



*Turn your technology lemons into lemonade*

January 2010

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## This Small Business Intruder Is Stealing Your Money *And* Ruining The Environment!

Spam. Everyone knows what a pain it is but few truly understand the costly impact it has on their business and the environment. The average employee spends up to 15 minutes per day cleaning out the e-mails on Viagra; if you have 25 employees earning an average of \$45K per year, that means you are paying them approximately \$2,200 per month to press the delete key.

According to Ferris Research, spam cost businesses more than \$30 billion dollars last year in lost productivity, IT costs, and spam control software—that's more than \$4.48 for every man, woman, and child on the planet!

To top it off, spam also has an environmental impact. The "Yale Environment 360" report cited that transmitting, deleting, and reading spam wasted enough electricity to power 2.4 million American homes and created greenhouse gas emissions equivalent to 3.1 million cars. The majority of the electricity used (80%) was from sifting through and deleting junk mail.

### 3 Ways To Stop The Spam Invasion!

Check out these 3 ways you can reduce this costly and time-sucking e-mail pest from hindering your company's productivity.

#### 1) Don't Respond To Or Opt Out Of Spam E-mails

Don't assume these are legitimate communications! If you try and opt out of these lists, you are basically verifying your e-mail address to the spammers, ensuring even MORE junk e-mail than before. And you certainly don't want to respond; that will make you an even bigger target!



#### 2) Use Your Junk Mail Folder

Microsoft Outlook will automatically separate spam into your junk mail folder so you can spend less time sorting through your inbox. It also reduces your chances of opening a malicious junk message which may contain a

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virus or worm. The downside of this folder: you might have to periodically check it to make sure no “good” messages are sitting in there.

**3) Get A Spam Filter** – Whether the spam filter you choose is a hardware appliance, software you install locally on your network, or a third-party spam filter that cleans and captures messages before they arrive on your network, having one is important. Over time, you can “train” these filters to know which messages to block and which to keep.

### **The Absolutely Best Spam Filter We’ve Found**

After looking at dozens of spam filters, we’ve discovered a solution that is by far the best there is. Not only will it rid your inbox of those annoying, time-consuming, and unsolicited junk messages finally and forever, but it also will scan your e-mail for viruses and hold onto all of your e-mail in case your e-mail server goes down.

For as little as \$3.95 per user, our spam filter is easy to use, simple to set up and is guaranteed to reduce your spam by 98% - or your money back.

And, during the month of January, we’ll sweeten the pot even more by waiving our set-up fee (\$99) AND giving you our 27-Point Problem Prevention Audit (\$540 Value) FREE. Call us now to get started:

**Call: 508-992-2541**

## **Are Social Media Web Sites Helping Or HURTING Your Business?**

Seems like all you hear about these days are social media web sites and how businesses are using them to communicate with customers; but what you don’t hear (as often) are some of the downsides of this new and vastly popular media as it pertains to protecting your online reputation, employee productivity and confidentiality.

In the US alone, the average time spent on social media sites has increased by 700%. If you are using these sites for marketing purposes, it may be GOOD news, especially if these social media junkies are spending some of that time reading *your* Twitter posts or becoming fans of your Facebook page. However, if your employees are spending hours online chatting with their friends or goofing off, it can mean thousands of dollars in lost productivity. Plus, let’s not overlook the risk of them posting confidential information online or “jokes” or comments that could be offensive to customers.

Here are 3 quick tips that every business owner should have in place:

- 1.** Have a signed social media policy in place for your employees – and enforce it. This should be added on to your acceptable use policy for online usage. Outline what web site they can go to, when and what they can (and cannot post) online.
- 2.** Sign up for “Google Alerts” on your company at [www.google.com/alerts](http://www.google.com/alerts). This service will send you an e-mail alert whenever someone posts something regarding a keyword you specify. We recommend setting up alerts for your name and company name at a minimum.
- 3.** Install and use content filtering software for all employee PCs. This will automatically police employees’ online usage and enforce your policies. Of course, if you need help in setting up any of these policies or content filtering software, give us a call!

