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From: info@podi.com
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Subject: PODI News - A Digital Checkup Helps Identify, Manage, and Protect Online Assets



Improve Effectiveness with a Comprehensive Digital Checkup

- What are your online assets?
- Is your Facebook page managed as an asset?
- Are your assets managed effectively?
- Are they protected and secure?
- Who has access?
- Can they be recovered from disaster or attack?
- Do the assets convey a coordinated message?

Are any of these questions cause for concern in your organization?

A comprehensive Digital Checkup answers these questions and many more. The Potomac Digitek team can help you develop such a review so you can better manage your assets and your message.

Benefits from a Digital Checkup effort emerge early in the effort and continue throughout the project. These benefits include:

- Identifying your organization's assets — blogs, career centers, journals, conference micro-sites, communities, back-office services, and more.
- Aligning the assets with your organization's short- and long-term goals which frame your technology decisions.
- Securing asset access and firming up defenses.
- Improving message delivery to stakeholders and the user experience.

A deeper dive into each asset reveals the role, access rules, recovery procedures, and the level of risk associated with it.

The Digital Checkup also evaluates compliance with applicable industry standards such as HIPPA, PCI, and GDPR. Recommended actions are identified for retaining or reinstating compliance.

We also provide recommendations to ensure Continuity of Operations — the processes and procedures needed for recovery from disasters, data breaches, and dangerous ransomware attacks.

If you are worried about your organization's assets and feel they:

- are not well managed,

- do not effectively serve your members and stakeholders,
- may present a security exposure,
- cannot be recovered if lost or damaged, or
- may be out of compliance

Contact us and we'll work with you to develop a Digital Checkup tailored to your needs. It will help put your mind at ease, strengthen your online presence, and provide context for future investments.

Potomac Digitek Celebrates Silver Anniversary



A 1996 snapshot of our first website!

1994: Bill Clinton is President, Dallas defeats Buffalo in the Super Bowl, Brazil beats Italy in the FIFA World Cup, Kurt Cobain dies, *Friends* debuts on NBC, and Potomac Digitek, Inc. is launched.

Twenty-five years...a generation ago and a lifetime in Internet time.

We've been fortunate to have helped so many clients over the years and it has been thrilling to see them thrive in this new online world.

Thank you to all our clients, friends, and family who have supported our small business through the years. We're looking forward to serving all of you in the years to come.

Other News and Notes

The **Academy of Court Appointed Masters (ACAM)** debuted its new site at: www.CourtAppointedMasters.org. The site is integrated with ACAM's Filemaker back office, and includes a member directory and profile update feature.

The **National Institute for Certification in Engineering Technologies (NICET)**, a PODI client since 1998, just launched its new site at www.NICET.org. Updated and user-friendly navigation highlights this complete site redesign.

Members and guests of the **Institute of Noise Control Engineering (INCE-USA)** are headed to New Orleans in June for [NOISE-CON 2020](http://www.INCE-USA.org). The conference micro-site just launched with a call for abstract submissions.

We're pleased to announce **Potomac Digitek** is now a member of the **Salesforce Partner Community** ! We're excited about extending our Salesforce integration skills and providing even more technical services to the growing Salesforce install base.

Thanks for reading.

Paul Finkel

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