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The Tech Insider

Are You In Touch With Your Business Side?

We're living in a connected world. There's no doubt about that. Between the use of e-mail for personal and business use, cell phones, blackberries, iPhones and Treos, most folks have at least one toy that they can relate to. Look around the street and count (on one hand or less) how many pay phones appear in your town. If you become stranded on the road, you better have your phone with you or a large piece of paper with a thick black marker to write "HELP!"

Whether you "twit", text, or "link-in", you are well connected and are in constant contact with your peers, friends and clients. Many

people even feel compelled to bring their devices with them on vacation—if so, *does it still qualify as a vacation?*

The common term for these devices is PDA/Smartphone. The PDA (Personal Digital Assistant) could probably be credited to the Palm Pilot. A small hand-held device that allowed users to carry their contacts, appointments and task lists where ever they roam. These devices would "Synch Up" (synchronize) by attaching to a computer with a USB (universal serial bus) cable that allowed the data to be transferred between the "Palm" and the desktop. Originally, the desktop was a special application used only by the Palm Pilot. Later on,

third parties developed new software to allow the device to "synch" between itself and the user's Outlook e-mail account.

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The Blackberry and the iPhone are two popular models of PDA/Smartphones. They allow you to make calls, get e-mail and surf the web.

Dealing With The Economy

Whether you blame Clinton, Bush or Obama, you are aware of the State of the Markets. Businesses are struggling, friends are losing jobs, stock portfolios are reduced and the economy is in sad shape. What can you do?

Think about the billboard that reads: **Recession 101: It's self-worth, not net worth.** Now is the time to regroup and take stock of what you can offer. Campaign for your business, do marketing, go to network events, join a social or professional group and get your name out there!

Too many businesses have depended exclusively upon their reputation and simple referrals from clients and friends. Well, now is not the time to sit on your laurels! Get up and get out there. If you want to survive this

spell of "slow time," you must get out there and make it "go time."

Schools are hurting, 1 out of 5 college graduates are finding jobs—establish an internship to get them started and save some money on the salary. Join Rotary or a Knights of Pythias or Columbus to get your name out. Now is the time to re-establish yourself as the "Go To Person." When people know more about you, they can refer you better and can use your services more often.

If you feel things are slow, revert to the methods that got your business started and established; return to your roots. The new challenge has been posed—so drum up some new business and get yourself known.

Quotations

"I don't know the key to success, but the key to failure is trying to please everybody."

Bill Cosby

"Outside of a dog, a book is man's best friend. Inside of a dog, it's too dark to read."

Groucho Marx

"Our greatest weakness lies in giving up. The most certain way to succeed is always to try just one more time."

Thomas A. Edison

"There's no business like show business, but there are several businesses like accounting."

David Letterman

"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!



It used to be simple to work on a car. Now, you need a computer to perform diagnostics on the engine. Your computer system has changed, too! Server systems can be too hard for the "uninitiated" to maintain. If you need help, get it from a skilled and experienced tech.

Are You In Touch...

(Continued from page 1)

Today's version can not only communicate with the Outlook mail program, but synch the mail, calendar, contacts, tasks and notes stored on an Exchange server wirelessly (also known as an Over-The-Air (OTA) synch). The added beauty of this technology is

that it may be done for the business by centralizing the control on the server using the Blackberry Professional or Enterprise Server OR the Windows Mobile ActiveSync tools. Each method requires different security setups, so consult with a professional before buying your device. We can advise you what the costs involved would be. If

an individual wants to use this system, it can be done with other built-in systems. It is critical to know which one you will use BEFORE you buy the device.

For more information on configuring your device write to fred@tech4now.com or call (201) 797-5050—You'll be glad you did both *timewise* and *costwise*!

The Times They Are A-Changin'

Do you remember the days when you could perform the repairs on your own car? You'd open up the hood and tinker with the timing or the intake valve? Now-a-days, that seems to be beyond for most. Take your car to the mechanic and half the time, they will attach a computer to it to determine what the car itself identifies as the problem.