## Could You Be Arrested For NOT Using Twitter?

Still not using social media like Facebook and Twitter? Turns out not doing so could be a crime.

In late November, police arrested James A. Roppo, senior vice president of Island Def Jam Records. His crime? Not sending a “tweet.” Roppo was representing one of his teenage recording artist clients who was scheduled to do an album signing at a local mall.

When the crowd of 3,000 hysterical teeny-bopper fans got out of control, police asked Roppo to send a “tweet” telling the crowd that the signing was cancelled.

Since most of the fans see these tweets right on their cell phones, police felt it was the safest (and quickest) way to communicate to the audience and get everyone to calm down. But when Roppo refused to communicate to the crowd by using Twitter, police arrested him for “reckless behavior”.

## Is The BlackBerry Better Than The iPhone?

The iPhone is easier to set-up, navigate and use than the BlackBerry, yet many entrepreneurs are still choosing the BlackBerry for their business. There are two main reasons why...

### Reason #1. Business Functionality

Both the iPhone and the BlackBerry work with Microsoft Exchange; but the BlackBerry does a better job and is easier to use.

For example, if someone e-mails you a calendar invite on the iPhone, you can't accept it and have it automatically scheduled into your calendar. And if someone sends you a .zip file, you can only open it if you have a BlackBerry.

Further, the iPhone doesn't allow you to save files, so you can only work on them over a

remote web connection. **But note this:** In order for the BlackBerry to have these features and to synchronize properly with your contacts, calendar, and e-mail, you need to have BlackBerry Enterprise Server installed on your network (a \$500 software addition).

### Reason #2: Security

The BlackBerry actually secures the data while it is transferring to and from your phone, and secures the data via encryption on your phone itself. If your phone is stolen, you can actually wipe the information off the phone remotely by using your Exchange server. The iPhone is still working on other security measures, such as an application that can remotely find the location of your phone and erase its information.

**Need Help Setting Up Your BlackBerry or iPhone?  
Call Us: 508-992-2541**

## Meet Our Newest Addition!

We would like to take a minute to introduce you to the newest addition to the ThinkTech Team, Jessica Bettencourt.

Jessica has taken the role of Team Leader of Customer Service and Administration at ThinkTech. With a background in marketing she has already proven to be a valuable member of the team, producing our monthly newsletter as well as managing our blog and Twitter sites.

If you have any questions for Jessica you can call her at 508-992-2541 or email her at [jessica@thinktechonline.com](mailto:jessica@thinktechonline.com), she'd be happy to help!



## ThinkTech Computers, Inc.

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"You have enough to think about"

## Services We Offer:

- IT Consulting Services
- Network Design & Repair
- Disaster Recovery & Backup Solutions
- Virus/Spyware Protection & Removal
- Network Security
- PC and Server Maintenance & Support
- E-mail & Internet Solutions
- Helpdesk Support
- Managed Spam Filtering
- Storage Solutions
- Network Monitoring to Prevent Problems

## Monthly Contest

This month's raffle winner gets a gift certificate to a local restaurant. To enter, submit your company contact information to [jessica@thinktechonline.com](mailto:jessica@thinktechonline.com). Be sure to include your name and phone number! The deadline for the raffle is January 30th.

## Happy New Year!

1. What does Auld Lang Syne mean?
  - a) times gone by
  - b) yesterday
  - c) good times
  - d) the future
2. What state in the U.S. drops a purple beach ball with Christmas lights on it to bring in the New Year?
  - a) Florida
  - b) Ohio
  - c) Hawaii
  - d) Maine
3. In the ancient Roman calendar, when did the New Year begin?
  - a) May
  - b) September
  - c) January
  - d) March
4. What country celebrates New Year's in April by throwing water?
  - a) Ethiopia
  - b) Thailand
  - c) Romania
  - d) Mongolia

## I'd Love To Hear From YOU!

Is there an article you would like to comment on? Is there a topic you want me to research? Have a funny story or a resource you want to share with the other subscribers? Send it to me! We are always looking for new and useful content to add to Tech-ade.

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"A grade of 85 or higher will get you favorable mention on my blog."