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Volume 14, Issue 4

April 2022

**Celebrating over  
TWENTY YEARS  
of Service and  
Satisfied  
Customers!**



"As a business owner, you don't have time to waste on technical and operational issues.

That's where we shine!

Call us and put an end to your IT problems finally and forever!"

Fred Holzager,  
IT Director

Holzager Technology Services  
and  
Publisher of  
*The Tech Insider*

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### **Snapple Real Fact #1522**

"Some cats are allergic to humans."

**GO GREEN:** To help save a tree, please send us an e-mail to request electronic delivery. Kindly submit your request to [subscribe@tech4now.com](mailto:subscribe@tech4now.com)

# The Tech Insider



## How Managed IT Services Improve SMB Cybersecurity

A data breach or ransomware attack can be very costly. You can lose not just hundreds of dollars but also the reputation you've built through the years. This is one of the many reasons why you need cutting-edge cybersecurity solutions that can protect your business against evolving cybersecurity threats. The good news? Even small- and mid-sized businesses (SMBs) like yours get access to robust cybersecurity solutions by partnering with a Managed IT Services Provider (MSP), helping prevent huge losses.

### **The numbers**

Through the years, the number of SMBs falling victim to cyberattacks has drastically increased. Ransomware attacks, misconfigured systems, credential stuffing, and social engineering are among the many cyberthreats

that SMBs face. Also, according to [Verizon's 2021 Data Breach Investigations Report](#), one in every five data breach victims was an SMB. What's more, only 47% of SMBs are able to detect breaches within days.

The financial consequences have also considerably increased. IBM's [Cost of a Data Breach Report 2021](#) shows "data breach costs rose from \$3.86 million to \$4.24 million."

The numbers don't lie, so it's only about time SMBs take cybersecurity seriously. You can safeguard your business from cyberattacks and provide a more secure customer experience by working with a trusted MSP.

### **Why managed services?**

Partnering with MSPs is the most effective way to prevent attacks and defend against

*(Continued on page 2)*



## "We Love Referrals" 2022 Offer

**Keeping with the spirit of helping others,  
if you refer a business to us and they become our customer,  
we will donate \$100 to your favorite charity.**

**At Holzager Technology Services, we believe that referrals are the greatest form of flattery. By recommending your partners, associates, or professional contacts, you can help them enjoy worry-free IT and support a worthy cause of your choice!**

**For more information, please see our website at  
[www.tech4now.com/we-love-referrals](http://www.tech4now.com/we-love-referrals), contact us by phone at 201-797-5050**



## Quotations

*"Opportunity is missed by most people because it is dressed in overalls and looks like work."*

—Thomas A. Edison

*"In seeking wisdom thou art wise; in imagining that thou hast attained it - thou art a fool."*

—Lord Chesterfield

*"Good judgment comes from experience and experience comes from bad judgment."*

—Fred Brooks

*"Bill Gates is a very rich man today... and do you want to know why? The answer is one word: versions."*

—Dave Barry

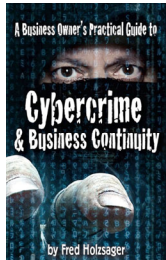
*"If you always do what you've always done, you'll always get what you've always got."*

—Henry Ford

*"Change before you have to."*

—Jack Welch

## Read Fred's Book!



If you would like to have us speak to your organization and give away some free copies to attendees, give us a call. For more details on the contents and how to get your own copy, please visit our special web page at [www.tech4now.com/cybercrime](http://www.tech4now.com/cybercrime)

**"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!**

## How managed IT services improve SMB cybersecurity

(Continued from page 1)

malicious threats. MSPs offer a full range of proactive IT support focusing on advanced security, such as around-the-clock monitoring, data encryption and backup, real-time threat prevention and elimination, network and firewall protection, security awareness training, and more. Here are some of the services an MSP can offer:

✦ **Around-the-clock monitoring** – A cyberattack can happen at any moment. By having someone watching your networks and systems 24/7, MSPs ensure that any potential threats are identified and dealt with quickly.

