Holzsager
Technology Services LLC

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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 Holzsager,
IT Director
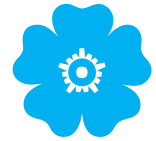Holzsager Technology Services
and
Publisher of
*The Tech Insighter***

Inside This Issue

Snapple Real Fact #28
Chewing gum while peeling onions will prevent you from crying.

The Tech Insighter

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

3 Ways To Stop Cybercriminals Cold In Today's Crazy Times

You've seen it. You've probably even experienced it. For what feels like forever now, just about everyone has been forced to modify priorities. As a business owner, you've probably been focused on shifting your business to accommodate this world crisis. You may even be investing more of your time in retaining customers and generating new cash flow. If you're like most people out there, you've barely even had time to think about cyber security and protecting your important data.

Maybe you've heard the saying "Never let a crisis go to waste." It's as if cybercriminals wrote it because that's exactly what they're thinking right now. In fact, they're probably working overtime right now to craft new malware while our lives have been turned upside down. Yes, as you're focused on your business, hackers are finding new ways into your IT network. Their objective is to steal data and passwords, compromise your clients' private information and even demand large ransoms.

Did you know that cybercrime is expected to cost $6 trillion (that's a 6 followed by 12 zeroes!) by the year 2021? But, now is when hackers are expected to do their absolute most damage.

Here are three strategies you can use right now to help protect your business data, money and productivity during these unusual times.

1. **Guard Your Inbox.** People aren't paying as much attention as they usually do, which makes it the perfect time for cyber-attackers to send e-mails with dangerous malware, worms and viruses. Always carefully inspect every e-mail received and make sure you know the sender.

Quotations

"Happiness is when what you think, what you say, and what you do are in harmony."

Mohandas Gandhi

"Once you say you're going to settle for second, that's what happens to you in life."

John F. Kennedy

"I've failed over and over and over again in my life and that is why I succeed."

Michael Jordan

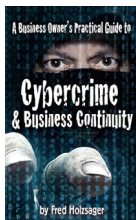*"Vision is the art of seeing things invisible."*

Jonathan Swift

"Management is doing things right; leadership is doing the right things."

Peter Drucker

"There is little you can learn from doing nothing."

Zig Ziglar

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!

3 Ways To Stop Cybercriminals

Here's another tip: avoid clicking links in the e-mail unless it's abundantly clear where they go. Also, don't ever download an attachment unless you know who sent it and what it is. While it takes a few extra seconds, double check by calling the person who sent you the attachment. Better safe than sorry. Make sure you communicate these safeguards to everyone on your team, especially if they are working from home.

2. Secure Your Company-Based Technologies. During crises like this one, your passwords are a critical first line of defense. Don't wait for your company's finance data to be compromised. Make a point now to reevaluate your passwords and direct your team to create stronger passwords. Too many employees are guilty of using the same password across multiple applications. Use a unique password for every single application.

Your team may tend to save your passwords in their web browser. Don't do this. A skilled hacker can bypass the PIN required to access your saved passwords. Once they have the password or PIN to access your web browser, they can steal as much as they want – credit card information, customers' private data and more!

We recommend our clients use a password

"Did you know that cybercrime is expected to cost $6 trillion by the year 2021?"

manager. It's convenient, but more importantly, it's far more secure.

3. Secure Your Home-Based Technologies. With the coronavirus pandemic, far more businesses are encouraging their employees to work from home. That means a lot of people are working from the living room or kitchen without giving a second thought to security. This negligence is an invitation to new cybercrimes.

Here are a few tips to ensure your work-from-home employees are keeping your network and data secure: make sure your employees and contractors are not using their home computers or devices when they are working from home. Add a firewall to ALL computers and devices that will be utilized at home. Finally, your network and data are not truly secure unless your employees utilize a VPN (virtual private network).

There's no need to invite in more problems by letting your computer and network security slide during these times. We would be happy to help you create or even improve your work-from-home environment.

