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Volume 3, Issue 12  
December 2011

**Celebrating  
Over NINE YEARS  
of Service and  
Satisfied Customers**

This Newsletter is Published by



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Holzsager Technology Services

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**Snapple® Real Fact #788:** The average person falls asleep in seven minutes.

# The Tech Insider



## Are You Playing It Safe with Mobility?

*Does your office use mobile devices to add to its responsiveness and enhance its ability to access data from anywhere? If so, do you have a policy in place to assure the privacy of all data stored on the devices such as laptops, tablets, and smartphones?*

Many organizations find the benefits of using mobile devices is too great to ignore. As a result, more and more employees are issued laptops and tablets to give them greater flexibility in their access to corporate data. They can travel or work from home. But what have you done to protect the data when it is accessed from outside of your company's network? Do you have security enabled for these devices?

According to a Symantec Mobile Security Survey published in December 2010, 68% of respondents ranked loss or theft as their top mobile security concern; Malware was given as the second highest concern (56%). So, it is important to recognize the fact that with mobile devices, although the employee is held responsible for the physical liability, it is still the company's responsibility when it comes to the data concerns.

### Threats to consider:

Symantec has narrowed the six major threats to be the following:

**Data Loss:** An employee or hacker accesses sensitive information from the device or network. Whether unintentional or malicious, this is considered the biggest threat.

**Social Engineering Attacks:** A cyber criminal attempts to trick users to disclose sensitive information or install malware. This includes *phishing* and targeted attacks.

**Malware:** Malicious software that includes traditional computer viruses, computer worms and Trojan horse programs. Some examples are the *Ikee worm*, targeting iOS-based devices; and *Pjapps malware* that can enroll infected Android devices in a collection of hacker-controlled "zombie" devices known as a "bot-net."

**Data Integrity Threats:** Attempts to corrupt or modify data in order to disrupt operations of a business for financial gain. These can also occur unintentionally.

**Resource Abuse:** Attempts to misuse

*(Continued on page 2)*



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*Fred W. Holzager*  
Managing Member



## Quotations

*"Common sense is the knack of seeing things as they are, and doing things as the ought to be done."*

**Harriet Beecher Stowe**

*"We thought, because we had power, we had wisdom."*

**Stephen Vincent Benet**

*"As human beings, our greatness lies not so much in being able to remake the world -- that is the myth of the atomic age -- as in being able to remake ourselves."*

**Mohandas K. Gandhi**

*"How wonderful it is that nobody need wait a single moment before starting to improve the world."*

**Anne Frank**



Groupon, ShopSavvy and other apps are now appearing in App Stores for users to save money via Smartphone and tablet. Some unsavory criminals have developed sites to resemble an app store and trick users to load their applications on to devices for the purpose of capturing the passwords and credentials of unwary victims.

**Remember: Caveat emptor!**

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## Practice Safe Computing While On The Road

*(Continued from page 1)*

network, device or identity resources. Examples include sending spam from compromised devices or denial of service attacks using computing resources of compromised devices.

**Web and Network-based Attacks:** Launched by malicious websites or compromised legitimate sites, these target a device's browser and attempt to install malware or steal confidential data that flows through it.

### Ounce of prevention is worth a pound of cure

To adequately protect your company, you need to prepare an Action Plan and implement it. Some steps to follow include:

1. Use *Security Software* on all devices to keep hackers and cyber criminal minimized. It will also help to remove virus threats and other problems they may cause such as multimedia spam messages.
2. Make sure your protection is *up-to-date*. New threats come out frequently, only the newer definitions can help you protect your devices.
3. *Encrypt data* on mobile devices. This keeps your sensitive data away from prying eyes and renders the stolen device useless to thieves.

4. *Create Access Passwords*. Use a strong password to inhibit casual access to a stolen device.

5. *Urge mobile users to be sensitive to their surroundings*. Before opening a client file or connecting to the home office, have the user look around to see if anyone is monitoring their activity on the machine or recording keystrokes.

6. Have users be wary of unknown senders when reviewing e-mail, texting or social network connections. Remind them not to open unexpected messages, be lured by spammers or phishers, and to click with caution when clicking on any link in any message.

7. Implement a procedure to address lost or stolen devices. Make sure the employee lets you know promptly, so you may deactivate or erase a device remotely and the police may be contacted ASAP.

8. Wipe all devices prior to disposal.

For further assistance or insight about this matter, give us a call at (201) 797-5050.



## Shopping with a Smartphone?

With the holiday shopping season upon us, many smartphone and tablet users are seizing the opportunity and convenience of their portable devices to shop online and comparison shop while in the stores. Consumers have found their buying strength increases when they have more tools at the ready.

There are apps for smartphones which will read barcodes, identify the item, then go online and see

what competitive prices are out there. If you are in the store, keep in mind that you should not do anything that requires you to authenticate while on a public hotspot. There are unscrupulous criminals that setup fake hotspots and can capture critical data such as credit card numbers and passwords used to effect online transactions. It is also highly advisable that users seeking to save money do not

*(Continued on page 3)*

## Green Page: Think Globally, Act Locally

Your company has been using mobile devices for years. Lately, your stock of old phones and smartphones has become a gadget graveyard that has grown considerably. What can you do with them to be earth-friendly and responsible?