Well, it seems that the same has occurred in the world of the small business owner. Gone are the days when you could create a simple batch menu for your system in DOS and type the number to go to the program that you wanted. The computers used to be standalone and the data could be backed up by copying the entire directory onto a floppy disk. In this day and age, many small businesses have discovered the grace and stability inherent in the small network. They are installing servers in their organizations to centralize their backups and security; using VPNs (*virtual private networks*) to give remote workers access to live data; They run shared directories on internal websites for greater collaboration. Furthermore, they are running their own e-mail servers for better control over the communications both in and out of the business. How is this done

and at what price? The beauty of it lies in **Microsoft Windows Server for Small Business Server** (a.k.a., "SBS"). Microsoft sells a server that has some limitations in terms of its number of users, while giving a full feature set of tools to the small business at a value-driven price.

The SBS 2008 version has Exchange 2007, a built-in update server (WSUS3), an internal website for collaboration, backup, monitoring tools, remote access, VPN and a user interface designed to give the small business owner some self-sufficiency.

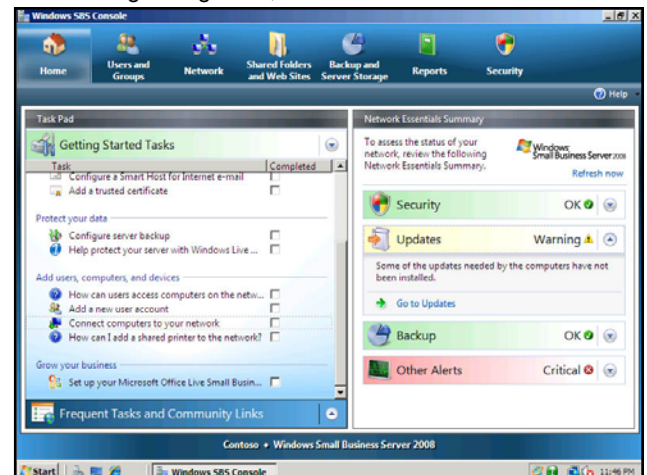
Mind you, it is still a server, so it has levels of complexity, but for most growing firms, it

allows you to have a grand introduction to the world of *Fortune 500* technologies.

If you are interested in learning more about SBS, feel free to contact us by phone at (201) 797-5050 or by e-mail at fred@tech4now.com. You may also get information from Microsoft's Website at <http://www.microsoft.com/sbs/en/us/overview.aspx>

We can get you pricing on a server that best fits your business and help you to install and maintain it, as well. **Afterall, that's what we do!**

If you want to learn more about a facet of technology, just write to us to recommend a feature article.



Small Business Server has gone through many changes over the years. The newest version, 2008, is a 64-bit Network Operating System. Here is a sample screen of the server's console — note the alerts and checklist interface for ease

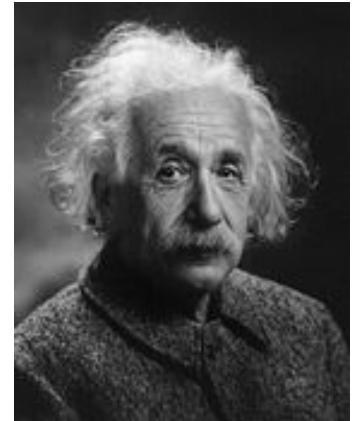
Did You Know...

As urban legend has it...

Albert Einstein was making the rounds of the speaker's circuit, he usually found himself eagerly longing to get back to his laboratory work. One night as they were driving to yet another rubber-chicken dinner, Einstein mentioned to his chauffeur (a man who somewhat resembled Einstein in looks & manner) that he was tired of speechmaking.

"I have an idea, boss," his chauffeur said. "I've heard you give this speech so many times. I'll bet I could give it for you." Einstein laughed loudly and said, "Why not? Let's do it!" When they arrive at the dinner, Einstein donned the chauffeur's cap and jacket and sat in the back of the room. The chauffeur gave a beautiful rendition of Einstein's speech and even answered a few questions expertly.

Then a supremely pompous professor asked an extremely esoteric question about anti-matter formation, digressing here and there to let everyone in the audience know that he was nobody's fool. Without missing a beat, the chauffeur fixed the professor with a steely stare and said, "Sir, the answer to that question is so simple that I will let my chauffeur, who is sitting in the back, answer it for me."



Recognized for his intellectual capacity, Einstein was also in tune with the pulse of humanity and the values that he felt people should embrace.

