

# INDUSTRY INSIGHTS

*Members Only Monthly Report (page 1 of 3)*

## What did your TribalHub membership deliver in 2019?

As we approach the current year end, we thought it would be a perfect time to share some 2019 facts and also take a look at what's already planned for 2020. 2019 was a productive year! First, we almost doubled the



**In just the past few months, the # of tribes who have become TribalHub members has increased by 38%**

number of TribalHub Members, making your available network even larger. In November, we successfully delivered the largest TribalNet Conference ever and earlier in the year we coordinated and delivered two new TribalHub regional events. Throughout the year we connected hundreds of tribal leaders to their peers in the industry and to solutions that have helped them succeed. We added even more training resources to TribalWise, while negotiating an even lower cost and we more than doubled the active licenses in use at tribes for our unbelievable online training offering. Meanwhile, our TribalValue partners continue to create more value, savings and opportunities for all tribes, and our combined efforts with our research partners have helped us add even more research findings to our TribalHub Member information portal.

## Those with the best tools & resources will succeed!

In 2019 TribalHub Members received access to tools and resources designed to help their tribal organization and enterprises succeed. As part of the TribalHub membership

initiative to bring connection, growth, and opportunity to tribes across the country, Members were provided with access to:

**1. The TribalHub Searchable Database:** provides login access to 20 years worth of industry data such as granular data on technology solutions and key vendor players, specific contact information for reps experienced in working with tribes and data on systems in use today at tribes across the US.

**2. A FREE TribalWise Value Package:** offers members access to over 200 online learning sessions which include topics from popular categories such as:

- IT Networking • Cyber Security • Project Management
- Business Skills • Office Productivity
- Cloud Management • Software Developer

**3. Twelve Industry Insights Reports:** covers range of industry topics as they relate to tribal organizations across the nation. These reports offer of-the-moment tips, hot industry topic discussion points, and snippets of industry data.

**4. Downloadable Policy & Procedure Manual:** provides members with a full set of downloadable & modifiable IT Policies and Procedures, built from an experienced IT department and separated and indexed into smaller, easily editable documents.

**5. Benchmarking Comparisons:** provides valuable survey findings based on research done by TribalHub and leading research teams. Report topics include:

• **Tribal Organization Insights:** utilize this information to understand the impact of tribal & government size and governance structures on economic growth & innovation/strategic priorities and insights on how to be successful.

• **Tribal Government Benchmarking Survey-Deep Dive- IT Skills Sets in Indian Country:** explores the IT skill sets that were most lacking and provides information to ensure that your tribe is proactively addressing these skills gaps in order to build and sustain effective teams which are capable of carrying out initiatives that further self-determination and tie to the key force factors affecting tribal nations and communities.

• **Tribal Government Benchmarking Survey-Deep Dive- Tribal Governance:** use this information to explore some of the governance challenges that are unique to tribal nations and tips on how to effectively implement a practical governance framework.

• **Tribal IT Spending & Staffing Assessment 1-page report & Deep Dive Report:** use this information for a high-level look at IT spending and allocations for IT Service Desk, Applications, Infrastructure, and Security. The report also provides insights about the role of IT and the business value of IT in tribal organizations.

## Keeping Your Tribe Safe:



### What is a Cyber threat PoP-SLAM and what value does it provide to my Tribal organization?

As the tools and techniques employed in modern credential theft attacks evolve, attackers are finding it easier to achieve their goals through widely known and commonly used attack vectors. Credential theft and reuse as a means for lateral movement between systems is arguably the most commonly used vector in most organizational compromises. Proactive Operations Program - Securing Lateral Account Movement (POP-SLAM) is a three-day engagement with a Microsoft Premier Field Engineer working alongside the customer's security and Active Directory staff. The deliverables will consist of training, knowledge transfer and implementation of the recommended mitigations in a customer provided lab. Optionally, a customer may choose to perform a basic implementation in their production environment after testing in a lab environment.

Visit <https://www.tribalhub.com/microsoft-premier-support-services/> to learn more!



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## Tell us what you want more of in 2020!

Please **click here** to anonymously answer 3 multiple choice questions.

