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**Celebrating
Over NINE YEARS
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This Newsletter is Published by



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Snapple® Real Fact #915: At room temperature, the average air molecule travels at the speed of a rifle bullet.

The Tech Insider

To Infinity and Beyond!

It seems as if the only buzzword we hear lately regarding technology is "The Cloud." To many people, "The Cloud" represents a level of freedom from hardware purchased for a specific purpose to be maintained on premise, yet others see it as a challenge to be reviewed with serious deliberation.

Why would something with such a positive upside carry such concerns?

We have been working with clients that have chosen to use the cloud for a variety of purposes. Some have chosen it for their offsite backup implementation and others have chosen it for their Line-of-Business (LoB) applications. We have seen both the benefits and downside to using the cloud.

Here are some of the considerations you should assess BEFORE you choose to "go to The Cloud."

Find your "Silver Lining" in cloud computing.

The Cloud is totally dependent upon your

access to the Internet. With the reduced rates on Cable and FiOS, one would have to think hard about why NOT to go to the cloud for some of your applications. However, if you are amongst the few that still have limited selection in your area and can only choose from dial-up, DSL, or T-1, you may be more hard pressed in your decision to go online. If you told someone ten years ago that you had T-1 access (1.544 megabits per second (Mbps)), they would have looked at you like you were living like the royals; however, nowadays, standard cable and FiOS speeds typically start at 10 Mbps and cost about 1/10th of the price of a T-1 line.

So, you have now determined that your site is equipped with the speed and access to the Internet that you require to make a viable run of the LoB in the cloud. What's next? Do you start big or take modest steps toward the cloud? Common sense should tell you to measure twice, cut once. In other words, don't

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Fred W. Holzager
Managing Member



Quotations

"I make my practices real hard... because if a player is a quitter... I want him to quit in practice, not in a game."

Paul William "Bear" Bryant

"It is not fair to ask of others what you are unwilling to do yourself."

Eleanor Roosevelt

"As we express our gratitude, we must never forget that the highest appreciation is not to utter words, but to live by them."

John F. Kennedy

"If you live long enough, you'll make mistakes. But, if you learn from them, you'll be a better person. It's how you handle adversity, not how it affects you. The main thing is never quit, never quit, never quit."

Bill Clinton



When establishing security passwords to protect your data, how often do you "mix it up"? A recent revelation from a prominent technology blogger, Troy Hunt, conveys concerns for businesses based upon four criteria and the ways in which they span accounts.

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Implementations of Cloud Computing

(Continued from page 1)

rush into the technology without properly researching the pros and cons. We have seen businesses opt for cloud computing and not look back; however, we have seen others regret their moves almost immediately after the data has been uploaded and "irreversible" changes implemented.

Assessing the Benefits

Establishing a backup in the Cloud, has been, for most, one of the easiest and most secure transitions to make. A backup device stays on premise while the device automatically effects an offsite copy for a level of contingency and comfort while limiting the hassle of the manual media swap. As the price of offsite storage drops, the ROI for such an implementation becomes a viable option. If you are interested in learning more about moving your backup to the cloud, please feel free to contact us. We have put many clients in the cloud this way and they are quite pleased.

What else can we do besides backups?

The options abound: You may have your Microsoft Office and data stored in the cloud using Office 365. This allows you to access your licensed copy of Office from anywhere (as well as your data) for a nominal monthly charge. You may also move your entire network into the cloud through hosted apps or servers. This would allow you to avoid the initial cost of purchasing a server for your business. The hosting allows you to pay for your enterprise-class equipment at a more controlled rate while benefitting from the stability offered through a secure data center, consistently monitored power and maintained hardware. What's the downside? You can't touch it. The question you must ask yourself is whether that is a critical aspect. After backup, hosted Exchange (e-mail) is one of the most popular uses of The Cloud inasmuch as they afford the end user with updates, backup, and ease of access in a single scenario.



If you would like to implement "The Cloud" for your organization or learn more about it, tweet us at @FredTech, call (201) 797-5050, or e-mail (fred@tech4now.com).