While this coronavirus scare has negatively affected countless businesses, we are proud to say we are open and continuously servicing our customers. If you need additional security advice or would like to have a consultation to discuss how to keep your data safe or how we can help you work more effectively, simply connect with us today. We can be reached at (201) 797-5050 or visit our special webpage at **https://www.tech4now.com/covid-19**.

We are dedicated to your success!

3 Ways To Grow Your Business Without Spending A Dime

Follow a thought leader in your industry.
Whether you follow them on social media or their blog, keep up-to-date with the issues they're talking about. Then do further research into those issues. This keeps you in the know and more likely to learn something you can easily apply to your own business.

Use your best testimonials.
If someone posts a great review on Google, for example, reach out and ask about using it in your marketing. Or reach out to customers who you already have a good relationship with and ask if

they're willing to give you a testimonial. It builds credibility.

Partner up.
It pays to develop partnerships with existing vendors or other businesses that are adjacent to yours. That is to say, look for opportunities to share customers. If you have a customer who's looking for a specific service you don't offer, point them to someone who does (your partner). And your partner will do the same. Reach out into your business community and see what kind of relationships you can form.

—Business Insider, Feb. 13, 2020

Trivial Matters

As much as you may enjoy theme related trivia, this month turns to the random fact drawer for a far larger varietal sampling.

ⓘ How many of you were aware that the hashtag you use in your social media posts is actually called an *octothorpe*?

ⓘ Though the Olympics in Japan will be late this year, did you know that in 1908, the Russians showed up 12 days late? They were using the Julian calendar, not the Gregorian calendar.

ⓘ Beer is one of the oldest recorded recipes. There is documentation dated from around 5000 B.C.E. by the ancient Egyptians.

ⓘ Edward Carl Gaedel (June 8, 1925 – June 18, 1961) was the smallest player (3'7") to appear in a Major League Base-ball game. He holds the all-time record (officially) of career on-base-percentage.

ⓘ A group of flamingos is called a "flamboyance." They are also pink as a result of the shrimp they eat.

ⓘ It's been estimated that a new baby can deprive parents of anywhere between 400 to 750 hours of sleep in its first year of life.

ⓘ Many lipsticks contain fish scales and lipstick wearers on average ingest about 6 pounds of lipstick in their lifetime.

ⓘ In 2009, Scottish scientists searching for the Loch Ness Monster found 100,000 golf balls instead.

ⓘ Barry Manilow's hit, "I Write the Songs", was not written by him, but by Bruce Johnston in 1975.

ⓘ There's a village in Norway called Hell, and it freezes over every winter.

ⓘ Light from the sun takes 8 minutes to reach the Earth.

Quick Tech Productivity Pointers

Remote work is on the rise like never before as com-panies are pressured to sustain operations amidst the COVID-19 pandemic. But even before massive business disruptions, remote working has been a growing trend. Many have been enjoying work-from-home setups with the help of the right tools. This article is a list of our favorites.

For both employers and employees, a remote working arrangement has attractive benefits.
Organizations can tap into a potentially larger labor pool, hiring from just about anywhere and finding highly skilled talent at lower rates.

Fifty percent of remote workers reported increased job satisfaction and had 13.5 percent more calls completed. Being spared the stress of a daily commute and having a better work-life balance are factors to their happiness, and therefore, better productivity.

In the face of natural calamities, outages, and the ongoing pandemic, a distributed workforce becomes a necessary business continuity measure — a means to protect employees and keep productivity up, even as normal facilities remain unavailable.

But all of this was only possible because we have the technologies to support remote work. Barriers to remote working have been brought down by the advancement of remote working tools. With a plethora of software to choose from, we've selected the ones that help your remote teams thrive.

Remote desktop applications
Accessing your work computer while on the go or out of the office was once unheard of. Remote desk-top apps have made it possible, allowing users to work remotely on a computer through another device and from any location.
Our picks: *TeamViewer* and *Splashtop*
Team Viewer has capabilities such as screen sharing, file transfer, wake-on-LAN, and clipboard transfer. Free for personal use, the app is easy to set up and is available for multiple operating systems such as Windows, macOS, and Android. Meanwhile, Splash-

top has similar capabilities but with the added benefit of "low-latency" transfers or the transfer of a high volume of data and messages with minimal delay.