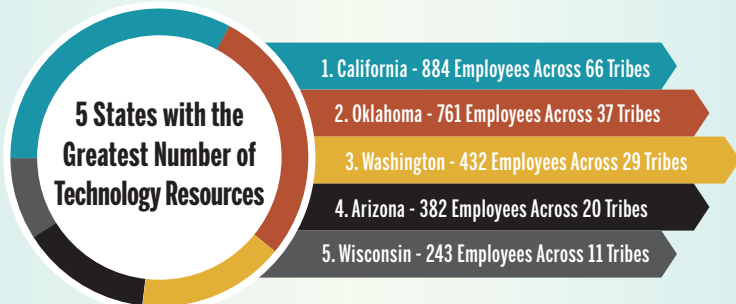
Your feedback is important in shaping the content and information we share in the upcoming Industry Insights Reports. In order to ensure we are sharing meaningful and useful content we encourage you to take 1 minute and complete this short TribalHub Industry Insights Report Poll.

## Is your tribe reviewing staffing dedicated to technology in 2020?

Our research shows that tribes who dedicated time and money into their technology resources and staff are more successful.

Technology and success go hand-in-hand in our world of exponential change. Technology is a tool for lowering costs, increasing efficiency, improving customer experience and even driving new revenues and opportunity. It is no surprise that a high percentage of the most successful tribes are currently investing the most back into staffing who are dedicated to technology resources. Of course, not all tribes have the same financial resources, but the tribes currently with the most human resources dedicated to technology and innovation for gaming, government and combined are shown here.

It is great news that many tribes are increasing their investment in technology and staffing resources dedicated to these initiatives. This investment will help all tribes prepare for unexpected industry technology disruption, drive creative innovation and push toward the goal of economic self-sufficiency. The States within the US that have the most dedicated technology staffing are shown here.



## Tribes Investing the Most in Technology Resources:



## What can our Members expect in 2020

2020 is promising to deliver even more to our TribalHub Members. Watch for our website redesign, new series of industry podcasts, more frequent stories on technology related initiatives at tribes across the United States, brand new industry research and new offers and opportunities only for TribalHub Members. We will be launching our new member only information portal and search tools. In addition to our two regional events in 2019, we are also adding another (Northwest) regional event in 2020 and working to bring you more opportunity and information throughout the year.

## INCREASED OPPORTUNITIES FOR COLLABORATION ON CYBERSECURITY

Security, and especially cyber security remains a top concern for all organizations. Native American organizations and their enterprises are not immune from this problem with far too many costly breaches to tribes, tribal health centers and tribal casinos in 2019. Credit card breaches, phishing attacks, virus attacks and ransomware breaches all increased in 2019. Make 2020 the year you engage your organization in connecting to available security resources and joining in the security information sharing conversation. TribalHub and our industry partners are working to support all tribes in their efforts to secure and protect their organization and information. Here are three simple things you can do to boost your security resources and capabilities in 2020:

1. Join the Multi-State Information Sharing and Analysis Organization (MS-ISAC). This is a FREE resource available to every tribe. You can join online at <https://www.cisecurity.org/ms-isac/ms-isac-members/>
2. Join the TribalHub/TribalNet discussion on forming a Native American security information sharing network. This group of technology leaders from tribes across the United States is currently meeting via conference calls to discuss the formation of a security group representing all tribes. The group is all about tribes working together to protect tribes and all of our similar interests and systems. This is in the early stages, but if you want to be a part of the discussion email your request to be added to [contactus@tribalhub.com](mailto:contactus@tribalhub.com).
3. Ask for assistance from resources that understand tribes and tribal enterprises. TribalHub/TribalFocus and our industry partners are experienced in security planning, assessments, strategy, services, training and incident response. If you need assistance in securing your organization email [contactus@tribalhub.com](mailto:contactus@tribalhub.com).

For more information on this topic, [click here](#) to read the “Security Through Information Sharing” article.

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## NEW & IMPROVED TRIBALHUB WEB PAGES AND SEARCHABLE DATABASE

TribalHub is in the process of revamping all of the TribalHub division pages along with rebuilding our Members only searchable database. Here's a sneak peek at the new design/layout of the searchable database and a list of new highlighted functions!