✦ **Data encryption and backup** – Data encryption transforms readable data into an unreadable format. This can be done through the use of a key, which is only accessible to authorized users. This way, even if the data is compromised, it can't be read without the key. Meanwhile, data backup is the process of creating and preserving copies of data so that it can be restored in the event of data loss.

✦ **Real-time threat prevention and elimination** – By using technology that can detect and stop threats as they happen, this security solution can minimize the impact of an attack and keep your business data safe.

✦ **Network and firewall protection** – Networks and firewalls create a barrier between the business network and the internet, securing confidential data, such as customer information, employee records, and trade secrets. Networks



can be configured to allow certain types of traffic through while blocking others, so only authorized users can access specific resources.

✦ **Security awareness training** – Now, more than ever, SMBs need to be aware of cybersecurity threats and how to protect themselves. MSPs can facilitate security awareness training to help employees spot red flags and know what to do (and not do) to keep company data safe.

Managed IT services are designed to identify and fix weak spots in your IT infrastructure, enabling you to optimize the digital backbone of your business processes. With managed IT, you'll also have faster network performance, a solid business continuity and disaster recovery strategy, and minimal downtime. You'll also get a dedicated team of IT professionals ready to assist you with any technology-related problems. This is much more effective and budget-friendly than having in-house personnel juggling all of your business IT needs.

Being proactive when it comes to cybersecurity is the only way to protect what you've worked hard to build. If you'd like to know more about how managed services can benefit your business, just give us a call — we're here to help.

—Published with permission from [TechAdvisory.org](http://TechAdvisory.org).

**"Now, more than ever, SMBs need to be aware of cybersecurity threats and how to protect themselves."**

## Increase Your Productivity With A Voice Assistant

Even before the pandemic, people were using voice assistants like Siri or Alexa to help them keep track of their day-to-day schedules. Now that so many people are working from home, these virtual assistants are more valuable than ever before. They can help boost your productivity to new levels if you use them properly.

Utilizing a voice assistant for these five tasks will help you increase your productivity while you work from home.

- Program your digital assistant to remind you of any of your meetings at least 10 minutes before they begin.

- Ask your digital assistant for news and weather updates to keep you away from unproductive websites.

- Create a to-do list and use your digital assistant to add and remove items.

- Have your digital assistant read, listen and respond to your e-mails.

- Create a morning and evening routine for yourself, then program your digital assistant to help you follow these routines. They can be programmed to wake you up, dim your lights, turn off computer screens and so much more to keep you on track.



## Wordplay

This month, we consider those surveyed who are retired and enjoying their golden years (living in Florida).

WebMD is now my homepage.

I hear my favorite songs in elevators (and sing along).

I enjoy taking naps.

My children look middle aged.

My little black book only has names ending in M.D.

My favorite part of the newspaper is the section: Twenty years ago today.

I have too much room in my house and not enough in the medicine cabinet.

My pacemaker makes the garage door go up.

I occasionally mistake mayonnaise for sour cream.

Sneakers with Velcro closures makes sense.

I enjoy talking about the price of gas.

People no longer view me as a hypochondriac.

I don't eat health foods. I need all the preservatives I can get.

I've been there and done that, but don't remember what "that" was.

I enjoy hearing about other people's operations.

I like answering questions with, "Because I told you so!"

I call people at 9:00 at night and ask them, did I wake you?

I find myself getting into heated arguments about pension plans.

My back goes out more often than I do.

I like watching the Weather Channel.

I look forward to a dull evening.

I call my neighbors to tell them that I only got up once last night.

I don't remember half the names of the people I associate with when I play Pinochle.

I brag about being able to drive in the dark.

I only take 5 medications a day.

I feel like the Bionic man, most of my body parts are refurbished or transplanted.

