

The Legal Tech Times

Luck Is For Leprechauns — Is Your Firm Prepared for Future Security Threats?

If your firm hasn't been the target of malicious intruders or cybercriminals, consider yourself lucky. Hackers are a relentless bunch and they want your gold: information and access they can use to exploit loopholes in your firm's Internet security. The last few years have been hard on companies all across the globe. And these cyber-breaches aren't going to stop simply because the "damage has been done." In the US and Canada, reported incidents have affected over 215 million consumers and over 7 million small businesses. And that's only counting the attacks that authorities have uncovered.

For cybercriminals, there is no end game. All too often, small business owners assume they are outside the firing line and hackers aren't interested in them. While the media focuses on the big cyber-attacks, there are countless other stories playing out at small businesses everywhere. Cybercriminals are constantly in search of loopholes and weak security. And, unfortunately, small businesses often have the weakest IT security.

Security industry analysts predict that 2015 won't be much different from 2014 when it comes to cyber-security. There are going to be more data breaches. It's just a matter of where and when. It's also a matter of being prepared.

During the month of March, we are offering local firms with 10 or more computers a FREE 57-Point Cyber-Security Audit to help uncover loopholes in your company's online security. At no cost or obligation, our highly trained team of IT pros will come to your office and conduct this comprehensive audit. And after we're done, we'll prepare a customized "Report Of Findings" that will reveal specific vulnerabilities and a Prioritized Plan Of Attack for getting any problems addressed fast.

Because of the intense one-on-one time required to deliver these Cyber-Security Audits, we can only extend this offer to the first seven lucky firms who request it by March 17th—St. Patrick's Day. All you have to do is call our office at 561-969-1616 or go online at www.palmtech.net/not-just-lucky-legal/ to request yours today.



"As a business owner, you don't have time to waste on technical and operational issues. That's where we shine! Call us and put an end to your IT problems finally and forever!"
- Chuck Poole, PalmTech

March 2015

WEST PALM BEACH, FL

Inside This Issue...

Is Your Firm Prepared for Security Threats.....Page 1

Spring Cleaning for your Computers..Page 2

FREE REPORT: Protect Your Data.....Page 2

The Withings Activité Pop.....Page 3

Marketing Through Your Customers.....Page 3

Never Forget A Password Again With A Password Manager.....Page 4

The Lighter Side.....Page 4

Client Testimonial

"I have been very impressed with the diligence and results of PalmTech, and it's a nice feeling to have confidence in our IT professionals."

*—Don MaGruder,
Director of Administration
Jones, Foster, Johnson, and Stubs,
P.A.*

5 Easy Ways To Spring Clean Your Computer For Maximum Performance

With Spring in the air, now is a good time to do an annual clean up of the computers, servers and electronic equipment in your office, both inside and out. Failure to thoroughly clean your computers and servers at least once or twice a year will result in decreased performance and possibly even system failures.

Here's why:

Dust clogs the computer's cooling system causing it to heat up, damaging sensitive electronic equipment. Dust can also cause fan noise and (believe it or not) slow performance!

Crumbs and dirt in your keyboard can cause keys to stick and crunchy sounds when typing. Plus, it's just gross and unhealthy; do you know there are more germs on your computer keyboard than the average public toilet? Even dust, fingerprints and dirt build-up will make your computer monitor dim and fuzzy.



But the physical "dirt" is only the beginning...

Here are 5 quick steps you can take today to clean up your systems and improve performance:

1. Use Disk Cleanup to delete temporary files, unused programs and any other files taking up space and slowing things down. (Start > All Programs > Accessories > System Tools > Disk Cleanup)
2. Defrag your hard drive to speed up access to your data. (Start > Control Panel > System and Security > Administrative Tools > Defragment your hard drive).
3. Update your spyware and antivirus software with the newest definitions. The internet changes fast. Having outdated security can slow you down dramatically.
4. Make sure you have the latest security patches and updates installed and configured properly.
5. Check your backups and conduct an emergency "restore" of the data. Remember, the best time to check your backups is when you DON'T desperately need to recover your data!