Select a solution and vendor. Then narrow down the results further by selecting values from the left side menu.

Solutions	Solutions Subtype	Vendors
Back Office	Enterprise Resource Planning (ERP)	Intuit

VENDOR NAME	PRODUCT NAME	TRIBE NAME	INDUSTRY
Intuit	Quickbooks	Susanville Indian Rancheria	Gaming
Intuit	Quickbooks	Cahto Tribe	Gaming
Intuit	Quickbooks	Fort Peck Assiniboine and Sioux Tribes	Gaming
Intuit	Quickbooks	Onondaga Nation	Government
Intuit	Quickbooks	Mashpee Wampanoag Tribe	Government
Intuit	Quickbooks	Manchester Band of Pomo Indians	Government

### Highlighted functions:

- HUGE expansion of faceted searching (filter) options - better target what you are looking for.
- New people search coming soon - search by job role/title for connections at tribal organizations.
- Expanded solutions searching - now over 70 solution categories.
- Improved navigation and searching of library resources .

### TribalHub Regional Events

Looking to connect in a meaningful way with leaders from tribes in your region? Participating in one of our regional events provides the right-size platform for everyone to share non-competitive information and success stories. Having a seat around these tables gives everyone a chance to gain new connections and ideas, allowing all participants to walk away feeling equipped with new strategies & information.

Northwest April 21-22, Washington

Midwest May 18-19, Minnesota

Michigan August 19-20, Michigan

If your located in any of these three regions and know you want to attend the regional event, send us an email at [contactus@tribalhub.com](mailto:contactus@tribalhub.com) to ensure you are included in our mailing list.



## TribalHub podcasts - Coming in January 2020

We invite you to listen in as we sit down with leaders and influencers from across Indian country and discuss upcoming projects, initiatives, new programs and more. It's the perfect opportunity to learn from your peers and partners who work with or at native organizations and enterprises. We're excited to bring this informational podcast to you- our TribalHub Members - as well as to the entire tribal community.

*Connecting, growing, gaining opportunities together.*

## Take a Moment to Consider Something New in 2020

Be on the lookout for the release of *Consider This...From The Desk Of Mike Day*. As you embark on the turn of the decade, we encourage you to take a moment to consider something new, a fresh perspective on day to day practices. Be sure to follow TribalHub on LinkedIn to receive your weekly dose of considerations from Mike's personal experiences working within the industry. These will include topics such as leadership, operations and budgeting.

## What else is happening across the industry in 2020?

### COULD YOUR TRIBE BENEFIT FROM THE RURAL TRIBAL PRIORITY WINDOW LICENSE?

The FCC is giving tribes a priority window period to acquire spectrum licenses in the 2.5 GHz band, before they are offered to the general public. The window will open on February 3, 2020, and close on August 3, 2020.

Any federally recognized Tribe or Alaska Native Village may apply for spectrum in the Rural Tribal Window. Consortia of federally recognized Tribes and/or Native Villages, or other entities controlled and majority-owned by such Tribes or consortiums, are also eligible to apply.

The FCC website at [www.fcc.gov/RuralTribalWindow](http://www.fcc.gov/RuralTribalWindow) provides information regarding the type of licensing available in rural tribal lands. Licenses come with certain conditions and requirements. There is also a **mapping tool** to assist tribes in assessing their eligibility and the amount of unassigned 2.5 GHz spectrum over their Rural Tribal Lands.

### START PREPARING NOW FOR THIS OPPORTUNITY

Tribes should begin preparing now to acquire licenses and should take into consideration time allotted for application processes, technical requirements, and any tribal council actions and timeframes that may impact decision-making. The next opportunity to learn about the process in greater detail and participate in a workshop to learn how to apply for licenses is January 14, 2020 during the FCC Rural Tribal Priority Window Workshop. For more information, please see the FCC website at [www.fcc.gov/RuralTribalWindow](http://www.fcc.gov/RuralTribalWindow).

*Cheers and welcome to 2020!*