There are numerous organizations that provide a second life for "gently used" electronics and phones. In local communities, there are often receptacles present at libraries and municipal buildings to help provide emergency phones to families in need or for those with limited resources.

We have seen programs like this to help protect battered women from abusive spouses, for the elderly to have an emergency lifeline to support services, and for those in economic hardship to have a phone in case they need to dial 9-1-1. All of these people have a real need that you can fill with your "discards." Simply put the phone (with battery) and a charger (if you have one) in a bag and deposit it at the dropbox.

There are also facilities that try to revitalize old phones for those that can't afford new ones and offer money to those that send them in. In fact, if your phone carries no residual value, as a service, these



companies will even have them responsibly processed in a recycling facility so they don't taint the ground water or earth had they been sent to a landfill. The only catch is that you will need to pay shipping for them to do this. [An alternative is to bring it to your local recycling center. This way, you avoid the cost of shipping.] One of those services is [www.gazelle.com](http://www.gazelle.com).

When you visit their website, you will be prompted for the make and model of your device. Once you fill in the details (such as condition, peripherals, power plugs etc.), they display the value that you would get if you choose to sell it to them. They, in turn, would sell the item on their ebay site. Please note, this is not limited to your cell or smartphone, you can sell an iPad, Kindle or other items—they're listed on the site. One other feature that they offer is "Gazelle for Good." If you choose this option, the proceeds from your sale can be given to a cause of your choosing. They also provide for charities to use this as a fundraising effort.

If you need more ideas to go green, feel free to contact us at (201) 797-5050. We're here to help you benefit from your use of technology in an insightful and responsible manner.

# Trivial Matters

It's been a while since you had a trivia quiz, so here's a general math trivia quiz. See how you do.

1. What word describes a number system with a base of two?
2. What number does "giga" stand for?
3. What do you call an angle more than 90° and less than 180°?
4. What number is an improper fraction greater than?
5. What word is short for "Binary Digit"?
6. What handy mathematical instrument's days were numbered when the pocket calculator made the scene in the 1970s?
7. How many sides does an icosahedron have?
8. What geometrical shape forms the hole that fits an Allen wrench?
9. What two letters are both symbols for 1,000?

10. What's the top number of a fraction called?
11. Which triangle has all equal sides?
12. How many degrees are in any triangle?
13. What is the roman numeral for 500?
14. What is half a sphere called?
15. What is the sequence of numbers in which the next term is formed by adding the last two terms called?
16. What do you call a diagram used to represent sets?

If you find yourself at a loss when it comes to your technology needs, just give us a call. As you can see, we have the answers. We can be reached at (201) 797-5050 or write to [fred@tech4now.com](mailto:fred@tech4now.com). We're dedicated to your success!

Answers: 1. binary; 2. one billion; 3. obtuse; 4. 1; 5. bit; 6. slide rule; 7. 20; 8. hexagon; 9. K and M; 10. numerator; 11. equilateral; 12. 180°; 13. D; 14. hemisphere; 15. Fibonacci; 16. Venn



The skydiving instructor was going through the Q&A period with his new students when one of them asked the usual question: "If our chute doesn't open, and the reserve doesn't open, how long would we have till we hit the ground?" The jump master looked at him and in perfect deadpan answered: "The rest of your life."

# Comparison Shopping Online In The Stores

(Continued from page 2)

go to "alternative" App Stores to download the apps. As it turns out, bogus apps may be downloaded from questionable sites that may "infect your machine with either a Trojan Horse or keyboard logger. These programs are designed to lay low and capture keystrokes used. The information is then relayed over the Internet to the criminals where they pull the needed information from the reports to conduct illicit transactions.



not been shown that criminals have been able to breach this network to intercept login credentials; however, for best practices, you are always better off doing your online banking on a secured network that is not readily available to strangers.

There is a new phishing ploy where the QR code (the box with boxes in ads) is substituted out in some locations with a phoney one that directs unwary users to a site that may download and install a questionable app. Criminals are very savvy when it comes to human behavior. They know that many will click on anything just to save a buck.

Whether you are using ShopSavvy to compare prices and find a better buy that you impulsively act upon or if you are unsure of your bank balance, it is imperative that you do not conduct this transaction over a public wireless network. It is relatively safe to do this over the 3G network inasmuch as it has

This season, exercise caution and let your better judgment help you to make prudent decisions at the stores and online. Don't forget to use passcodes on your devices. Happy holidays & safe shopping.

If your company would like to be featured as the *Client of the Month*, please call us to express your interest. You will get positive press for your use of technology and may even gain a client from the exposure.

