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**Celebrating over
EIGHTEEN 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 #1465

85% of people only breathe out of one nostril at a time.

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The Tech Insider



"Insightful Tips To Make Your Business Run Faster, Easier and Be More Profitable"



The #1 Mistake Companies Make With Their IT

If you're like many businesses today, there's a good chance you've made this one mistake with your IT security: you don't budget for it.

Or if you do budget for it, it's not enough to *really* protect your business.

Time and time again, business owners decide NOT to invest in IT services. Instead, they go it alone or skip it completely.

Or they might approach an IT services company and ask, "What do you charge for your services?" They don't ask, "What will I get for my money?" or "How can you meet the needs of my company?"

This is a backward approach to IT – and it's a big mistake.

The fact is that a lot of business owners don't take IT seriously. They think that because they haven't been hit by a data breach or a malware attack that it will never happen to them. That's another big mis-

take. Just because a business hasn't fallen victim to a cyber-attack DOES NOT mean they're safe.

It's the opposite.

When you hire an IT services company, what *do* you get for your money?

The honest answer is that it depends on your specific needs. Many IT services companies offer everything from basic to advanced network security. You can expect services like:

- Cloud backup
- Data protection
- Data monitoring
- Threat detection
- Technology maintenance
- And more!

(Continued on page 2)



"We Love Referrals" 2020 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, contact us by phone at 201-797-5050
or email us at info@tech4now.com.**



Quotations

"If a window of opportunity appears, don't pull down the shade."

—Tom Peters

"I simply can't build my hopes on a foundation of confusion, misery and death... I think... peace and tranquility will return again."

—Anne Frank

"We achieve more when we chase the dream instead of the competition."

—Simon Sinek

"All speech, written or spoken, is a dead language, until it finds a willing and prepared hearer."

—Robert Louis Stevenson

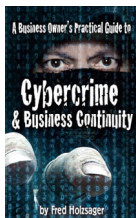
"All things excellent are as difficult as they are rare."

—Baruch Spinoza

"You will be better advised to watch what we do instead of what we say."

—A. A. Milne

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

"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!

#1 Mistake Companies Make With Their IT

(Continued from page 1)

Everything is designed to protect you, your network, your technology, your employees and your business as a whole. It's all about giving you the information and resources you need so you can worry less about outside threats and focus on your customers and the success of your business.

When you're invested in good IT security, you shouldn't even know it's there. It runs in the background like a quiet but powerful electric motor. It's there when you need it, and it's there when you're not even thinking about it.

For some business owners, this is a tough pill to swallow. They don't have something tangible in front of them that they can see 24/7. A lot of business owners like to be more hands-on. They like to see what their money is buying.

The great thing is that a good IT services company will provide you with something tangible. If you want to see what is going on behind the scenes of your IT security, they will give you a complete report. Every day (or week or month), you can have an e-mail delivered to your in-box that breaks down exactly what your IT services firm is doing for you.

"We can't wait to react until something happens. Because when something does happen, it's often too late."

3 Technology Truths For Transforming Your Business

1. **You have to keep up.** Technology changes fast. By the end of this year, 5G will be more widely available – along with devices that can use it. More businesses will be relying on artificial intelligence to supplement productivity and customer interaction, putting them light-years ahead of the competition that lags behind. What are you doing to remain viable?

2. **You have to invest.** Change comes with cost. If you aren't willing to invest in new tech, then you will fall behind, and so will your support and security. If you run into any problems, then you could be in big trouble. Upgrading to a Solid State Drive and adding more RAM can improve

You can see things like the threats they blocked from getting through. You can see when they performed system maintenance or when your data was backed up. You can customize these reports to your needs. Basically, you can see what you're paying for and how it's working. This is the very definition of "peace of mind."

Today, none of us can afford to skip out on good IT security. We can't wait to react until something happens. Because when something does happen, it's often too late. The cybercriminals have done their damage and moved on. Meanwhile, your business comes to a screeching halt, and you have to pay the big bucks to get everything back on track – if you can get back on track.

Some businesses don't get back on track. They are forced to close after a cyber-attack because they don't have the money or resources to recover. The damage is simply too much and the cost too high. If they had invested in IT security upfront, it might be a different story.

