and opportunities in your current environment.

[Contact Us – Secure Strategic Technology](#)

