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Volume 13, Issue 7

July 2021

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



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owner, you don't
have time to
waste on
technical and
operational issues.**

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**Fred Holzager,
IT Director**

**Holzager Technology Services
and
Publisher of
*The Tech Insider***

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Snapple Real Fact #185

**"A male kangaroo is
called a Boomer."**

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The Tech Insider

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



These Technologies Hold The Key To Growing Your Business

After a roller coaster of a ride in 2020 and into 2021, businesses just like yours are looking to the future. Their eyes aren't just on recovery. Many businesses are eager to make up for lost time and they want to bring new customers into the fold.

There are countless growth strategies out there, but one area offers a lot of options where you can dial into your specific business needs: Technology. It really comes down to finding the right solutions that fit the current or future needs of your business.

This month, we'll dive into two ways you can utilize various technologies to grow your business in the second half of 2021 and in the years to come.

Using Automation

Many businesses have yet to crack the code on automation. They aren't sure how to implement it and make the most of it. And that's okay. Automa-

tion comes with a few hurdles, like getting started for one. It's an investment of time and money. However, once you get started, it does the rest.

A majority of daily business activities can be automated. One increasingly popular form of automation is artificial intelligence (AI), often used by chatbots. In the past, chatbots were useless. From the user standpoint, they never worked as expected. But those days are over; thanks to major strides in AI technology, chatbots are automation kings.

Chatbots are highly customizable. You can use them as the first "being" a potential customer sees when they visit your website. From there, a chatbot can ask questions and mimic a real person. But here's where the automation really comes into play: if a potential customer has a specific request or ques-

(Continued on page 2)



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www.tech4now.com/we-love-referrals, contact us by phone at 201-797-5050
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Quotations

"A lie doesn't become truth, wrong doesn't become right, and evil doesn't become good, just because it's accepted by a majority."

—Booker T. Washington

"Security is always too much until the day it is not enough."

—William H. Webster

"Integrity is doing the right thing, even when no one is looking."

—C.S. Lewis

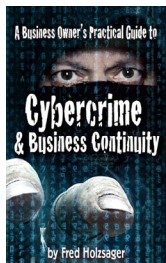
"Never argue with stupid people. They will drag you down to their level and beat you with experience."

—Mark Twain

"Decide what you want. Believe you can have it. Believe that you deserve it, and believe it's possible for you."

—Jack Canfield

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!

Tech Holds The Key to Growing Your Business

(Continued from page 1)

tion, the chatbot can instantly direct them to the person within your company who can help. It saves a lot of time.

Automation is also useful when it comes to collecting data. Now, you can rely on numerous apps to collect different types of data and have it all sent to one place. For instance, you should have forms on your website where people can input data, such as their name and e-mail (and other data you may be interested in). You lock free content (such as e-books, special reports, videos, demos, offers, etc.) behind a "data wall." Once a potential customer gives you what you want, they gain access and you get a lead.

Investing In IT Security

Many businesses went through huge changes last year. One common change was the shift to remote or hybrid work models. In the process, these businesses had to figure out a lot of things on the fly, from how to get their employees up and running to making sure their data was secure.

Unfortunately, many businesses, particularly small and medium-size businesses, struggled to balance getting their employees up and running and staying secure, due to a lack of resources, support or know-how. They ended up having to focus on one or the other – data security often got left in the dust. And in the mix of it all, growth completely fell off the radar.

"There are countless growth strategies out there, but one area offers a lot of options you can dial into your specific business needs: Technology."

Two Things Every "Customercentric" Brand Needs

Whether you're building a new brand from the ground up or rebranding, there's a good chance you're thinking about the customer. *How can my brand connect with customers?* Not every business puts thought into their customer experience, nor do they strive to connect with the customer outside of the sale, but for a brand to be successful, that connection is a must. Here are two things every business must do in order to build a "customercentric" brand.

Be Empathetic. Understand where your customers are coming from. What are their needs, wants and desires? What's causing them stress? Be there for customers and their problems. You might not be able to solve every problem, but by listening to their needs and helping them (even if that means referring them to someone who can help), you make a positive difference in how they perceive your brand.

Know Your Customer. You need to have a "full view" of your customers. Not only do you need to understand the demographic you serve, but you also need to get personal and understand what

We're going into Q3 2021, but many businesses still lag behind when it comes to their IT needs. Not investing in network security, and an overall IT security strategy, has the potential to hold your business back and prevent the growth you're looking for. Not only is your data at risk from both internal (hardware failure, data loss, etc.) and external (data breaches, cybercriminals, etc.), but there are also other issues to be aware of.