# Quick Tech Productivity Pointers

When Microsoft introduced its Microsoft Office 2007 suites, it rolled out a new standard for the file format. Instead of saving the files in .DOC, .XLS, or .PPT file extensions, the extensions

Name	Type	Size
Document1.doc	Microsoft Word 97 - 2003 Document	22 KB
Document1.docx	Microsoft Word Document	13 KB
Presentation1.ppt	Microsoft PowerPoint 97-2003 Presentation	100 KB
Presentation1.pptx	Microsoft PowerPoint Presentation	31 KB
Spreadsheet1.xls	Microsoft Excel 97-2003 Worksheet	23 KB
Spreadsheet1.xlsx	Microsoft Excel Worksheet	9 KB

Prior to the availability of this utility, users running the older versions saw a message that advised them that "there was an error opening the file" UNLESS the file's creator was kind enough

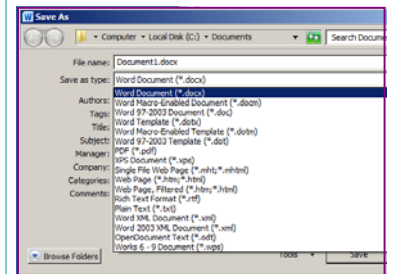
were given an appended X because they were now being saved using XML (Extensible Markup Language). This change resulted in smaller saved files that were more portable than the earlier versions. The biggest issue was backward compatibility. By now, many users have upgraded to either Office 2007 or 2010, but if you have not...

To address and correct it, Microsoft released the Microsoft Office Compatibility Pack for Word, Excel, and PowerPoint File Formats download. The file is named **FileFormatConverters.exe** and it is 37MB in size. This utility modifies the settings for the Office 2000, 2002 (XP), and 2003 to enable them to display and read the .DOCX, .XLSX, and .PPTX files properly.

to save the file for you in the older format.

If you are still running the older version and have not yet applied this update, you may download it for free (<http://www.microsoft.com/download/en/details.aspx?id=3>). Be sure to read the notes on the page for any special notes that may apply to your system. Just download and run it, Microsoft has kept the process simple. Please note, however, that this will not work on Windows ME, Windows 95, or Windows 98.

Besides being able to read the files in XML format, you will also be able to edit and save changes once the converter has been installed. If you need more help regarding this or another productivity issue, call us at (201) 797-5050. We're dedicated to your success.



When working in Office 2007/2010, you may effect SAVE AS to save a copy of the file in a prior version's format. When this file is opened in the 2007/2010 version, it will display **Compatibility Mode** in the frame of the program. Note that you may save the file in a number of formats using the SAVE AS feature.

Please note in the sample of files to the left that the files are typically 2-3 times larger in the older formats.

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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. Send me an e-mail or call our direct line.

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—Steve Braverman, President, **Industrial Firedoor & Hardware Supply**



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December 2011

## The Lighter Side...

### Hunting Elk

Two hunters got a pilot to fly them into the far north for elk hunting. They were quite successful in their venture and bagged six big bucks.

The pilot came back, as arranged, to pick them up. They started loading their gear into the plane, including the six elk. The pilot objected and said, "The plane can only take four of your elk; you will have to leave two behind." They argued with him; the year before, they had shot six and the pilot had allowed them to put all aboard. The plane was the same model and capacity. Reluctantly, the pilot finally permitted them to put all six aboard. But, when the plane attempted to take off and leave the valley, it could not make it and they crashed into the wilderness. Climbing out of the wreckage, one hunter said to the other, "Do you know where we are?" "I think so," replied the other hunter. "I think this is about the same place where we landed last year!"

### Birth control pills....

An elderly woman went into the doctor's office. When the doctor asked why she was there, she replied, "I'd like to have some birth-control pills." Taken aback, the doctor thought for a minute and then said, "Excuse me, Mrs. Smith, but you're 72 years old. What possible use could you have for birth control pills?" The woman responded, "They help me sleep better." The doctor thought some

more and continued, "How in the world do birth control pills help you to sleep?" The woman said, "Simple. I put them in my granddaughter's orange juice every morning and I sleep better at night."

### To Buy a Modest Gift

After being away on business, Tim thought it would be nice to bring his wife a little gift. "How about some perfume?" he asked the cosmetics clerk. She showed him a bottle costing \$50. "That's a bit much," said Tim, so she returned with a smaller bottle for \$30. "That's still quite a bit," Tim complained. Growing annoyed, the clerk brought out a tiny \$15 bottle. "What I mean," said Tim, "is I'd like to see something really cheap." The clerk handed him a mirror.

### Sales Help

"I'd like to buy some gloves for my wife," the young man said, eyeing the attractive salesgirl. "But I don't know her size." "Will this help?" she asked sweetly, placing her hand in his. "Why yes," he answered. "Her hands are just slightly smaller than yours." "Will there be anything else?" the salesgirl queried as she wrapped the gloves. "Now that you mention it," he replied, "she also needs some lingerie."

### Office Signs

Optometrist: If You Don't See What You're Looking For, You've Come To The Right Place.  
Veterinarian: Be Back In 5 Minutes. Sit! Stay!  
Podiatrist: Time Wounds All Heels.  
Maternity Clothes Shop: We Are Open On Labor Day.