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<http://insightsforsmallbusinesses.blogspot.com>

This Newsletter is Published by



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The Tech Insider

Is the iPad A Ready For Prime Time Player?

It's the sensation that's leading the nation, the **Apple iPad®**. If you read the news, you will learn that it was introduced to the world on April 3, 2010 and since that time, Apple has sold three million of them in the first 80 days. So, why is this such a "gottahavil" gadget?

To begin with, it's an Apple product, so it has a "Cool Appeal" to the consumer. Like its "predecessors" the iPod and the iPhone, it uses a touch screen to allow the user to interface with it. The format is lightweight and sleek, not too heavy, yet sturdy enough. You may use it to surf the web, read files, create files and even listen to music. But, is the device well suited for the business climate?

If your company were a photography studio and you needed to display your work, sure, it would be ideal. However, for a business that has any significant amount of data input to perform, it will clearly fall out of favor.

A number of years ago, in 2001, Bill Gates, Chairman of Microsoft, touted the future of tablet computing with WindowsCE. It was supposed to take the world to a new level. The shortcoming was that it was dependent upon a digital stylus

and, even though many of the features were useful, it just didn't catch on. Enter the iOS from Apple. The new device has instant ON capability and can be interfaced with the touch of a finger, even moving your finger in a specific manner (gestures) can give

the device an instruction that is more powerful than many of those processed by the Tablet PC.

Given the fact that it has a large base of applications to pull from, mainly ported from the *iPod®* and *iPhone®*, why can't this device add value to the business in the same way as a computer (including PCs, Linux boxes, and Macs)?

Apparently, touch tablets are doing better than pen tablets, but the application will be the "make or break" criteria. Even though the iPad has a ten-hour battery life and may access the Internet using wi-fi and/or broadband wireless access, this alone, is not enough to sell to

businesses. It may prove itself to be a valuable tool for the distribution of corporate documents or as a convenient PDF reader while the end-user is in the daily commute, but its limitations come into play when a spreadsheet is involved or even a long document open for edits. You are able to type on the

(Continued on page 2)



How Would You Like to Make Easy Money? (Legally!)

Imagine you have a business colleague or a friend that works for another company. There is a computer or network issue that they are having problems with and they don't know who to call. During a conversation, the person casually mentions the matter to you and you say, "We use Holzager Technology Services to support our computer network. Why don't you call them? They do a thorough job, respond promptly and stand behind their work. Call (201) 797-5050 and tell them that I referred you."

Envision yourself at that comfort level. Now, picture yourself receiving a spiff (giftcard) for \$25, \$50 or \$100 just for referring a qualified lead to us who engages us as its support team.

A qualified lead is a company that has five (5) to twenty-five (25) networked computers and a server. If the company does not have a server, but engages us to install one, then, that could qualify, too! The company should be located in Bergen or Passaic county (we do have some in Essex, Morris and Rockland, so they are not necessarily ruled out). To qualify, you need to put us in contact with the decision-maker of

the business such that we are able to set up an appointment to discuss how we may be of service to them. If the company has done business with us in the past three years, then we will advise you of that fact, because they would not be

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Quotations

"Do you ever get the feeling that the whole thing is changin'? Like somethin' is coming to an end because somethin' else is beginnin'?"

Mark S.E. Hinton

"The best way to discover who you are is to be someone you are not."

Unknown

"What's the future? It's a blank sheet of paper, and we draw lines on it, but sometimes our hand is held, and the lines we draw aren't the lines we wanted."

John Marsden

"Cleaning your house while your kids are still growing is like shoveling the walk before it stops snowing"

Phyllis Diller



Referring us to your clients and colleagues can become a new revenue stream. It's practically as simple as providing them with our name and number. If they become our client and confirm to us that you sent them our way, **YOU WIN!** (see article)

"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!

Is the iPad a business tool?

