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January 2021

**Celebrating over
NINETEEN 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 #384

“Each year, the average person walks the distance from NY to Miami.”

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The Tech Insider

“Insider Tips To Make Your Business Run Faster, Easier and More Profitably”



Finally Shed The Old This Year : *It's Costing You Much More Than You Think*

New year, new technology! If your business is still relying on older and aging technology, it’s time to think about updating that technology. As it ages, the effort to keep it running comes with many hidden costs. While it may seem financially savvy to keep older hardware and software running, you may be setting yourself up for **major** costs down the road.

It’s understandable why many small businesses shy away from investing in new equipment and software. They do the math and see a number that keeps rising. While the upfront costs of new technology — hardware or software — **can** be high (or higher than you would like), you have to consider what you would be paying for versus the cost of keeping aging technology running.

Let’s start by looking at some of the “hidden” costs that come with using older or outdated technology. First, consider **the cost of productivity**.

The older technology gets, the less efficiently it runs. This applies to hardware and software. Hardware has a tendency to lag, even if it’s well-maintained. Devices simply wear out with use. This cannot be avoided. But the productivity issues that come with aging hardware only get worse when you bring aging software into the mix. Over time, you will start to lose support from developers, and this comes with all sorts of problems. Here are three examples.

Loss Of Integration. Older apps lose stable

(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 you argue and rankle and contradict, you may achieve a victory, but it will be an empty victory because you will never get your opponent's goodwill."

— Benjamin Franklin

"If your actions inspire others to dream more, learn more, do more and become more, you are a leader."

— John Quincy Adams

"If people like you, they'll listen to you, but if they trust you, they'll do business with you."

— Zig Ziglar

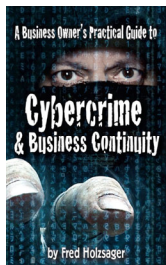
"Wonder what your customer really wants? Ask. Don't tell."

— Lisa Stone

"Some people dream of success, while other people get up every morning and make it happen."

— Wayne Huizenga

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!

Cybercriminals Confess

(Continued from page 1)

integration with companion apps. At one point, your CRM software may have worked perfectly with your billing software. As developers focus on newer versions of their apps, they stop updating past versions. The end result is more hiccups or errors. You risk losing data.

Loss Of Compatibility. Older apps aren't always compatible with newer apps. What should you do when still using an old software and your vendors or customers use the up-to-date version? It can result in a lot of aggravation on everyone's part, and you can end up losing customers. One Microsoft survey showed a vast majority of consumers – 91% – would walk away from a business if that business were using older technology.

Loss Of Time And Money. Factoring in slow equipment and the loss of integration and compatibility, aging tech makes it harder for your team to do their jobs. A recent study by **Currys PC World** found that employees lose an average of 46 minutes every day due to aging technology. That adds up to about 24 days per year and an average loss of about \$3,500 per employee – though that number can vary wildly from industry to industry. You can be sure the cost in time and money has a ripple effect throughout the entire business.

While productivity takes a hit, there's another major issue that comes up when your business relies on aging technology: **security**.

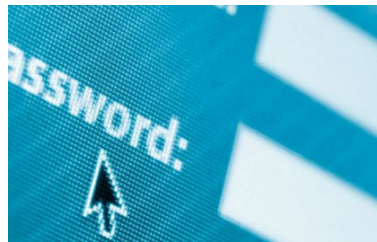
As your tech ages, and as developers end support, this means you'll see fewer security patches. Eventually, there will be zero security patches,

"One Microsoft survey showed a vast majority of consumers – 91% – would walk away from a business if that business were using older technology."

The "Human Firewall" - What it is and why you'll be concerned

Social engineering is a scary thing, and we're ALL vulnerable. It starts when scammers try to build trust with their victims. They trick their victims into handing over e-mail addresses, physical addresses, phone numbers and passwords.

Scammers often use phishing e-mails (and sometimes phone calls) posing as legitimate sources to get this information. They might tell you they're a representative at your bank, the IRS or your favorite online store. They may even pose as one of your colleagues. They prey on your desire to help or fix a problem.



Social engineering works because scammers know how to break through the "human firewall," or the people in your organization. You can have all the malware protection in the world, but hackers can still break in by

exploiting your employees.