Peas are nice. I can eat them with or without my teeth. That is as long as they are peeled.

I love retelling stories from my youth to my great grandchildren.

I enjoy the flavor of Fixodent.

Prunes are my favorite fruit.

## Quick Tech Productivity Pointers

Since Microsoft released their Edge Browser, there have been a number new features introduced which give you greater control over your Internet experience. The second one we would like to help you with is the **Profiles** feature.

1. Open your Edge browser.

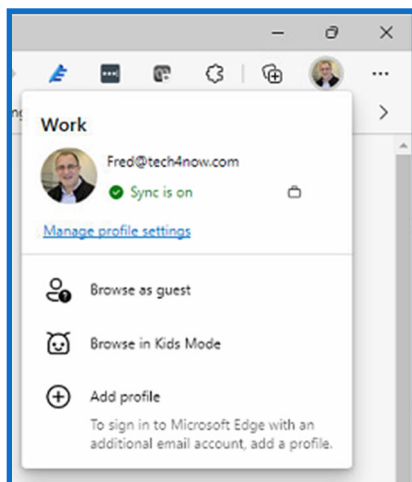


2. On your navigation bar, Select the icon to the right of the **Collections** and left click on your **Profile** [head shot] icon.



**NOTE:** The keyboard shortcut is **Ctrl+Shift+Y**

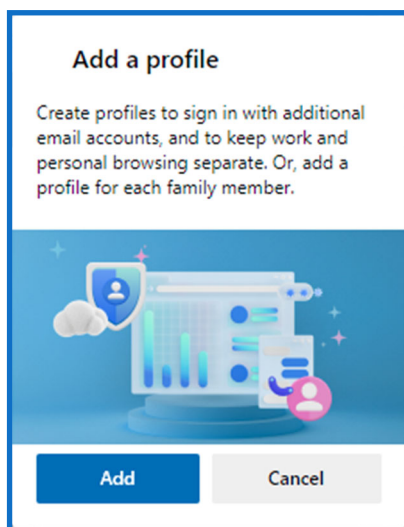
3. The new Profile window now appears. To create a new profile, just click on "Add profile."



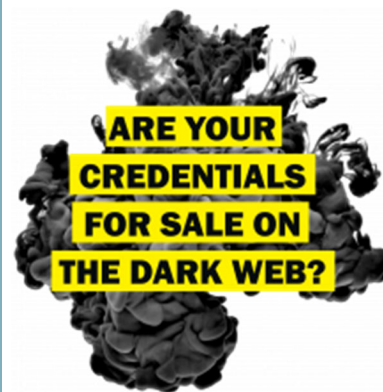
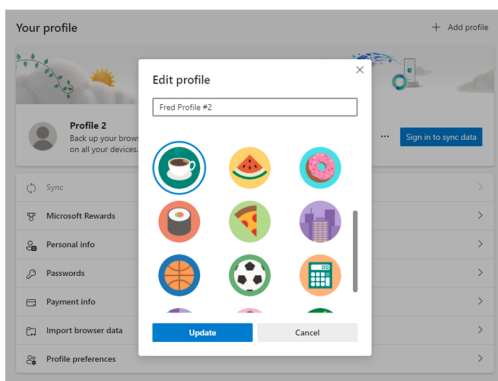
4. After you click on the **+** icon, you will see a new screen where you may create a new profile using a different e-mail account.

5. Click on the "Add" button in the next screen and you will see a new Edge home screen prompting you to establish a new page and theme for your secondary profile. Of course, if you don't fill in the information for the second profile, you will not have a name but you will still have a second option when

you log in. The beauty of it is you now have the freedom to "express" your other persona in the new



profile. It can be fun or useful. Now, click on the shadow profile icon and you will be able to adjust the settings with a new name and new icon. Enjoy your new found source of expression!