(Continued from page 1)

screen keyboard, your scrolling might even be simplified through the gestures of the touch pad, but it is not conducive to the daily requirements of typing and data entry. If I had to create this document using the iPad, the time that would be needed to compose and edit it would probably limit me to a quarterly newsletter! In general, having to type with the onscreen keyboard would be likely to limit my work pace by a third or better.

The iPad's limitation of pure touch interface means that I cannot input using a physical mouse and keyboard. Coming from a lifetime's experience of typing, this leaves most users at a significant productivity disadvantage. I have also considered using it as a Point of Sale (PoS) device, but the act of incorporating a signature into the process is thwarted by the device's interpretation of the stroke as a "gesture," so, for now, *fuhgeddaboutit*.

Does the iPad have a place in a business application? That depends upon the specifics of the job. Many users may be able to use it to access their line of business tools or use it to present their products in a convenient and stylish way. For others, it may simply be a pipedream or a wish for would might be in the future. Perhaps, once the iPad can be accessed via an interface other than iTunes, it may become a more serious contender.

For more information on technology in the workplace, please contact us at fred@tech4now.com. We welcome your comments and would be happy to write about a subject of interest to you.



HTS Referral Program

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valid referrals unless there has been a change in management and the new contact is your referral.

Here's the great part!

If you are on one of our Managed Services (computer monitoring and maintenance) plans, then you can ALSO qualify to receive the value of one month's maintenance from the referred HTS Insight Managed Service Plan applied to your monthly payment. Let's say that your friend's company enrolls in our popular **HTS Insight Hassle-Free IT Plan**, once they have made their THIRD payment, your company will receive a credit on your account for the amount that they pay monthly. For example, their monthly payment is \$500 and your payment is \$400, then one month will be covered (\$400) and the next month, you will only pay \$300 (\$400 less the \$100 balance)! You benefit in full from your friend, PLUS you also get the gift card!



If this sounds too good to be true, then give it a shot.

All referrals must be provided in writing with full contact information. If the referred does not engage our services, acknowledge who you are, or refuses to meet with us, then the referral is not valid.

Please be considerate when submitting your referrals. Speak with them first, ask if they need support, confirm that they have the number of computers cited, then submit your referral. All submissions become the property of Holzsager Technology Services, LLC and the right of final determination of validity is solely at our discretion.

To submit a referral and *get a piece of the pie* or if you would like to know more about our **HTS Insight Hassle-Free IT offerings**, please contact us at fred@tech4now.com or phone us at **(201) 797-5050**.

Thank you for your participation.

Green Page: Think Globally, Act Locally

The thrust to conserve our planet has become a grassroots movement. One of the best recognized players is the Sierra Club. On their website, www.sierraclub.org, you'll find a wealth of suggestions to help reduce waste in the office. Some of their quick fixes are:

Be bright about light: Turn off the lights when you're leaving any room for 15 minutes or more and utilize natural light when you can.

Print Smarter: The average U.S. office worker goes through 10,000 sheets of copy paper a year. Use PDFs where possible and make sure printers are programmed to print on both sides of the paper (duplex).

Watch what (and how) you eat: Provide reusable dishes, silverware, and glasses. Offer filtered water and encourage employees to avoid plastic bottles.

Ramp up your recycling: Just about any kind of paper you would encounter in an office, including fax paper, envelopes, and junk mail, can be recycled.

Rethink your travel: Take the train, bus, or subway when feasible instead of a rental car when traveling on business.

It's too easy to be lazy and let someone else worry about it. If you stop and consider the fact that these recommendations are there to help you live longer and healthier, you might reconsider!



Trivial Matters

Moore's Law: the number of transistors that can be placed inexpensively on an integrated circuit board has doubled approximately every two years. The consumers' version could be stated as every two years the computing power doubles while the price drops close to fifty percent (50%).

This "Law" has resulted in a tremendous turnover of equipment from highly productive, to less so, then to scrap. What is being done with all of this electronic discard?

