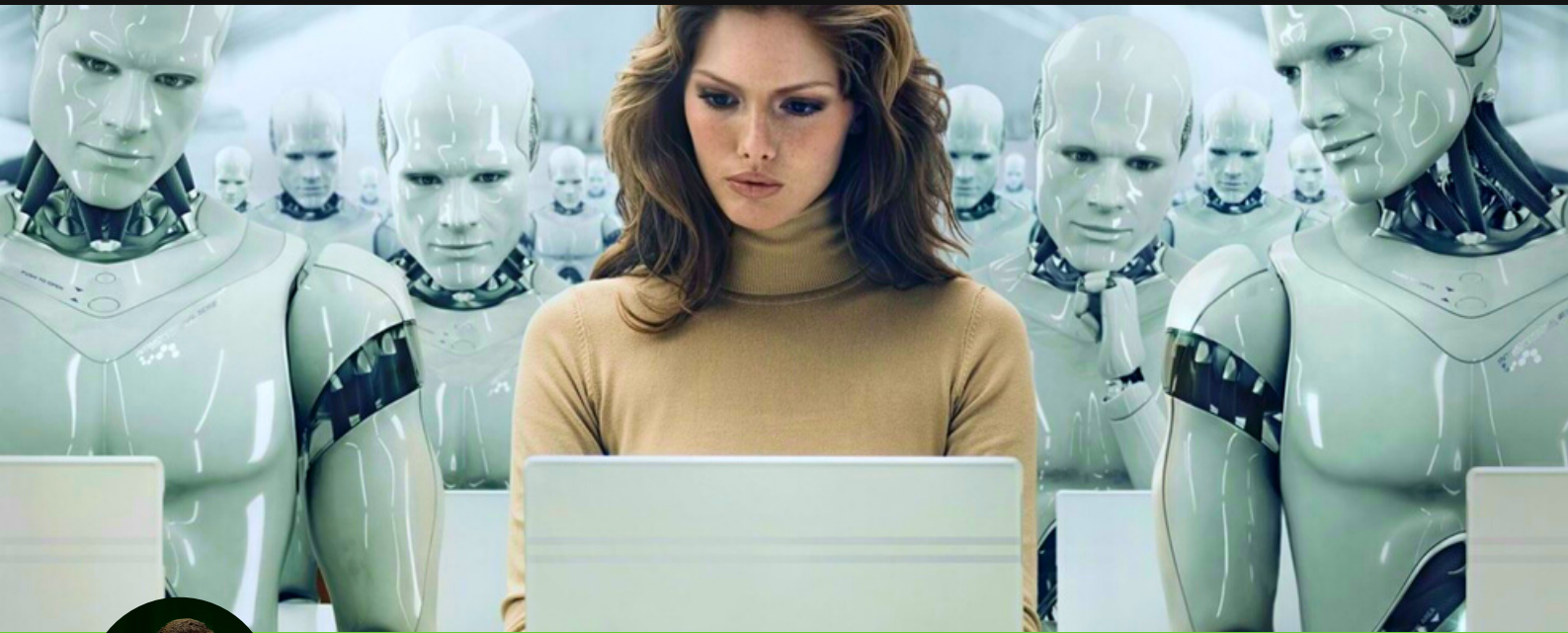


inside zhero

Let's take a look at what is happening at Zhero



MESSAGE FROM IZAK

Welcome to Inside Zhero, where we explore the latest trends in the world of technology. This month, we focus on cyberattacks – an unfortunate reality that affects us all.

According to the latest weekly threat reports from the NCSC, global cyberattacks have increased by 38% in 2022 compared to last year.

The bad actors behind these attacks are becoming more agile and using online tools to carry out their criminal activities.

But don't worry, we've got you covered. In this edition, we'll provide you with steps to limit the damage caused by cyberattacks.

And don't forget to check out ChatGPT, an AI-powered chatbot that can answer all your tech-related queries. Stay tuned for more updates from us!

That's all from me until next time.

Izak Oosthuizen
Bestselling Author and
Founder and MD of Zhero

YOU'VE BEEN HACKED!

SO WHAT'S NEXT?