An Easy Way to Fortify Your Data Security

In June 2011, Troy Hunt, a software architect and Microsoft MVP, brought some interesting data to light based upon a breach that occurred at Sony. [You may read the full story at <http://www.troyhunt.com/2011/06/brief-sony-password-analysis.html>.]

Most companies have policies for Internet, eMail and general computer use, but how many are ready to impose a strict and inconvenient policy to require their users to change passwords regularly?

Findings from the breach

It was determined that the data from Sony was

stored in plain text (unencrypted). When it comes to PCI (Personal Credit Information), that's a big no -no, but that was not the exact issue here. As it turns out, there were over one million passwords that had been compromised. The interesting aspect of this breach is that the data stored in three of the folders represented 37,608 accounts from which insightful statistics on four critical metrics were derived.

1. **Length.** The longer a password, the stronger it is considered. The sample had 93% of the pass-

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Green Page: Think Globally, Act Locally

Countries around the world have been recognizing how fossil based energy impacts their lives. In Costa Rica, advancements have been made to reduce the petroleum dependency down to 10% of overall energy use. The implementation of clean energy: geothermal (e.g., volcanic heat), wind (land-based and offshore) and hydroelectric has been a top priority for the nation. Now, Australia is in the news as their government has decided to impose a "Carbon Tax." The Tax is actually a Cap & Trade Plan. Businesses that have low carbon footprints will be able to sell their permits to those companies that have higher carbon outputs. In other words, the government wishes to keep a cap on the pollution that it will tolerate. By establishing an artificial "balance," they hope to control the level of pollution and, over



time, reduce the overall tolerated levels. Inasmuch as the tax is borne by private companies, the public has expressed concern that they will be the ones that carry the "penalty". It most directly affects the coal mines, so the cost of electricity is expected to rise. To counter the impact, the government has

proposed an income/need-based adjustment for the consumers to ease the pain as the companies are slowly nursed off of their "privilege" of adding contaminants to the environment. If this works in Australia, similar legislation could be expected here to address the same concerns in the U.S. Do you envision this as a probable success overseas? If so, can you see it happening here successfully in the U.S.? Tweet us your thoughts (@FredTech) or email us at fred@tech4now.com.

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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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September 2011

The Lighter Side...

The Wrong Delivery

A new business was opening and one of the owner's friends wanted to send him flowers for the occasion. They arrived at the new business site and the owner read the card.... "Rest in Peace." The owner was angry and called the florist to complain. After he had told the florist of the obvious mistake and how angry he was, the florist replied, "Sir, I'm really sorry for the mistake, but rather than getting angry, you should imagine this: somewhere, there is a funeral taking place today, and they have flowers with a note saying.... 'Congratulations on your new location!'"

The Challenge

The strong young man at the construction site was bragging that he could outdo anyone in a feat of strength. He made a special case of making fun of one of the older workmen. After several minutes, the older worker had had enough. "Why don't you put your money where your mouth is?" he said. "I will bet a week's wages that I can haul something in a wheelbarrow over to that building that you won't be able to wheel back." "You're on, old man," the young guy replied. The old man reached out and grabbed the wheelbarrow by the handles. Then he turned to the young man and said, "All right. Get in."

Winking Problem

A man with a winking problem is applying for a position as a sales representative for a large firm. The interviewer looks over his papers and says, "This is phenomenal. You've graduated from the best schools; your recommendations are wonderful, and your experience is unparalleled. Normally, we'd hire you without a second thought. However, a sales representative has a highly visible position, and we're afraid that your constant winking will scare off potential customers. I'm sorry....we can't hire you." "But wait," he said. "If I take two aspirin, I'll stop winking!" "Really? Great! Show me!" So, the applicant reaches into his jacket pocket and begins pulling out all sorts of condoms: red condoms, blue condoms, ribbed condoms, flavored condoms; finally, at the bottom, he finds a packet of aspirin. He tears it open, swallows the pills, and stops winking. "Well," said the interviewer, "that's all well and good, but this is a respectable company, and we will NOT have our employees womanizing all over the country!" "Womanizing? What do you mean? I'm a happily married man!" "Well then, how do you explain all these condoms?" "Oh," he sighed. "Have you ever walked into a pharmacy, winking, and asked for aspirin?"