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January 2017

**Celebrating over  
FIFTEEN YEARS  
of Service and  
Satisfied  
Customers!**



**“As a business owner, you don’t have time to waste on technical and operational issues.**

**That’s where we shine!  
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**Fred Holzager,  
IT Director**

**Holzager Technology Services  
and  
Publisher of  
*The Tech Insider***

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**Snapple Real Fact # 395**  
It is impossible to sneeze with your eyes open.

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# The Tech Insider

“Insightful Tips To Make Your Business Run Faster, Easier and Be More Profitable”

## 3 “Must Do” Tech Safety Resolutions for 2017

“Never before in the history of humankind have people across the world been subjected to extortion on a massive scale as they are today.” That’s what The Evolution of Ransomware, a study by Mountain View, California-based cybersecurity firm Symantec, reported recently.

Clearly, your company’s information and financial well-being are at greater risk than ever in 2017. And you cannot count on the federal or state government or local police to protect your interests. That’s why I STRONGLY SUGGEST that you implement the following resolutions starting TODAY.

If you have any illusions that your company is safe from cyber-attack in 2017, consider just a few findings stated in a recent report by the Herjavec Group (Shark Tank’s Robert Herjavec) a global information security firm:



- ⇒ Every second, 12 people online become a victim of cybercrime, totaling more than 1 million victims around the world every day.
- ⇒ Nearly half of all cyber-attacks globally last year were committed against small businesses.
- ⇒ Ransomware attacks rose more than an astonishing 300% in 2016.
- ⇒ The US has declared a national emergency to deal with the cyber-threat.
- ⇒ There is no effective law enforcement for financial cybercrime today.

**Resolution #1:** Tune up your backup and recovery system. The #1 antidote to a ransomware attack is an up-to-date backup copy of all your data and software. Yet managing backups takes more than just storing a daily copy of your data. For one thing, if your business is at all typical, the amount of data you store grows by 35% or more PER YEAR. If your data management budget doesn’t expand likewise, expect trouble.

**Resolution #2:** Harness the power of the cloud—but watch your back. Huge productivity gains and reduced costs can be achieved by making full use of the cloud. Yet it’s a double-edged sword. Any oversight in security practices can lead to a breach. Here are two things you can do to harness the cloud safely:

Determine which data matters. Some data sets are more crucial to your business than others.

*(Continued on page 2)*



### “We Love Referrals” 2017 Offer

**Keeping with the spirit of helping others,  
if you refer a business to us and they become our customer,  
we will donate \$100 to your favorite charity.**

**At Holzager Technology Services, we believe that referrals are the greatest form of flattery. By recommending your partners, associates, or professional contacts, you can help them enjoy worry-free IT and support a worthy cause of your choice!**

**For more information, please see our website at  
[www.tech4now.com/we-love-referrals](http://www.tech4now.com/we-love-referrals), contact us by phone at 201-797-5050  
or email us at [info@tech4now.com](mailto:info@tech4now.com) .**



## Quotations

*"The electric light did not come from the continuous improvement of candles."*

**Oren Harari**

*"The time is always right to do what is right."*

**Martin Luther King, Jr.**

*"Children have never been very good at listening to their elders, but they have never failed to imitate them."*

**James Baldwin**

*"Nothing is impossible, the word itself says, I'm possible!"*

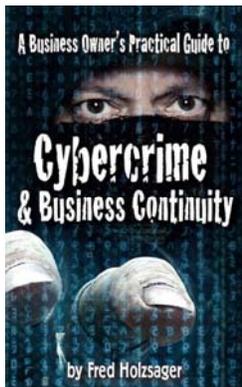
**Audrey Hepburn**

*"Whether you think you can or you think you can't, you're right."*

**Henry Ford**

*"There is only one way to avoid criticism: do nothing, say nothing, and be nothing."*