Some of the scrap is being dumped and slowly leaches into the water table beneath the Earth's surface. There, our vital drinking water is being contaminated and poisoned. Some reclamation facilities have been created to reclaim the heavy and precious metals found in the components.

Recently, two creative companies, **Violets new Vintage** and **2Roses Jewelry** have emerged. These companies have been crafting cuff links,

earrings, necklaces, and other unique creations from circuit boards, resistors and other computer hardware. TechRepublic's Bill Detwiler recently interviewed some of these artists. Read the article at <http://blogs.techrepublic.com.com/itdojo/?p=2000>.

Corliss and John Rose of **2Roses** noted, "The materials are at once precious and disposable, hidden yet everywhere, defiant of expectation and conforming to a relentless precision. The works of High Tech Fusion explore the relationship of computerization and the concepts of contradiction, tradition, expectation, conformity and value in personal adornment." Personally, I think that they'd make cool gifts for the geek in your life. You can see samples of their craft and others online at the URL listed above.

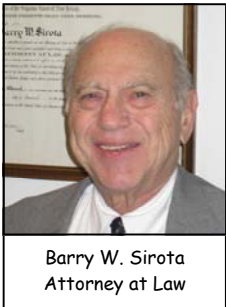
Inasmuch as this is our trivia column, we are curious to learn if any of our readers have bought or seen this or other interesting applications for old PCs. Could you envision a CRT monitor fish tank?



Jewelry Breathes New Life!

Creative artists now design jewelry from scrap computer components and sell them as works of art.

Client of the Month—Law Offices of Barry W. Sirota, Esq.



Barry W. Sirota
Attorney at Law

This month, we are proud to feature the **Legal Practice of Barry W. Sirota** of Fair Lawn, NJ. Mr. Sirota has been in practice for the past 48 years and specializes in *Commercial Litigation, not to the exclusion of Criminal Defense work and General Practice.*

We recently spoke with Mr. Sirota to discuss our relationship. When you first contacted us, were you having many issues?

"When I first contacted you in April 2005, my secretary's monitor had died. You came to the office promptly after my call, diagnosed the issue and provided a new replacement monitor within a few hours. My secretary was back to work in no time."

What has been the critical difference since you've been working with us? **"Over the years, I have found that your attention to detail and prompt response are how you do business. Whether we have network issues, need a new**

computer, need to resolve problems with Verizon or have expiring subscriptions, you respond to us in a quick and courteous manner. I know that if you are involved, the matter will be resolved in a professional manner and within a short time."

Since you've been working with us, how has it impacted your firm? **"With the computer as the tool of necessity, it is so important that my firm has reliable support. You provide that. I know that as long as I am practicing Law, your services will play an integral part in our long term success."**

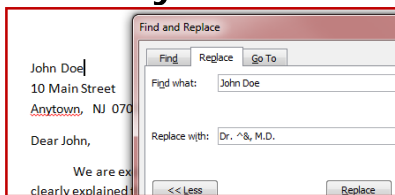
Mr. Sirota is a gracious and giving person. If you know of a recent Law School graduate that is presently seeking work in our area, please feel free to have that person contact Mr. Sirota to schedule an interview for a screening reference letter. He may be reached at (201) 797-8811. Mr. Sirota provides this service as a courtesy to members of the NJ Bar.

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. We look forward to hearing back from you.

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

Using Microsoft Word for your word processor is common, but how many of you know how to use its features effectively to save time and effort? If you have not looked into the **Find and Replace** function, then you are clearly not benefitting from the work put into the product.



for "John Doe" to change it to "Dr. John Doe, M.D.", you will use a *trick* to find and effect your change.