IBM has reported that companies on average take 207 days to identify a data breach and another 87 days to contain the cyberattack. While a cyberattack may be unavoidable, there are many things you can do to manage it and contain the damage. You can follow this easy 8-step process to manage and contain a cyberattack:



STEP 1: DETECTION

The quicker you detect a hack the quicker you can deal with it. Email phishing, ransomware, and DDoS attacks are relatively easy to identify as their effects are potentially instant. However, attackers often go to great lengths to cover their tracks and passive breaches and cyber espionage can be much more difficult to spot.

Higher-than-normal network usage, your network becomes sluggish and slow, unusual password activity, missing data, changes to account access or losing account access, or applications continually crashing are all signs that you've possibly been hacked.





STEP 2: IDENTIFICATION

The next step is to identify the type of attack and hopefully its source. Knowing this you'll be able to ascertain the extent of the attack and its probable impact.

Cyberattacks can be classified as:

- **Untargeted attacks** where attackers indiscriminately target as many devices, services, or users as possible. They use phishing, water holing, scanning, ransomware and more.
- **Targeted attacks** where your business is of specific interest to cybercriminals. These attacks can include spear-phishing, botnet deployment or subverting your supply chain.



STEP 3: CONTAINMENT

Passive cyberattacks like traffic analysis or keylogging provide attackers with a persistent backdoor into your network. This they love because data can continue to be extracted over a protracted time. Once you've identified the type of attack, it's vital to deny hackers all access to your systems. You should take these steps, irrespective of the type of attack you have suffered:

- disconnect the infected network from the internet
- disable all remote access to the network
- re-route all network traffic
- change all vulnerable passwords
- maintain firewall settings
- update all security patches



STEP 4: ASSESS IT

Next up you need to determine the extent of the damage. Here are some good questions to ask:

- Which critical business functions have been compromised?
- What data has been breached?
- Which systems have been illicitly accessed?
- Do any vulnerable entry points to your network remain?

Accurately assessing the damage will help you to prevent the same kind of attack from happening again.



STEP 5: RECOVERY AND REPAIR

Ideally, your business should have a cyber recovery plan. On the other hand, cyber recovery provides data asset protection and prevents potential data loss in the future. A rigorous cyber recovery includes a detailed cyber incident response plan that assigns responsibilities to teams and contains all the necessary steps your business should take to recover as painlessly as possible. Typically, the recovery and repair process means:

- using secure backups to restore data and resume operations
- recovering or rebuilding lost data
- repairing or replacing any damaged hardware
- analysing and improving your cybersecurity procedures



REPORT IT

In the UK it is a legal requirement to report any breach of personal data to the Information Commissioner's Office (ICO) within 72 hours. This can be done at www.ico.org.uk.



COMMUNICATE IT

"Let's keep it a secret" is not a good plan of action after a cyberattack. You owe it to your customers, stakeholders, and everybody else to notify them, especially if any of their personal data has been compromised. And speed should be of the essence. Proactively managing the public impact of the breach will help you save face in the long run and curb reputational damage to your business.



solarwinds
msp

The September 2019 attack on SolarWinds, the Oklahoma-based software company breached the data of hundreds of private enterprise companies and government agencies. The breach was only publicly reported in December 2020. Consequently, the Russian attackers had 14-plus months of access to confidential data.



LEARN FROM IT

Christopher Frei, the Secretary General of The World Energy Council, once said:

"We're in the stone age of cyber security. Real learning will only come after the 1st major incident."


Don't let history repeat itself! Conduct a thorough investigation and determine how to change your processes and procedures to ward off future attacks. You can use the incident to get smarter and stronger about your company's cyber hygiene and cybersecurity.


WEBINAR

CYBERSECURITY 101: HOW TO MANAGE A CYBERATTACK

Cyber experts claim that 95% of all cyber incidents are caused by human error and are preventable. But what about the other 5%? No matter how much you think before you click, use strong passwords and MFAs, or update your software, you still run the risk of being hacked.

But if you are prepared, the outcomes don't need to be all bad news. Join Jamie Chamberlain and Vin Jauhal on 22 February at 10 am GMT for an informal discussion on how to handle the situation if you are hacked and come out as a winner.