**Aristotle**



**My New Book was just featured in the UAlbany Magazine under Alumni Authors & Editors!**

For more details on the contents and how to get your copy, please visit our special web page at [www.tech4now.com/cybercrime](http://www.tech4now.com/cybercrime)

***"We make all of your computer problems go away without the cost of a full-time I.T. staff"***

***Ask us about our fixed price services HTS Insight Hassle-Free Agreements—Computer Support at a flat monthly fee you can budget for just like rent!***

## 3 "Must Do" Tech Safety Resolutions for 2017

*(Continued from page 1)*

Prioritize what must be protected. Trying to protect everything can take focus and resources away from protecting data such as bank account information, customer data and information that must be handled with compliance and regulatory requirements in mind.

Select cloud providers carefully - not all cloud vendors are the same. You can't control what happens to your data once it's in the cloud, but you can control who's managing it for you.

**Resolution #3:** Set and enforce a strict Mobile Device Policy. As BYOD becomes the norm, mobile devices open gaping holes in your network's defenses. Don't miss any of these three crucial steps:

- Require that users agree with acceptable-use terms before connecting to your network. Be sure to include terms like required use of hard-to-crack passwords, conditions under which company data may be



"wiped" and auto-locking after periods of inactivity.

- Install a Mobile Device Management System on all connected devices. A good system creates a virtual wall between personal and company data. It lets you impose security measures, and it protects user privacy by limiting company access to work data only.
- Establish a strong protocol for when a connected device is lost or stolen. Make sure features that allow device owners to locate, lock or wipe (destroy) all data on the phone are preset in advance. That way, the user can be instructed to follow your protocol when their phone is lost or stolen.

Ever asked yourself why some business owners and CEOs seem so blithely unconcerned about data protection? Don't let their ignorance lull you into a false sense of security. Contact us today at (201) 797-5050 or [www.tech4now.com](http://www.tech4now.com) to see how we can help. It's your best first step to a safe and prosperous 2017.

## Winterize Your Office and Your Data

Now that the holidays are over and the dark days of winter are here, you owe it to yourself as a small business owner to prepare your business for the worst of what this season's weather may bring. You've still got a business to run, customers to keep happy and critical data to keep safe, even if a major blizzard, lightning strike, wind-storm or epic flood is taking place right outside your door.

Here are 5 easy steps you can take this winter season to get your office prepared for winter's worst.

### Be ready for power outages.

A power outage can hurt your business in more ways than you think. Besides employee downtime, it takes time to safely get everything back up and running. Then you need to make sure no critical files have been damaged or lost.

Autosave features can help minimize lost files in a sudden power outage. An uninterruptible power supply (UPS) can give your team anywhere from ten minutes to an hour to back up files and properly shut down equipment. If you need longer power durability during an outage, you might want to look into a backup generator.

### Keep lines of communication open.

Customer frustration due to production delays and not being able to reach key people at your company can be very costly in terms of both revenues and your company's reputation. Here are three ways to make sure calls to your office don't get bobbed when a storm rolls in:

- Create a new automated greeting to let

callers know about changes in hours and closings.

- Set up an emergency override that automatically reroutes key phone numbers that can be reached during an outage.
- Make sure you and your staff can access voice mail remotely—from a smartphone, by email, as an attached sound file or transcribed message or as a text notification.

### Manage employees working from home.

Many of your employees can work from home if need be. But you'll need to prepare in advance if it's not the norm at your company. Have your IT specialist check with employees who can work from home during rough weather. They'll need a virtual private network (VPN) to safely access the company network. Be sure it's set up well in advance to avoid any glitches when that winter storm hits and you need it most.