How can you protect yourself and ensure your human firewall isn't breached? While no method can stop social engineering completely, **ongoing CYBER SECURITY TRAINING can go a long way in patching that firewall.** When your team knows what to look for and how to deal with it, they can stop the scammers in their tracks. It's not perfect, but it surely helps.

leaving you vulnerable. Developers may stop supporting older products, but hackers and cybercriminals will keep on trying to break into those products. They know small businesses tend to update their systems at a slower pace, and this gives criminals an advantage.

If you get caught using outdated software and a hacker is able to break into your network, the costs associated with this kind of a data breach can put a business under. It's devastating. The problem is made worse if you had limited IT security in place (or none at all) and weren't backing up your data. It's like handing your business over to the criminals! The importance of IT security cannot be overstated, and if you are working on older computers with outdated software, risks are greater.

So, What Can You Do? As we said before, many small businesses assume that keeping their technology up-to-date is cost prohibitive. They don't want to deal with the upfront cost that comes with investing in new hardware and software. While it can be costly, depending on your needs, there are ways to mitigate those costs.

One great example is through a *Hardware-as-a-Service* (HaaS) and *Software-as-a-Service* (SaaS) company or program. These allow small businesses to stay current without having to drop a tidy sum in order to make it all happen. These services are often offered through managed service providers (MSPs) that are dedicated to helping small businesses with all of their IT needs, including keeping their technology updated and their network secure from outside intruders.

When you factor in the loss of productivity (and the frustration that comes with that) along with the costs that come with data breaches, malware infections or cyber-attacks, it can easily be worth it to kick your old tech to the curb and embrace the new! If you have questions or want to know how you may implement changes, give us a call—(201) 797-5050.

Wordplay

This month, we make another visit back to the signs at Indian Hills Community Center, CO. This venue has a sign on the road with creative puns.

- ☺ Where did the Terminator find toilet paper? Aisle B, Back.
- ☺ Rocky Mountain Oysters—The original sack lunch.
- ☺ If your guy doesn't appreciate fresh fruit puns—Let that mango!
- ☺ To the thief who stole my glasses—I will find you... I have contacts.
- ☺ If any of you know how to fix broken hinges, my door is always open.
- ☺ I was kidnapped by mimes. They did unspeakable things to me.
- ☺ Man injured in bizarre Peek-a-Boo accident! He's in I.C.U.
- ☺ Someone threw a jar of mayo at me. I was like what the Hellman?!
- ☺ Due to the quarantine, I'll only be doing inside jokes.

- ☺ Reading while sunbathing makes you well red.
- ☺ Police car loses wheels to thief! Cops are working tirelessly to nab suspect.
- ☺ Went to this horrible bar called "The Fiddle." It really was a vile inn.
- ☺ The finest shoes are made of smooth leather. My opinion will never be suede.
- ☺ Cold? Go stand in the corner. It's 90 degrees.
- ☺ A few puns make me numb, but math puns make me number.
- ☺ I wanted to be a monk, but I never got the chants.
- ☺ Why can't you trust an atom? Because they make up everything.
- ☺ New CBD infused toilet paper! Now, everyone can calm their butt down!
- ☺ Have you noticed "THE" & "IRS" spells theirs?
- ☺ Past, Present and Future walked into a bar. It was tense.
- ☺ When you're down by the sea and an eel bites your knee, that's a moray.

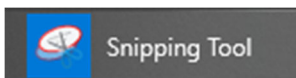
Quick Tech Productivity Pointers

Documentation of your Standard Operating Procedures (SOPs) is a great way to share information with all of your staff. Not only does an SOP provide structure, showing that you have SOPs in place to reduce wasted time and increase efficiency demonstrates to your staff that you are there to help them grow.

Getting Started

If your company orders equipment and product to sell, then you should have an SOP. If you take orders, outlining the process enables you to keep your business running more smoothly and reduces hiccups and headaches. You can follow the path and see if a step was overlooked, then you can remedy it and turn it into a memorable step that won't be skipped again.

If you use a computer, and need to provide your staff with screenshots of what they will see, especially if you are updating a process, then you can use a handy utility that comes with your Windows operating system, Snipping Tool. It's simple to access and available with an easy to remember keyboard shortcut:



1. Get the screen set for the shot.
2. Press SHIFT Key + +S (for **S**creen)
3. Drag the "+" from any corner with your mouse, then hold down the left mouse button and drag it diagonally to "marquis" the desired image, then release the button. At this point, the highlighted item will be copied to the Windows "clipboard."
4. Open your desired target application such as Word or PowerPoint and PASTE the contents of the clipboard into your word document or presentation slide.
5. It's that simple!

