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Volume 14, Issue 2

February 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 #845**

**"A lemon contains more  
sugar than a strawberry."**

**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



All across the world, hackers are targeting and exploiting security weaknesses and holding data hostage. In May, the Colonial Pipeline was hit by a cyber-attack that disrupted fuel supplies along the East Coast for several days. The company – and the FBI – paid hackers \$4.4 million in Bitcoin to regain control of the system.

Colonial Pipeline was not the only corporation that paid hackers an exorbitant amount of money. The NBA, Kia Motors and JBS Foods have also been victimized by cyber-attacks where hackers demanded millions of dollars. CD Projekt RED, a Polish video game developer, was also a victim of a cyber-attack, but since they had backups in place, they never had to

pay the demanded ransom.

While these are all big organizations, that does not mean that small businesses are safe. These stories made the news because companies paid millions of dollars to regain control of their data. When a small or mid-size business (SMB) gets attacked, they can't pay millions of dollars to recover stolen information. Instead, these hackers will usually go after customer and employee information as well as financial records and statements. When a hacker attacks an SMB, it often ends in the business closing their doors for good.

The year 2021 set a record for cyber-attacks, and 2022 is shaping out to be no

*(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

*"Obstacles do not block the path, they are the path."*

—Zen Proverb

*"The elevator to success is out of order. You'll have to use the stairs... one step at a time."*

—Joe Girard

*"All you need in this life is ignorance and confidence, and then success is sure."*

—Mark Twain

*"I always wanted to be somebody, but now I realize I should have been more specific."*

—Lily Tomlin

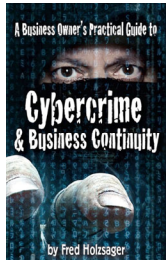
*"It's hard to beat a person who never gives up."*

—Babe Ruth

*"The secret of change is to focus all of your energy, not on fighting the old, but on building the new."*

—Socrates

## 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!**

## It's Time To Wake Up To The Reality Of Cyber Security In 2022

(Continued from page 1)

different. If you're a business owner, you need to wake up to the reality of cyber-threats and cyber security before it's too late.

Here are a couple of the best cyber security practices you should put into place immediately.

### Hire A Managed Services Provider For Your IT Needs

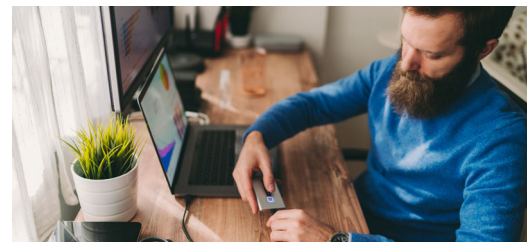
Cyber security awareness has grown over the past five years, but there are still plenty of SMB owners who think there is no need for cyber security measures or that they're too expensive. The simple truth is every business can be a victim of cyber-attacks. If you think it's too expensive to have your own IT team watching over your cyber needs, think again. Hiring an MSP is one of the best and most cost-effective ways to ensure that your network and information are protected.

MSPs can be incredibly beneficial to any business. They're designed to recognize and fix weak points in your IT infrastructure. MSPs work proactively to ensure your business is fully protected in the cyberworld. They offer around-the-clock monitoring, data backup and recovery, firewall and network protection, real-time threat prevention and so much more. MSPs provide you with a dedicated team of IT professionals who are available to assist with any IT needs. If you have not looked into hiring an MSP for your business, you need to consider it.

If you're interested in hiring an MSP or want more information about the benefits, reach out to us and we will assist with any concerns or questions you may have.

### Create A Cyber-Secure Culture

Many cyber-attacks stem from employee



error or misunderstanding. You need to make sure that all of your employees are aware of the risks associated with cyber-attacks. When you first hire an employee, train them on cyber security. In addition to this, your current employees should go through a reminder course at least once a year.

You'll need to inform your employees about the dangers of phishing e-mails and texts, downloading malware, social media scams and password protection. If you have employees working remotely, you should ensure their devices have security measures built into them. If your employees are informed about the risks, they will be more observant so they can spot any potential threats. Your entire team needs to buy into the cyber-secure culture if you want your training to be effective.