### Have a disaster recovery plan (DRP) ready to go.

Unless you can afford to shut down for days at a time, or even just a few hours, it's absolutely critical to keep a written DRP on hand. Write out step-by-step details of who does what in every type of winter disruption—from simple power outages to blizzards, flooding or building damage caused by heavy winds or lightning. A downed network can cost your company big-time every minute it's offline. Make sure your plan includes one or more ways to get it back up and running ASAP. Consider virtualizing key parts or all of your network so your team can access it remotely. Once you've written out your plan, keep one copy

*(Continued on page 3)*

## Trivial Matters

New Jersey often gets a bad rap, but did you know that many "firsts", other than Thomas Edison's great inventions, were hatched in the garden state? Here are some worthy of applause.

- \* The first organized baseball game was played in Hoboken in 1846.
- \* The first boardwalk in the world was built in 1870 at Atlantic City.
- \* The first drive-in movie theater was built on a 10-acre plot in Camden County in 1933.
- \* The first professional basketball game was played in Trenton in 1896.
- \* The first condensed soup in America was cooked and canned in Camden County in 1897.
- \* The first saltwater taffy was produced at the Jersey shore in the 1870s.
- \* The first solid body electric guitar was invented by Les Paul of Mahwah in 1940.
- \* The first national historic park in America was established in 1933 in Morristown.
- \* The first intercollegiate football game was played by Rutgers and Princeton in New Brunswick on November 6, 1869. Rutgers won 6 to 4.
- \* The first airplane passenger flight flew from New York to Atlantic City on May 3, 1919.
- \* The first ferry service in the U.S. operated between Hoboken and Manhattan in 1811.
- \* The first brewery in America opened in Hoboken in 1642.
- \* The first robot to replace a human worker was used by General Motors in Ewing Township in 1961.
- \* The first area code, 201, was assigned to New Jersey in 1947.
- \* A Maplewood dentist, William Lowell, invented the golf tee in the 1920s.

## Winterize Your Office and Your Data

(Continued from page 2)

at your office, one at home and one with your IT specialist.

### Get help from a professional you can trust.

Trying to recover your data after a sudden or serious outage without professional help is business suicide. One misstep can result in losing critical files forever, or weeks of downtime. Make sure you're working with a pro who will not only help set up a recovery plan, but has experience in data recovery. The old

adage about an ounce of prevention applies doubly when it comes to working with the right people who can help you prepare for-and recover-whatever winter throws your way.

Let us help you make sure your phone lines, internet connections and internal network can take the tough weather. One of our experienced professionals can examine your systems and review your disaster recovery plan with you to make sure nothing has been left out in the cold. Contact us today by phone at (201) 797-5050 or [www.tech4now.com](http://www.tech4now.com)—you never know when a storm will blow in.

## Quick Tech Productivity Pointers

Now that you just received a shiny new, state of the art tablet for the holidays, what to do with the old one? Instead of tossing it along with other obsolete electronic gadgets, recycle it into something you can use long into the future. Here are five new uses for your old Android tablet.

**Security Camera** - As long as your Android has a workable battery and screen, you can turn it into a webcam security system. Simply download a security app like *Salient Eye* (easily found on Google Play) or *At Home Video Streamer*. It can even be rigged to turn on as it senses movement.

**Digital Camera Photo Frame** - Don't spend \$30 on a digital picture frame when you can use an old Android tablet. Again you will have to visit the Google Play or other app store, search for a program similar to *Photo Slides*, plug the Android into a wall socket, and you have pictures you can scroll through whenever you want.

**Portable Reference Library** - You have probably used your Android for book storage already, so

why not turn it into a functional library? Visit Amazon Kindle or Google Play Books and download your choice of reference books and eBooks. Kwix, the offline version of Wikipedia, can provide you with encyclopedia-like entries without having to go online.

**Radio or Wireless-only device** - You can download Pandora or iHeart Radio and use your Android to play your favorite music without interfering with other open computer programs and without using valuable memory.