 Wednesday, 22 February

 10:00 GMT

[Click here](#) to reserve your spot!





TRANSFORM YOUR WRITING

Who do you think composed this rap song? Was it Eminem, Kayne West, A\$AP Rocky or Kendrick Lamar?

*He's a tech mogul, a visionary and a mastermind,
In the world of innovation, he's one of a kind;
He's the founder of SpaceX, taking us to the stars,
And with Tesla, he's revolutionizing the way we
drive cars.*

The creator of these lyrics is none other than ChatGPT, an AI-driven chatbot that is taking the Internet by storm. This software application is not only a wizard at mimicking human conversation but can write customized job application letters, create original jokes, explain complex topics and phenomena, solve tricky mathematics problems, and give you relationship advice.

The brainchild of OpenAI, ChatGPT is also capable of writing music in almost any genre, writing essays on almost any topic and creating content in multiple languages. And there's good news for technophiles too – ChatGPT can also write, debug, and explain programming code. What's not to love?



In late 2015, OpenAI was founded by Amazon Web Services, Elon Musk, Sam Altman, and others in San Francisco, California. In 2020, OpenAI released GPT-3, or Generative Pre-trained Transformer 3, a machine-learning language prediction model based on trillions of words from the Internet. November last year saw the birth of ChatGPT and the GPT-3-driven chatbot received more than a million signups in five days.



HOW DOES IT WORK?

GPT-3 operates with 175 billion parameters, 570GB of text data and 300 billion words. That's what makes its sibling, ChatGPT, so powerful and versatile. On the surface, the technology is straightforward. ChatGPT responds to your requests, questions, or prompts and then quickly spews out a response. For example, if you prompted the chatbot to write a rap song on Elon Musk, you'd get something like the lyrics you saw earlier. Besides tunes and jokes, there's much more to ChatGPT. And the tech driving it is a lot more complicated than it sounds. For simplicity's sake, let's just say that it operates on probability, being able to successfully guess what the next word in a phrase or sentence should be.

HOW DO I GET IT?

ChatGPT is free at the moment so developers can do beta testing on the chatbot. You can get ChatGPT by following these easy steps:

- type chatopenai.com in your browser
- open an account with OpenAI
- enter an email, password and phone number
- verify your email and phone number

That's it. You're ready to rock with ChatGPT.



ChatGPT FOR YOU

The work that usually takes you hours or even months can be done in minutes with ChatGPT. Besides its versatility which we've already touched on, the chatbot offers these advantages:

- generation of highly coherent and contextually appropriate text
- personalisation of customer service
- quick and easy access to vast quantities of information
- increased productivity of content marketing



CHATGPT AND CYBERSECURITY

Hackers have already started using ChatGPT to create malware. Researchers from CyberArk claim:

"The malware created using ChatGPT could easily evade security products and make mitigation cumbersome with very little effort or investment by the adversary."

Unfortunately, it doesn't end there. Recent discoveries show that ChatGPT is also being used to develop new malicious tools, including infostealers, multi-layer encryption tools and dark web marketplace scripts.

MICROSOFT INVESTMENT

In 2019, Microsoft partnered with Matthew Brown Companies and invested \$1 billion in OpenAI. Following the sensation of ChatGPT's release, the tech giant has pledged a further \$10 billion to the AI researcher. Part of the deal will enable the deployment of ChatGPT across Microsoft products, including the Bing search engine and its office software such as Word, PowerPoint, and Outlook. Microsoft's aggressive and game-changing investment puts it way ahead of Google, Apple, and the rest.

TAKING OVER THE WORLD?

It is unlikely that AI will take over the world in the sense of becoming a dominant force or ruling over humanity. While AI technology continues to advance and become more sophisticated, it is still subject to the control and guidance of its human creators. Additionally, there are many ethical and technical limitations to the development of AI, which will prevent it from becoming a dominant force in the world. And guess who wrote this piece of text?

100 MILLION AND COUNTING

By the end of January, 100 million users had subscribed to ChatGPT. Reuters reported:

"In 20 years following the internet space, we cannot recall a faster ramp in a consumer internet app."

It took TikTok 9 months to achieve the same result while Instagram lagged, taking more than 2 years.