Don't get caught off guard by a data breach, malware infection, hacker attack or data loss due to technology failure or natural causes like flood or fire. It's time to take your IT to the next level. Protect your business the right way and avoid the mistake so many others make when they avoid the investment in good IT.

Work with an IT services firm that takes your business as seriously as you do. If you have more questions about how to work with your technology provider and what the real benefits are, give us a call.

your staff's productivity. Same goes for adding a second monitor to save time working on multiple applications at the desktop. Where do you put your company's investments?

3. **Don't fall behind on cyber security.** It's easy to forget about cyber security when things are running smoothly and working as intended. But cybercriminals never stop. They are always looking for a way in, and if you fall behind the times on your IT security, then you make it easier for them. Have you trained your staff how to be safer online or how to recognize a phishing email? Keep your data and your customers as secure as possible. —Inc., July 30, 2019

Word Play

BEAUTY PARLOR:

A place where women curl up and dye.

CHICKENS:

The only animal you eat before they are born and after they are dead.

COMMITTEE:

A body that keeps minutes and wastes hours.

DUST:

Mud with the juice squeezed out.

EGOTIST:

Someone who is usually me-deep in conversation.

HANDKERCHIEF:

Cold Storage.

INFLATION:

Cutting money in half without damaging the paper.

MOSQUITO:

An insect that makes you like flies better.

RAISIN:

A grape with a sunburn.

SECRET:

A story you tell to one person at a time.

SKELETON:

A bunch of bones with the person scraped off.

TOMORROW:

One of the greatest labor saving devices of today.

TOOTHACHE:

The pain that drives you to extraction.

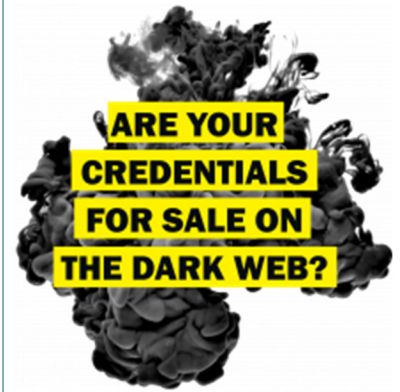
WRINKLES:

Something other people have....similar to my character lines.

YAWN:

An honest opinion openly expressed.

OLD: I very quietly confided to my friend that I was having an Affair. She turned to me and asked, "Are you having it catered?". . . and that, my friend, is the definition of 'OLD'!!!
(Gary, thank you for your submission!)



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

<https://www.tech4now.com/dwid>
or www.tech4now.com/bullphish

Quick Tech Productivity Pointers

Beware, some Covid-19 warnings carry a dangerous payload!

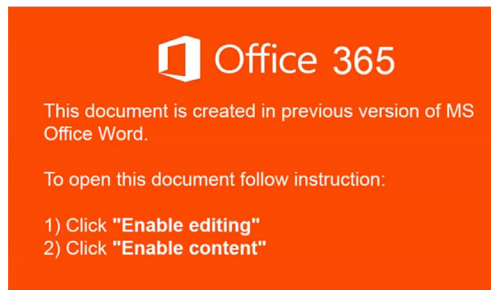
During the days of the coronavirus, end users are receiving messages that appear to be innocuous, but, in fact carry a volatile payload. These come from sources that may appear to be friendly, even from the White House, but we want you to be wary.

If you receive an email with an attachment (e.g., Word Document) and you are not certain as to its validity. Take a moment to exercise caution and review the sender and the sender's address. There is a virus called Emotet that sends thousands of these messages using Botnet servers to spread their infection chain. Malspam, the mailing of spam with a malware package attached to it represents 82% of all malicious Internet traffic. So, it is always a possibility and you need to learn how to stay safe.

If you receive an email with an attachment telling you enclosed are the CVC guidelines, info on the stimulus package, here is the nearest testing center details, be wary! Is it expected? Are you sure you want to open the attached document?!

Their objective is to get you to download and open a word document. Then, when you open it, they will show you a notice that looks official/legitimate and gives you a short list of instructions. The document shows a button to "Enable editing/content" and the notice tells you to enable the content. Again, Be Wary! Once you do enable the content in this attachment,

it will run macros on your machine that deliver the actual payload or pull it down from another location since you have now enabled it to do so.