Here are a few questions to consider:

- Do your employees have strong endpoint security? (Are their devices and network connections secure?)
- Are they trained in IT security protocols? (Do you have protocols in place?)
- Are they trained in general IT security awareness? (Do you give them lessons to recognize threats?)
- Are your network and IT needs scalable? (Do they allow for growth or are they static?)

These questions are a starting point. If you aren't happy with the answers, it's time to fill the gaps and give your business the advantage it needs for the future.

Getting Started

If technology still eludes you, you want to jump into the cloud or automate parts of your business, or you need to boost your data security, your best next step is to partner with a managed services provider (MSP) or a firm that specializes in IT solutions. You never have to do any of these things on your own – especially if you have questions or aren't sure how to get started. This is the kind of partnership that can put your business on the path to hitting your growth goals and set you up for tech success!

they like and dislike. It goes hand in hand with knowing what they need and want. The more you know about your customer, the better you can serve them. Send out surveys. Ask them about themselves when you engage with them in person or online. Build this approach right into your business. — *Forbes*, April 15, 2021

Some companies have also found the creation of a message with a story helps to establish a clearly communicated branding message as well. This method has been well explained by **Donald Miller** in the *BrandScript™* process. If you would like to learn more about how he made a success of many different businesses, visit storybrand.com. We have heard him speak and the process which he synthesized to create a storybrand has proven itself time after time. It's straightforward, step-by-step and readily conveyed. We highly recommend you read his book, *Building A Story Brand: Clarify Your Message So Customers Will Listen* for greater details (available on Amazon.com). It is available in Kindle, Audiobook, Hardcover, Paperback and Audio CD. Now, you have no excuse not to learn his techniques. ☺

Wordplay

This month, we return to wordplay, again, compliments of my brother, Gary. Enjoy the quips!

☞ An invisible man married an invisible woman. The kids were nothing to look at either.

☞ I didn't think the chiropractor would improve my posture. But I stand corrected

☞ I took my new girlfriend out on our first date to the ice rink, and entry was half price. She called me a cheap skate.

☞ Studies show cows produce more milk when the farmer talks to them. It's a case of in one ear and out the udder.

☞ My cross-eyed wife and I just got a divorce. I found out she was seeing someone on the side.

☞ My wife claims I'm the cheapest person she's ever met. I'm not buying it.

☞ Did you know that a raven has 17 rigid feathers called pinions, while a crow only has 16. The difference between a raven and a crow is just a matter of a pinion.

☞ I told my carpenter I didn't want carpeted steps. He gave me a blank stair.

☞ What did the surgeon say to the patient who insisted on closing up his own incision? Suture self.

☞ Why did the researcher get all the shore birds high on pot? He wanted to leave no Tern unstoned.

☞ How do crazy people get through the forest? They take the psycho path!

☞ I have a phobia of German sausages. I fear the wurst.

☞ The dairy industry in the Middle-East depends upon milk shakes.

☞ I just found an origami porn channel, but it's paper view only.

☞ 7 days without a pun makes one weak.

☞ *Listen* and *Silent* are spelled with the same letters.

☞ Cough, Through, Though and Rough—None of these words rhyme. But for some odd reason, Pony and Bologna do.

☞ Whoever put the letter "B" in the word "Subtle" deserves to be commended. It's kind of like the way "P" in "Baby" is silent.

☞ Santa Clause, the patron saint of grammar.

☞ Dyslexic prisoners are not helped by long sentences.

☞ A hot headed prince needs heir conditioning.

☞ Adding an extra floor to a skyscraper is quite another storey.

Quick Tech Productivity Pointers

Many companies will soon have their employees reporting back into the office. If you are not ready for this change after the pandemic, then you may have difficulty adjusting back into a routine. Time management may be your key to salvation.

1. While in the office, **remember to turn off your phone and log out of your social media accounts** to limit distractions. Your performance is now more visible, so you want to show your best side.

2. If you must run or attend a meeting, do your best to **keep it within the time constraints scheduled**; otherwise, it too, will become a time suck.

3. As many have already confirmed, **multi-tasking is not a true productivity task**. Few, if any possess the capability to do multiple chores concurrently and often waver, finding themselves losing focus, thus needing more time and getting less accomplished.

4. As your tasks begin to mount, **you will need to prioritize them using triage**. By sorting them, you will be able to address the higher priority tasks first and not miss the more important deadlines faced on a daily basis.