By the way, if you are using Microsoft OneNote or Word to create your documents, the same keyboard shortcut applies. Either way, you win!

Setup Templates

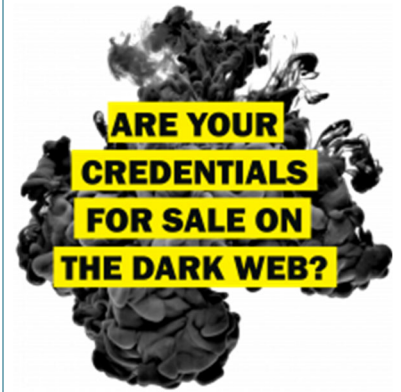
As any person that documents knows, it is always helpful to create templates upon which you may model your SOPs. Have a meeting with your staff to brainstorm what items may be important to document. Then, put your heads together, again, to develop a general form that may allow you to document each of the items you have identified. If they don't all fit in one form, develop another for a process that needs a different template. The general idea, however, is to find a limited number of forms to develop for the sake of creating useful documentation.

What do you need to document?

Sales processes, Phone interactions, Cold call scripts, Thank you letters, Cover Letters, Client complaints (although that never happens!). Sit and think, let your mind review your day and recall different situations that occur on a daily, weekly and monthly basis. Do you have an end of month routine that includes reporting or invoicing? Does your website generate leads? Here's your chance to not only document it, but to automate it. Do you mail reports upon web requests or enter the visitor's names and points of interests into your CRM (Client Relationship Management) database? Script it and have your webmaster create code to collect and post it for you.

Documentation is your opportunity to organize your business, streamline your processes and onboard your new employees. And, Yes! That's another SOP form for you to create upon the acquisition or release of staff. You don't want to miss any important steps, so start working on this project now. Good luck in your quest.

Stay safe, stay healthy and stay happy.



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>

STOP Thief!

According to Gartner, a laptop is stolen every 53 seconds! Encryption is the best failsafe against stolen or exposed data.



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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

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4. WORLD-CLASS FEATURES
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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!

"I cannot say enough great things about Fred and Holzager Technologies. He is knowledgeable, responsive, patient and prompt. Not only do they handle my IT issues, they also do my daily backups, monitoring and just built me a new computer. If you've tried all the rest, now try the best."

—**Mitch Cohen**, PuroClean Emergency Restoration Specialists, Fair Lawn, NJ & Nanuet, NY

January 2021

The Lighter Side...

For Entertainment Purposes ONLY!

Covid Times

In other news, the seven dwarfs have been advised that they can only meet in groups of 6... One of them isn't Happy!

At the Blacksmith's

One day a cowboy walked into a blacksmith shop and picked up a horseshoe, not realizing that it had just come from the forge. He immediately dropped it and jammed his hand into his pocket, trying to act as if nothing had happened. The blacksmith noticed and asked with a grin, "Kind of hot, wasn't it?"

"Nope," answered the cowboy through clenched teeth, "it just doesn't take me long to look at a horseshoe."

The Carpenter in the Witness Stand

A carpenter was giving evidence about an accident he had witnessed. The lawyer for the defendant was trying to discredit him and asked him how far away he was from the accident.

The carpenter replied, "Twenty-seven feet, six and one-half inches."

"What? How come you are so sure of that distance?" asked the lawyer.

"Well, I knew sooner or later some idiot would ask me, so I measured it!"

School Acquaintances

Two small boys met during their first day at school. "My name is Billy. What's yours?" asked the first boy. "Tommy,"

replied the second. "My daddy is an accountant. What does your daddy do for a living?" asked Billy.

Tommy replied, "My daddy is a lawyer."

"Honest?" asked Billy.

"No, just the normal kind," replied Tommy.

Mom Said...

My mother said, "You won't amount to anything because you procrastinate." I said, "Just you wait!"

Testing a Theory

A noted sex therapist realizes that people often lie about the frequency of their encounters, so he devises a test to tell for certain how often someone has sex.

To prove his theory, he fills up an auditorium with people and goes down the line, asking each person to smile. Using the size of the person's smile, the therapist is able to guess accurately until he comes to the last man in line, who is grinning from ear to ear.

"Twice a day," the therapist guesses, but is surprised when the man says, "No."

"Once a day, then?" Again, the answer is no. "Twice a week?"... no. "Twice a month?" ... no.

The man finally says yes when the doctor gets to "once a year."

The therapist is angry that his theory isn't working, and asks the man, "What are you so happy about?"

The man answers, "Tonight's the night!"