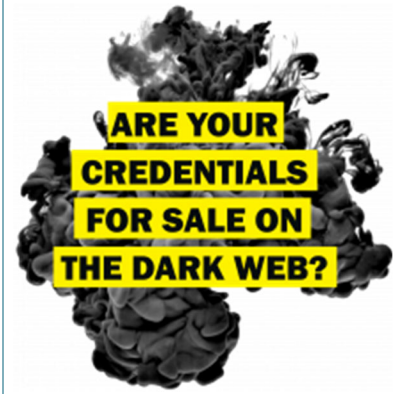**Real-time communication and collaboration software**
Every successful organization needs to communicate. When communication breaks down, productivity and engagement suffer. Given the lack of face-to-face contact, regular, real-time communication is arguably more critical for remote teams and their managers. The following apps make it possible, seamless, and simple.
Our picks: *Slack*, *Microsoft Teams*, and *Join.me*
Deemed the alternative to e-mail, Slack is the leader of the pack, with its robust API that allows integra-tion with countless applications. Its basic functionali-ty enables remote workers to direct message (DM) or create "collaboration hubs" around departments, projects, or any topic.
Microsoft Teams and Join.me are well-known video chat and conferencing apps. However, as a full col-laboration and communication suite, Teams offers more for Windows users. It allows VoIP, direct and group messages, and integration with all the Office 365 apps. Not only is Join.me a free video-conferencing app, but it also allows participants to use a cool brainstorming feature called "whiteboarding" for real-time interaction on a shared document.
With the current global crisis, remote working tools have become even more crucial to sustaining productivity, accomplishing projects, and solidifying distributed teams. It's important your organization chooses those that are well-suited to budget, infra-structure, and goals. Our experts can help make a proper assessment and configure the perfect remote working setup. Talk to us today. Need to know more? Give us a call: (201) 797-5050.

—Published with permission from TechAdvisory.org

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 enforce-ment—but then, it's too late.

- To help keep your critical busi-ness 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

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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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- ✓ E-mail & Internet Solutions
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- ✓ 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.*

May 2020

The Lighter Side…   *For Entertainment Purposes ONLY!*

Death and Taxes
A businessman on his deathbed called his friend and said, "Bill, I want you to promise me that when I die you will have my body cremated."
"And what," his friend asked, "do you want me to do with your ashes?"
The businessman said, "Just put them in an envelope and mail them to the Internal Revenue Service. Write on the envelope, 'Now, you have everything!'"

The Train Ride
Three engineers and three accountants are traveling by train to a conference. At the station, the three accountants each buy tickets and watch as the three engineers buy only a single ticket.
"How are three people going to travel on only one ticket?" asks an accountant.
"Watch and you'll see," answers an engineer. They all board the train. The accountants take their respective seats but all three engineers cram into a restroom and close the door behind them. Shortly after the train has departed, the conductor comes around collecting tickets. He knocks on the restroom door and says, "ticket, please." The door opens just a crack and a single arm emerges with a ticket in hand. The conductor takes it and moves on.
The accountants saw this and agreed it was quite a clever idea. So after the conference, the accountants decide to copy the engineers on the return trip and save some money (being clever with money, and all!) When they get to the station they buy a single ticket for the return trip.
To their astonishment, the engineers don't buy a ticket at all. "How are you going to travel without a ticket?" says one perplexed accountant.
"Watch and you'll see," answers an engineer.
When they board the train the three accountants cram into a restroom and the three engineers cram into another one nearby. The train departs. Shortly afterward, one of the engineers leaves his restroom and walks over to the restroom where the accountants are hiding. He knocks on the door and says, "ticket, please."

Bug in the Barn
A farmer was milking his cow. He was just starting to get a good rhythm going when a bug flew into the barn and started circling his head. Suddenly, the bug flew into the cow's ear. The farmer didn't think much about it, until the bug squirted out into his bucket. It went in one ear and out the udder.

Ponderings…
Why is it that when you transport something by car, it's called a shipment, but when you transport something by ship, it's called cargo?
Stay Safe, Stay Healthy and Stay at Home!