Need assistance cleaning your computer network? Call us at (561) 969-1616 or email us at info@palmtech.net.

FREE REPORT: If you are still relying on tape drives, external hard drives or USB devices to back up your data, then it's critical for you to get and read this informative business advisory guide.

PROTECT YOUR DATA

"12 Little-Known Facts Every Business Owner Must Know About Data Backup, Security And Disaster Recovery"



Discover What Most IT Consultants Don't Know Or Won't Tell You About Backing Up Your Data And Recovering It After A Disaster

You will learn:

- 1) The only way to know for SURE your data can be recovered if lost, corrupted or deleted—yet fewer than 10% of businesses have this in place.
- 2) 7 critical characteristics you should absolutely demand from any off-site backup service.
- 3) Where many backups fail and give you a false sense of security.
- 4) The #1 cause of data loss that businesses don't even think about until their data is erased.

Claim Your FREE Copy Today at www.PalmTech.net/12facts/

Get More Free Tips, Tools and Services At Our Web Site: www.PalmTech.net

Shiny New Gadget Of The Month:



The Withings Activité Pop

Lately, it seems the tech world has been inundated with wearable devices, from fitness trackers to smartwatches. They offer a number of useful features, but they also lack in elegance. They are often bulky, ordinary, complicated and—in the case of smartwatches—have less than desirable battery life.

This is where the Withings Activité Pop comes in. It looks like a classy watch on the outside, but on the inside it's a very different story. It's an activity tracker, verging on expressing itself as a smartwatch.

From the smartphone app, you control everything, from the analog dials to your activity goals. The watch face features a secondary dial that tracks your activity—from 0% to 100%—for the day. It's simple and straightforward. It's water-resistant up to 30 meters and available in three colors: azure, sand and shark gray. It's currently available at Best Buy, in-store and online.

MARKETING THROUGH YOUR CUSTOMERS

Word of mouth—the better-than-anything-you-could-pay-for form of spreading the word about companies and products worth supporting. Your customers do your marketing for you, and you simply continue delivering the high-quality product they're raving about.

But how do you get your customers to do it?

On May 9, 2013, an article was published by a journalist who'd stopped in Dominique Ansel Bakery in New York City and asked what was new. The staff offered the journalist a taste of a new product that would launch to the public on the day after the article was published. On May 10, 2013, the Cronut™ was born. There were customers waiting outside the little bakery, lined up to sample the delectable baked good they'd read about.

By the end of the week, the line outside the bakery was 100 people long. People stood in line to sample the Cronut™ they'd heard about from their friends. And they didn't just buy one Cronut™; they bought lots of them—as well as all of the other unique, handmade pastries the shop produces.

The Dominique Ansel Bakery is a small business. They don't have a big marketing department who dreamed up the Cronut™ as a publicity stunt. They simply embrace the creativity inherent in baking, and word of mouth pulls customers from all over the world into the little shop. It's organic. It's natural. It's the power of word of mouth.

Another great example of a company whose customers are ardent fans is a well-known jewelry store (whose name I can't share with you). Their policy for purchases of engagement rings is pure genius. A couple selects a ring—say a diamond of one full carat. The jewelry store has a secret upgrade policy, and they supply the client with a stone that's just a little larger than the one they paid for. When customers take their one-carat ring to an appraiser, they discover that it's a carat and a quarter. The customer—stunned at having received more than they paid for—returns to the jewelry store, at which point the jeweler thanks them for their business, tells them about the secret upgrade and—here's the genius part—asks the customer not to tell anyone about the secret upgrade.

But the customer does tell. The customer tells everyone he can think of about the spectacular customer service he received and about the exceptional value the jeweler provided. That customer ropes in hundreds more customers, and the jewelry store doesn't do anything except make customers happy and wait for new customers to pour in. It's brilliant.