In today's day and age, you can never be too careful when it comes to your cyber security. You need to be proactive and put into effect all of the security measures you possibly can. The year 2021 saw cyber-attacks reach new heights, and it's likely that these numbers will continue to rise even higher this year. Take preventive action and don't let your business add to the cyber-attack statistics. If you're unsure of where to begin when it comes to buffing up your cyber security practices, give us a call, and we will be glad to help.

**BE SAFE, BE SMART AND BE HEALTHY!**

## Prepare For A Hack Attack Today

Every business owner, big and small, should be prepared for a cyber-attack. It's incredibly likely hackers will attack your company at some point. Luckily, there are five strategies you can implement to better protect your company from hackers.

**1. Hide Your Data:** Keep your data in multiple online locations and separate data between multiple cloud providers to keep it secure. Hackers are likely to give up if it's too much hassle to get in.

**2. Routinely Check Your Finances:** It can be nearly impossible to recover from a hack if too much time has passed. It's not your bank's or accountant's responsibility to keep up with your finances, it's yours.

Get in the habit of regularly checking your finances.

**3. Utilize Multifactor Identification:** Make sure your employees use multifactor identification to protect company information. They should also change their passwords often and make them complex.

**4. Avoid Phishing Scams:** Train your employees to not open or respond to any suspicious texts or e-mails.

**5. Watch What You Post On Social Media:** Don't post any information on social media that a hacker could utilize to breach your security.

*If I am not for yourself, who will be?*



## Wordplay

This month, we consider some witty & humorous lines and sayings. Enjoy the "Dad" quips!

👨👦 Did you hear about the optometrist who fell into a lens grinder and made a spectacle of himself?

👨👦 Doctors tell us there are over seven million people who are overweight. These, of course, are only round figures.

👨👦 What is the purpose of reindeer? It makes the grass grow, sweetie.

👨👦 There were two ships. One had red paint, one had blue paint. They collided. At last report, the survivors were marooned.

👨👦 The other day I sent my girlfriend a huge pile of snow. I rang her up and asked, "Did you get my drift?"

👨👦 Where do you find giant snails? On the ends of giant's fingers.

👨👦 Why is Saudi Arabia free of mental illness? There are nomad people there.

👨👦 When I was in the supermarket I saw a man and a woman wrapped in a barcode. I asked, "Are you two an item?"

👨👦 I went to the butchers the other day and I bet him \$50 that he couldn't reach the meat off the top shelf. He said, 'no, the steaks are too high.'

👨👦 I fired my masseuse today. She just rubbed me the wrong way

👨👦 Question: How did Christopher Columbus finance his trip to America?

Answer: With the Discover Card.

👨👦 Show me where Stalin's buried and I'll show you a communist plot.

👨👦 When she told me I was average, she was just being mean.

👨👦 A guy walks into a bar with jumper cables. The bartender says, "You can come in, but don't start anything!"

👨👦 This duck walks into a bar and orders a beer. "Four bucks," says the bartender. "Put it on my bill."

👨👦 A dog with his leg wrapped in bandages hobbles into a saloon. He sidles up to the bar and announces: "I'm lookin' fer the man who shot my paw."

👨👦 A man walks into a bar with a slab of asphalt under his arm and says: "A beer please, and one for the road."

👨👦 A skeleton walks into a bar and says, "Gimme a beer, and a mop."

👨👦 A termite walks into a bar and says, "Is the bar tender here?"

👨👦 Four fonts walk into a bar. The barman says "Oi - get out! We don't want your type in here"

## Quick Tech Productivity Pointers

Businesses across all industries need to invest in technology to remain competitive. But because not all technologies deliver on their promised benefits, it's vital for business leaders and/or their IT partners to make sure their technology investments are worth keeping. Here's how technology business reviews can help in that regard.

A technology business review reveals the strengths and weaknesses of your company's IT framework. It's often performed by a third-party IT consultant who will give an objective assessment of your technology and provide recommendations to help you meet your goals. If done properly, technology business reviews allow you to:

### Save money

Every review starts with a cost-benefit analysis to determine whether an implemented solution is worth the continued investment. If there are technologies costing you a fortune in management and maintenance fees, consultants will advise you to cut them from your budget. They will also recommend cost-effective alternatives so you can do more with less.