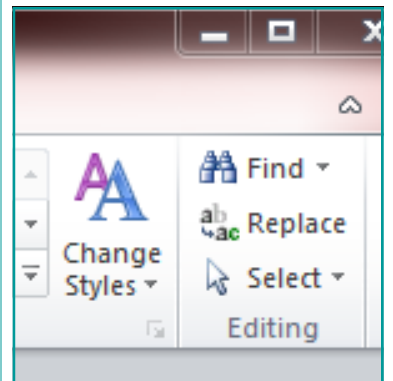
The trick is to use the *caret (^)* key in your search. By using this key, your search will perform a replace of the FIND text

You can find it under the **Tools** Menu in Word 2003 and earlier or in the upper right corner of Word 2007 and later. Besides being able to locate words within your selection or document, it also allows you to make changes to the text when it is found.

Imagine you are working on your resume and discover the name of a person listed a dozen times has changed. You do NOT want to go to every instance and manually edit it—no, that's how you USED TO do it. Now, you will open the **Find and Replace** utility to find and replace the outdated text. Instead of searching

with the caret. For example, "John Doe" is the string of text that we want to replace, so we use the ^ where the name appears. To change his name to **Dr. John Doe, M.D.**, all we need to do is prepend and append the words to add. Thus, we will enter REPLACE with **Dr. ^&, M.D.** Here we use the *ampersand (&)* as an appending device for our string (see example). Click on **Replace** and all instances of "John Doe" will become **"Dr. John Doe, M.D."** in your selected text. It's that easy!

Click on the **Help** menu regarding this subject or drop us a line at fred@tech4now.com to learn more.



The **Find and Replace** function in Word allows you to do more than replace a word, it lets you add to the word that you want to change. You can change the color, font or size just by using the *Replace Format* control. To change other aspects, such as paragraphs and fields, Word gives you a *Special Replace* feature. **Play with it to see how it saves time!**

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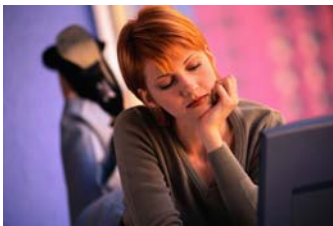
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Business

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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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If you are new to us and have over five workstations, please visit our website at www.tech4now.com for a special opportunity and a free gift.

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- ✓ Network Security
- ✓ Mobile Computing
- ✓ E-mail & Internet Solutions
- ✓ Wireless Networking
- ✓ Spam Filtering and E-mail Archiving Solutions
- ✓ Storage Solutions
- ✓ System Audits and Network Documentation

"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*



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September 2010

The Lighter Side...

The Pinnacle of Composure

A woman in a supermarket is following a grandfather and his badly behaved 3 year-old grandson. It's obvious to her that he has his hands full with the child screaming for sweets in the sweets aisle, biscuits in the biscuit aisle and for fruit, cereal and pop in the other aisles. Meanwhile, grandfather is working his way around, saying in a controlled voice, "Easy, William, we won't be long... easy, boy." Another outburst, and she hears the grandfather calmly say, "It's okay, William, just a couple more minutes and we'll be out of here. Hang in there, boy." At the checkout, the little terror is throwing items out of the cart, and grandfather says again in a controlled voice, "William, William, relax buddy, don't get upset. We'll be home in five minutes; stay cool, William." Very impressed, the woman goes outside where the grandfather is loading his groceries and the boy into the car. She said to the elderly gentleman, "It's

none of my business, but you were amazing in there. I don't know how you did it. That whole time, you kept your composure, and no matter how loud and disruptive he got, you just calmly kept saying things would be okay. William is very lucky to have you as his grandpa." "Thanks, lady," said the grandfather, "but I'm William... the little bugger's name is Kevin."

Husband Down

A husband and wife are shopping in their local Wal-Mart. The husband picks up a case of Budweiser and puts it in their cart. 'What do you think you're doing?' asks the wife. 'They're on sale, only \$10 for 24 cans,' he replies. 'Put them back, we can't afford them,' demands the wife, and so they carry on shopping. A few aisles further on along, the woman picks up a \$20 jar of face cream and puts it in the basket. 'What do you think you're doing?' asks the husband. 'It's my face cream. It makes me look beautiful,' replies the wife. Her husband retorts: 'So does 24 cans of Budweiser and it's half the price!!'