Whether customers are sharing a Cronut™ with a friend, or whether they're swearing a coworker to secrecy about the jewelry store's secret upgrade they swore not to divulge, if you can get your customers talking about you, your company and your brand, then you're starting a marketing trend that can not only become self-sustaining, but can also bring more customers than you'd ever dreamed of—right to your door.



MIKE MICHALOWICZ (pronounced mi-KAL-o-wits) started his first business at the age of 24, moving his young family to the only safe place he could afford—a retirement building. With no experience, no contacts and no savings, he systematically bootstrapped a multimillion-dollar business. Then he did it again. And again. Now he is doing it for other entrepreneurs. Mike is the CEO of Proventus Group, a consulting firm that ignites explosive growth in companies that have plateaued; a former small-business columnist for *The Wall Street Journal*; MSNBC's business makeover expert; a keynote speaker on entrepreneurship; and the author of the cult classic book *The Toilet Paper Entrepreneur*. His newest book, *The Pumpkin Plan*, has already been called "the next *E-Myth!*" For more information, visit <http://www.mikemichalowicz.com/>.

Never Forget A Password Again With A Password Manager

We all have a number of passwords for all the online services we use. You name it: banking, online bill payment, e-mail, social networks, shopping and more. You know it's incredibly easy to lose track of them all—unless you are committing one of the greatest online security offenses by using one password for everything.. One of the best—and most secure—ways to handle your passwords is with a password manager.

It's not uncommon for password managers to get overlooked when it comes to online security. There is a lingering—and false—concern that keeping all of your passwords in one place can potentially open up all your protected accounts to intruders—if they are able to break into the password manager. It's a legitimate concern, but password managers use powerful encryption to keep your passwords safe. They are specifically designed to keep you even more secure than you otherwise would be.

Many password managers—including LastPass, Dashlane and 1Password—do much more than simply “remember” your passwords. They also offer password-creation assistance. They will tell you if a password is too weak or just right. Some managers offer the option to generate a secure password for you. Since you don't need to remember it, it can be more complex. They are compatible with a number of platforms and they are packed with customizable tools to keep you safe.



Microsoft Windows Server 2003 Set To Expire In 2015

Microsoft has announced that as of July 14, 2015, it will discontinue support for its 11-year-old server operation system, Server 2003. This follows in the wake of its recent discontinuation of support for Windows XP this past spring. Failure to upgrade your server off of this operating system dramatically increases any company's cyber-security risks.

With server migrations taking on average 200 days from planning to completion (industry average), if you still have a server running this software active on your network, now is the time to start planning.

End of support for Windows Server 2003 means:

- **No further updates or security patches released.** 37 critical updates were released for Server 2003 in 2013 alone. No updates will be released after 7/14/15.
- **Loss of compliance.** Various industry regulations and industry standards will no longer be able to be achieved if you are using Server 2003 actively on your network.
- **Increased security risks.** Any server running this operating system will be completely exposed to serious hacker attacks aimed at taking control of your network, stealing your data or crashing your systems.

Free Server 2003 Migration Plan Gets You Started

As your preferred Microsoft Partner, we are committed to helping your company by offering a Windows Server 2003 Migration Plan for FREE.

To secure your FREE Server 2003 Migration Plan, call us today at

561-969-1616 <http://www.necgnet.com/expiring-in-2015/>

or go online to:

www.PalmTech.net/expiring-in-2015/

The Lighter Side: Happy St. Patty's Day



May the dust of your carriage wheels blind the eyes of your foes.

May you live as long as you want, and never want as long as you live.

May your fire never go out.

May your well never run dry.

May the roof above you never fall in and those gathered beneath it never fall out.

Why can't you borrow money from a leprechaun?

Because they're always a little short.

What do you call an Irishman who knows how to control his wife?

A bachelor.



Savage Chickens

by Doug Savage