Employee of the Month—Richard T. Eidner

This month, we have decided to introduce you to one of our staff, Richard T. Eidner. Richard is a capable technician and adept at resolving issues which present legitimate challenges. Not only is he able to put out fires, but he is a true firefighter. Richard is a member of the Mahwah Volunteer Fire Department.



Richard T. Eidner
NOC Manager

You may also see him on the road driving in his red truck (I guess it's a fireman thing). Besides being a "Computer Guy," Richard also likes to ride his motorcycle, so please show respect to all drivers on the road, we need him at work.

We are not the only ones that depend upon him. Richard is married and

has four beautiful children (including triplets). I guess you could say he does not like to be idle.

Richard joined us in June 2008 after working for many years as the Network Manager at Pantone. His responsibilities, with us, include managing the NOC (Network Operations Center), configuring support software and responding to service calls. He has an Associates degree in Computer Science and is a Certified Netware Engineer. He has been working in the industry, as a hands-on tech, for over 15 years. Besides being ready for your network issues, he is typically prepared inasmuch as he is also an Eagle Scout. We appreciate his contributions and look forward to you making his acquaintance.

Next month, we will introduce you to another of our *Clients of the Month*. If your company would like to be considered as a candidate for *Client of the Month*, drop me a line at fred@tech4now.com.

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.

Is your Computer Keyboard Making You Sick?

With the current threat of the H1N1 influenza ("Swine Flu") grabbing headlines, it's time to look at a potential carrier...your computer keyboard!

What do you think is living there. A series of studies called "*Germs in the Workplace*," found that the following four office surfaces harbored the most bacteria (in this order):

1. Phones
2. Desks
3. Computer Keyboard
4. Computer Mouse

Obviously, these are items you touch all day, every day. Germs and dirt from your hands and mouth get transferred easily onto these items, and vice-versa, making them breeding grounds for harmful bacteria.

To reduce your chances of picking up colds and flu, we recommend cleaning your mouse and

keyboard daily with disinfecting wipes. It's also smart to clean these items before a new person uses them.

In general, the office is a prime location to pick-up bacteria. You should always remember to wash your hands after using the lavatory, before eating or handling food and after meetings when people tend to shake hands. A convenient, small bottle of hand sanitizer may also prove an effective "*weapon*" in your battle against germs.

It has been said that if you sneeze, try to do so in a handkerchief/tissue or against your sleeve rather than in the air or into your hands. Be aware that you may sneeze into your hand or shake hands with someone who has at any time of day [sneezed into his/her hand and NOT washed]. Just remember what your mother said about personal hygiene and you'll be alright.



Germs like to breed on office surfaces. If you wipe your phone with a disinfectant and do the same with your keyboard and mouse, you may reduce your odds of catching a cold or flu.

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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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“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 service agreements—Computer support at a flat monthly fee you can budget for just like rent!

“If you depend upon software, which we do for our business, it’s a no brainer. You do it [enroll in Hassle-Free IT]. It’s an investment and it brings back many returns as far as reliability and dependability.”—Steve Braverman, President, **Industrial Firedoor & Hardware Supply**

The Lighter Side...

Save Me Honey!

A man and his wife were sitting in the living room discussing a “Living Will.” “Just so you know, I never want to live in a vegetative state, dependent on some machine and fluids from a bottle. If that ever happens, just pull the plug.”

His wife got up, unplugged the TV and threw out all the beer.

It’s Tough Out There!

Reaching the end of a job interview, the Human Resources Officer asked a young Engineer fresh out of MIT, “And what starting salary were you looking for?”

The Engineer replies, “In the region of \$125,000 a year, depending on the benefits package.”

The interviewer enquires, “Well, what would you say to a package of 5-weeks vacation, 14 paid holidays, full medical and dental, company match-

ing retirement fund to 50% of salary, and a company car leased every 2 years say, a red Corvette?”

The Engineer sits up straight and says, “Wow! Are you kidding?”

And the interviewer replies, “Yeah, but you started it.”

Some things can be forgiven...

One day, an employee received an unusually large check. She decided not to say anything about it. The following week, her check was for less than the normal amount, and she confronted her boss. “How come,” the supervisor inquired, “you didn’t say anything when you were overpaid?” Unperturbed, the employee replied, “Well, I can overlook one mistake – but not two in a row!”

It makes you wonder....

We spend the first twelve months of our children’s lives teaching them to walk and talk, and the next Twenty-four years telling them to sit down and shut up!