**Universal Remote** - It is so easy to misplace the remote in the folds of the couch. It's not so easy to lose an Android tablet. By installing a universal remote app like *Peel Smart Remote*, *AnyMote*, or *Irdroid*, you can use your old Android as a universal remote for televisions and other electronics. For more information on how to recycle your old tech devices, contact us at (201) 797 - 5050 or [www.tech4now.com](http://www.tech4now.com). We'll be glad to help you save money and find a new use for your retired devices.



## Are You Protected From A Data Breach?



**Think cybercriminals only target the big companies?**

**More than 75% of data breaches target small and medium sized business (SMB).**

We can help you with the following:

### 1. TRAIN YOUR EMPLOYEES

Train your employees to help protect your sensitive data.

### 2. PROTECT YOUR NETWORK

Protect your network with VPN's, firewalls, vulnerability scans, penetration testing, etc.

### 3. SECURE YOUR DEVICES

Identify, track, and secure (encrypt) your employee's devices—smartphones, USB drives, tablets and laptops.

### 4. SECURE PHYSICAL SPACE

Track and log visitors, limit access with locked doors.

### 5. CREATE CLEAR POLICIES

Create clear and concise written policies on the use and disposal of sensitive data.

### 6. WHERE'S YOUR DATA?

Locate, understand, and limit where all of your sensitive data resides.

### 7. PROPER DISPOSAL PROCEDURES

Ensure that you have the proper procedures and documents in place to dispose of any devices, equipment, and paper records.

**LET US HELP YOU PROTECT YOUR BUSINESS AND DATA.**

**CONDUCT A SECURITY RISK ASSESSMENT TO UNDERSTAND YOUR RISKS.**

Contact us at (201) 797 -5050 or [www.tech4now.com/pii-protect](http://www.tech4now.com/pii-protect).



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### Feedback & Suggestions...

Is there a topic or feature you would like to include in a future issue? Opinions and feedback are welcome and encouraged. Please send us an e-mail or call our direct line.

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*It is my pleasure to recommend you to my colleagues and friends knowing how you stand behind your work and provide fast service. Your reputation and integrity are top notch, not to mention your speed to resolution." —Irwin Dolgoff, President, Academic Achievement, Inc.*

January 2017

## The Lighter Side...

*For Entertainment Purposes ONLY!*

### Starting the year off on a funny note...

#### Quick Lift

A man asks a farmer near a field, "Sorry sir, would you mind if I crossed your field instead of going around it? You see, I have to catch the 4:23 train." The farmer says, "Sure, go right ahead. And if my bull sees you, you'll even catch the 4:11 one."

#### Why Can't You Be Like That?

A wife complains to her husband: "Just look at that couple down the road, how lovely they are. He keeps holding her hand, kissing her, holding the door for her, why can't you do the same?" "Are you mad? I barely know the woman!"

#### Fatherly Wisdom

Little Johnny asks his father:  
"Where does the wind come from?"  
"I don't know."  
"Why do dogs bark?"  
"I don't know."  
"Why is the earth round?"  
"I don't know."  
"Does it disturb you that I ask so much?"  
"No son. Please ask. Otherwise you will never learn anything."

### The Detector

Father buys a lie detector that makes a loud beep whenever somebody lies around it. The son comes home in the afternoon. Father asks him, "So, you were at school today, right?"

Son: "Yeah."

Detector: "Beep."

Son: "OK, OK, I was in a cinema."

Detector: "Beep."

Son: "Alright, I went for a beer with my friends."

Father: "What?! At your age, I wouldn't touch alcohol!"

Detector: "Beep."

Mother laughs: "Ha ha ha, well, he really is your son!"

Detector: "Beep."

### Consumer Marketing

A student at a management school came up to a pretty girl and hugged her without any warning. The surprised girl said, "What was that?" The guy smiled at her, "Direct marketing!" The girl slapped him soundly. "What was that?!" said the boy, holding his cheek. "Customer feedback."

### Love Notes

When I see lovers' names carved in a tree, I don't think it's sweet. I just think it's surprising how many people bring a knife on a date.