WEBINAR


UNLOCKING THE POTENTIAL OF AI: ALL EYES ON ChatGPT

ChatGPT, the latest AI offering from OpenAI, is taking the internet and its users by storm. Operating with 175 billion parameters, 570GB of text data, and 300 billion words, ChatGPT is going where no other generative language chatbot has gone before.

It is capable of writing music in almost any genre, writing essays on almost any topic, creating content in multiple languages, telling jokes, and even giving relationship advice. But ChatGPT promises to be much more than a playful flash in the pan and gives us a glimpse of AI's potential for business. Executed effectively, the chatbot will impact software development, research, marketing, sales processes, and much more. Automation with ChatGPT will mean improved customer engagement, loyalty, and retention.

Pranava Madhyastha is a natural language processing expert, researcher, and computer science lecturer at City, University of London. Join Pranava on 9 March at 10 am GMT for an informal discussion on ChatGPT and how you can leverage its powers for your business.

 Thursday, 9 March

 10:00 GMT

[Click here](#) to reserve your spot!



CITY UNIVERSITY
LONDON

OUR AMAZING TEAM

IT'S BEEN 6-MONTHS ALREADY?

We are pleased to announce that Daniel Kushnir and Louise de Bruin will be celebrating their 6-month workiversary at Zhero this month!

Louise de Bruin

Louise is the latest addition to our exceptional and dynamic accounting team. She brings to Zhero more than a decade of diverse and relevant industry experience. With her keen eye for detail, Louise maintains a sharp focus on orders, deliveries and administration and is a fantastic asset to the team. In her free time, Louise radiates her sociable personality spending time with friends and family. She loves being outdoors and enjoys hiking and attending dance classes. Louise is creative and shows her abilities through her art and baking.

Daniel Kushnir

Daniel is a member of our Sales department and has over 5 years of technical expertise. He is forward-thinking and service-oriented with a passion for quality. When he's not hard at work, you can find Daniel at the gym or taking his furry friend for a leisurely walk.

Happy 6-months!

ARE YOU **THE ONE?**

WE'RE HIRING!

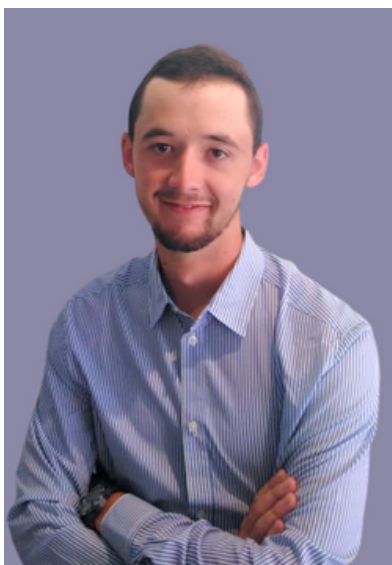
Think you have what it takes?

We are always on the lookout for top talent. If you have what it takes to help us shift the dial up a notch, stay in touch for exciting opportunities.

Positions available:

- Account Manager
- Interns





MEET THE TEAM

Ryan Wilmer

PROJECTS ENGINEER

1. What made you realise you want to go into the IT industry?

I have always had a passion for IT since childhood. This fascination started when I was first introduced to computers and how they worked. I was immediately intrigued by the endless possibilities that technology offered and how it could be used to solve problems and improve people's lives.

2. What's your most-used productivity tool?

My laptop.

3. What do you enjoy the most about your job?

I enjoy having the exposure and ability to gain knowledge at a super fast pace.

4. How would you describe yourself?

I am calm, kind, enthusiastic and full of fun facts.

5. Do you have any hidden talents or hobbies?

I can play the ukulele. I am also a keen golfer and enjoy fishing and darts. My true passion though is online gaming.

6. Are you a sports fan?

Yes, I am a cricket fan. Sometimes I also enjoy a game of rugby, but that's usually for the snacks ;)

7. What is your favourite series?

Big Bang Theory and How I met your Mother - I cannot tell you how many times I've watched them.

SPEAK TO US

+44 20 7183 3975



LONDON

162 Farringdon Road
London
EC1R 3AS

zhero
delivering better IT faster