The other option would be that it indicates the document is protected. You don't see, however, that there is a yellow warning with a shield and an exclamation point followed by the words, "SECURITY WARNING Macros have been disabled." You see the button "Enable Content" and click on it. What you WON'T SEE is that in the background, a script (macro) has just run and launched a utility that will determine whether to do cryptomining on your machine, scan it for useful data, see other machines on your network to install on, or install ransomware and work on collecting money from you to recover whatever is on your computer. (You do run a regular back up on this computer, right!?)

It's up to YOU to be vigilant and educated. If you click the "Enable Content," then you have opened the gate. We suggest you sign up for training if you are unsure. Need help, give us a call at 201-797-5050.



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**IT Solutions for
YOUR Business!**

Feedback & Suggestions...

Is there a topic or feature you would like to include in a future issue? Opinions and feedback are welcome and encouraged. Please send us an e-mail or call our direct line.

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5 Reasons To Choose A Hosted VoIP Phone System

1. **COST SAVINGS**
2. **ANSWER CALLS ANYWHERE**
3. **ON-DEMAND SCALABILITY**
4. **WORLD-CLASS FEATURES**
5. **ENHANCED PRODUCTIVITY**

As a small business, you need every advantage to be as efficient and productive as possible. **Holzager Technology Services** is proud to provide our clients with a cost-effective, feature-rich, world-class phone system that is easy to use and sure to enhance your business productivity.

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FREE REPORT

"The Ultimate Guide to Choosing the RIGHT VoIP Phone System"



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- ✓ **Hassle-Free IT** powered by **HTS Insight** Managed Services
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- ✓ Onsite and Offsite Backup
- ✓ Disaster Recovery and Business Continuity Planning
- ✓ Virus Protection & Removal and Dark Web Monitoring
- ✓ Network Security and Online Employee Security Training
- ✓ Mobile and Hosted "Cloud" Computing
- ✓ E-mail & Internet Solutions
- ✓ Wireless Networking
- ✓ Spam Filtering and E-mail Archiving 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!

"Just a note to say how painless you made the change from Windows 7 to 10 for my office. I didn't have to learn any new tricks and it's faster by far. Many thanks for your expertise."

—**Anne B. Horst**, Kando Service Agency, Inc.

August 2020

The Lighter Side...

For Entertainment Purposes ONLY!

During the pandemic...



Paranoia has reached absurd stages...
I sneezed in front of my laptop and the anti-virus started a scan on its own!

Twisted Thoughts...

☺ The other day, I held the door open for a clown. I thought it was a nice jester.

☺ So what if I don't know the meaning of the word 'apocalypse'? It's not the end of the world!

☺ Have you ever tried to eat a clock? It's very time consuming.

☺ Do you have weight loss mantras? Fat chants.

☺ What is a thesaurus' favorite dessert? Synonym buns?

☺ Atheism is a non-prophet organization.

☺ I'm reading a book about anti-gravity. I can't put it down.

☺ It's not that the man couldn't juggle, he just didn't have the balls to do it.

☺ It's a lengthy article about ancient Japanese sword fighters, but I can Samaras it for you.

☺ I wasn't going to get a brain transplant, but then I changed my mind.

☺ If there were someone selling marijuana in our neighborhood, weed know it!

☺ The meaning of opaque is unclear.

☺ Police were called to the day care center. A 3-year old was resisting a rest.

The Elderly Gentleman

An old man is ready to go to Florida, so he goes to visit his internist. While there, the doctor asks, "What's the problem?"

The old man says, "Well, I have been having these silent gas emissions. Last night, we were playing bridge with some friends and I had a few silent emissions. They had a somewhat noxious odor, but they were silent. So no one knew where it came from. But, it gives me some embarrassment and I want to do something about it."

The doctor asks, "Does it happen often?"

The man replies, "It happened at dinner last night a number of times, too! Fortunately, no one noticed. In fact, while I've been here with you in the office, I have released about eight to ten silent gas emissions and you did not even notice them. Like I said, they are not offensive, just embarrassing. What can you do for me doctor?"

"Well, the first thing I'd like to do is send you to a hearing specialist."

First Day of School

The child comes home from school his first day. His mother asks, "Well, what did you learn today?" The kid replies, "Not enough. They want me to come back tomorrow."