Find Out  
with a Complimentary  
Dark Web Scan

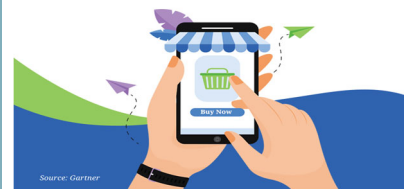
**Did you know...?**

- Cyber-attacks have continued to grow in cost, size, and impact—causing 60% of SMBs to go out of business within 6 months of a cyber incident.
- Over 80% of data breaches leverage stolen passwords as the principal attack vector—often acquired on the *Dark Web*.
- Far too often, companies that have had their credentials compromised and sold on the Dark Web don't know it until they have been informed by law enforcement—but then, it's too late.
- To help keep your critical business assets safe from the compromises that lead to breach and theft, we are offering a complimentary, one-time scan with **Dark Web ID™ Credential Monitoring**.

If you are interested in learning more about the risks involved in ignoring your password security, give us a call at (201) 797-5050 or visit our website at

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**55% of employees use personal smartphones or laptops for work at some point.**



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- ✓ E-mail & Internet Solutions
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- ✓ Spam Filtering and E-mail Archiving & Encryption Solutions
- ✓ Storage Solutions and File Sharing
- ✓ System Audits, Network Documentation, and Dark Web Scans
- ✓ Voice over IP phone systems

**"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!*

*"Utilizing Holzager Technology Services is a 'NO BRAINER', always answers the phone right away and is very detailed in his work. Always takes the time to explain everything. Jumps right on and fixes your computer issues." —Randy Green, Valley Technical Sales, Inc., Ho-ho-kus, NJ*

**April 2022**

## The Lighter Side...

*For Entertainment Purposes ONLY!*

### The Frog and the Beautiful Young Girl

A frog has been really depressed. Hoping for good news, he goes to meet with a fortune teller. The fortune teller closes her eyes, makes some strange sounds, and finally says, "You will meet a beautiful young girl that will want to know everything about you."

The frog gets excited and says, "Wow! When will I meet her? At a party?"

"No," replied the fortune teller, "in a biology class."

### I'll have a drink, matey!

A pirate walked into a bar and the bartender said, "Hey, I haven't seen you in a while. What happened? You look terrible."

What do you mean? said the pirate, "I feel fine."

Bartender: What about the wooden leg? You didn't have that before."

Pirate: "Well, we were in a battle and I got hit with a cannonball, but I'm fine now."

Bartender: Well, ok, but what about that hook? What happened to your hand?"

Pirate: "We were in another battle. I boarded a ship and got into a sword fight. My hand was cut off. I got fitted with a hook. I'm fine, really..."

Bartender: What about that eye patch?"

Pirate: "Oh, one day we were at sea and a flock of birds flew over. I looked up and one of them pooped in my eye."

Bartender: "You're kidding, you lost an eye just from bird poop?"

Pirate: "It was my first day with the hook."

### At the Pharmacy

Two young boys walked into a pharmacy one day, picked out a box of tampons and proceeded to the checkout counter.

The pharmacist at the counter asked the older boy, "Son, how old are you?"

"Eight", the boy replied.

The man continued, "Do you know what these are used for?"

The boy replied, "Not exactly, but they aren't for me. They're for him. He's my brother. He's four."

"Oh, really?" the pharmacist replied with a grin. "Yes," the boy said. "We saw on TV that if you use these, you would be able to swim, play tennis and ride a bike. Right now, he can't do none of those."

### Running out of gas

Bob ran out of gas and a bee flew in his window..."Are you out of gas?" said the bee. "Yes," said Bob. "Gimme a minute," said the bee and away he flew. Minutes later, the bee returned with the entire hive of bees who all flew into the gas tank. Moments later, they emerged. "Try it now," said a passing bee. Bob tried and the car started. Bob said, "Wow! What did you put in the tank?... Wait for it... Wait for it... BP."