5. Working in a shared environment can be a true benefit: you may conveniently bounce ideas off each other, have spontaneous meetings in small groups, and see who is not in the office when you need them. This offers the team members **the opportunity to occasionally share the load or delegate work items to others**. Don't overlook the talent that some of your colleagues may have at processing certain tasks faster than you can. If you can offer a reciprocal benefit, you may be able to produce better results faster.

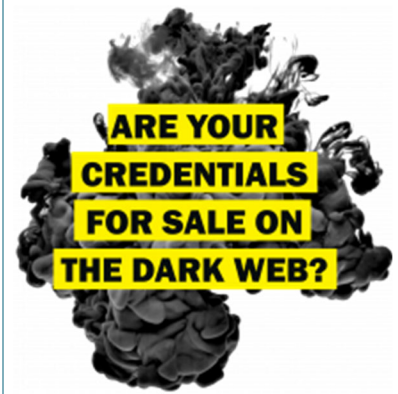
6. Whenever you are working on a project, take **a moment at the onset to review the project plan and identify what items are potentially missing from the tasks list or who may be a critical team player that was overlooked and not included in the communications**. By spending a few minutes or hours at the start of the project, you may be able to make it a success or avoid an expensive calamity that could easily have been avoided.



7. **Give yourself a mental reset**. As we push our limits, we begin to reach them. Take a break as you find the task makes you weary. A tired person readily loses focus after a long time at the same job. Remember how refreshed you feel in the morning after a good night's rest, well, the same applies for when you are at work, you drain your energy and, occasionally need to recharge.

8. To keep a project on schedule, it is important to create one. **Don't try to complete everything all at once, that is when mistakes tend to occur**. If you break it into smaller parts and meet the checkpoints and deliverables, the entire lifespan becomes more manageable.

9. If you have a particular chore to complete at a certain time, but are overwhelmed by tasks being assigned to you, **enter some time in your daily schedule to make certain that you allocate enough resources to complete that task in a timely manner**. If you do not give yourself the freedom to focus on each task, your work will suffer.



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**.

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<https://www.tech4now.com/dwid>
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"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

July 2021

The Lighter Side...

For Entertainment Purposes ONLY!

A Techie's Dad Joke

A man walks into a bar. He asks the bartender, "What's the Wi-Fi password here?" Bartender says, "You need to buy a drink first."

Man says, "OK, gimme a scotch and soda. Now what's the Wi-Fi password?" Bartender replies, "You need to buy a drink first- no spaces, no caps."

Quips:

"I hate spelling mistakes. Spell one word wrong and your whole joke is urined!"

I hired a handy man and gave him a list. When I got back home he only did #1, #3 and #5. Turns out, he only does odd jobs.

Adjusting to Change

A group of kindergartners were trying to become accustomed to the first grade. The biggest hurdle they faced was that the teacher insisted on no baby talk. You need to use 'big people' words," she'd always remind them. She asked Danny what he had done over the weekend.

"I went to visit my Nonni."

"No, you went to visit your GRANDMOTHER. Use big people words!"

She then asked Jenny what she had done.

"I took a ride on a choo-choo."

She said, "No, you took a ride on a TRAIN. Use big people words."

She then asked Johnny what he had done.

"I read a book," he replied.

"That's WONDERFUL!" the teacher said.

"What book did you read?"

Johnny thought about it, then puffed out his little chest with great pride and said, "... Winnie the Shit."

Find My Husband

A older woman enters a crowded buffet and is seated by the hostess. As she sits down, she politely asks her to help her husband find her in the large venue. She then describes her husband, "He's about 5'8" tall, white hair with glasses, a golf shirt and a pot belly." The hostess responds, "Ma'am, sorry, but I doubt I'll recognize him. Today is Seniors' Day. Most of our male patrons fit that description."

The Biker Bullies

An old truckdriver is sitting in a diner having coffee and pie. Three motorcycle bullies walk into the diner and approach the man. The first takes a lit cigarette, drops it in the guy's coffee and sits at the counter. The second takes a napkin, mashes it into the man's apple pie and sits at the counter. The third takes the man's plate and dumps it in his lap, then sits at the counter. The man quietly gets up, walks to the cashier, pays his bill and walks out. One of the motorcyclists says to the waitress, "He's not much of a man!" The waitress responds, "He's not much of a truckdriver either. He just backed up and rode over three motorcycles before driving off."