### Increase productivity

System-wide reviews of your IT infrastructure show you what processes are hindering business operations. This allows you to formulate solutions to increase productivity. For example, if employees are mainly sharing files via email, consultants might suggest cloud collaboration platforms, like Microsoft 365 or Google Workspace, which store data in a centralized location for seamless file sharing.

### Enhance security and compliance

Technology business reviews can also uncover security risks within your business. Consultants look for missed patches, poorly configured networks, and other software vulnerabilities that can be easily exploited by cyber criminals. They'll then compile their findings to create a more robust cybersecurity strategy, usually one that involves implementing advanced solutions like intrusion prevention systems, file access restrictions, and patch management software.

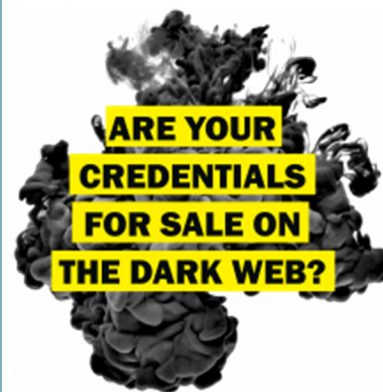
If you operate a business that's subjected to data regulations like the Health Insurance Portability and Accountability Act (HIPAA) or Payment Card Industry Data Security Standard (PCI DSS), consultants will also pinpoint noncompliant IT practices and solutions and then customize a strategy that ensures the privacy, integrity, and availability of your data.

### Implement appropriate technologies

Considering that new technologies are released at a breakneck pace, it's important to pick those which will help you achieve your business goals. Technology business reviews keep you up to date on the latest technology trends and gauge the impact of implementing them so that you can make informed decisions.

Whether your goal is to increase profits, productivity, security, or all of the above, technology business reviews can put you on the right track. Our seasoned IT consultants can conduct these reviews for you and develop a strategy that gives you an edge over the competition. Just give us a call.

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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](https://www.tech4now.com/bullphish)

### Combat the Password Crisis

Is your organization guilty of sacrificing security for convenience when it comes to passwords?

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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. 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**

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



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### Services We Offer:

- ✓ **Hassle-Free IT** powered by **HTS Insight** Managed Services
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- ✓ Onsite and Offsite Backup
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- ✓ 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!*

*"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*

**February 2022**

## The Lighter Side...

*For Entertainment Purposes ONLY!*

### During a Stop at The Inn

One cold, rainy and windy medieval evening, a knight limped his injured horse to a local inn. He asked the innkeeper, "do you have a healthy horse I could ride so I may complete my journey?" The innkeeper replied sadly that he had no horses in his stable. Just then the knight spots a St. Bernard. It looked large enough to ride but its joints were knobby and its fur was matted and coming out in tufts. A truly ragged beast. No matter, as the knight told the innkeeper, "I'll ride the dog tonight so I can get where I need to go". But the innkeeper shook his head and said, "I wouldn't send a knight out on a dog like this".

### On the Side of the Road

The other day I had a flat on the highway. I pulled to the side, went to the trunk, opened it and pulled out two cardboard men. I unfolded them and put them on both sides of the rear of my car facing the oncoming traffic. To tell you the truth, they looked pretty realistic!

They were dressed in trench coats that exposed they were naked underneath, to the approaching cars. All of a sudden the cars started slowing down, people were flashing their lights and honking their horns!! Finally a police officer pulled up behind me, got out and came towards me with a mad look on his face.. He asked "what's going on here?"

I explained that I had a flat tire.

"What the hell are those two obscene cardboard men doing here beside the road?"

I couldn't believe he didn't know!!!  
Hellooooo, those are my emergency flashers, DUH.. .."

### The Job Interview

A business man was interviewing applicants for the position of divisional manager. He devised a simple test to select the most suitable person for the job. He asked each applicant the question, "What is two and two?"

The first interviewee was a journalist. His answer was "Twenty-two."

The second applicant was an engineer. He pulled out a slide rule and showed the answer to be between 3.999 and 4.001.

The next person was a lawyer. He stated that in the case of *Jenkins v Commissioner of Stamp Duties*, two and two was proven to be four.

The last applicant was an accountant. The business man asked him, "How much is two and two?"

The accountant got up from his chair, went over to the door and closed it then came back and sat down. He leaned across the desk and said in a low voice....

"How much do you want it to be?"  
He got the job.