

Holzager Technology Services, LLC  
P.O. Box 535  
Fair Lawn, NJ 07410-0535  
(201) 797-5050  
info@tech4now.com



Volume 13, Issue 5

May 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***

## Inside This Issue

Quotations	2
Scaling Your Business	2
Wordplay	3
Quick Tech Productivity	3
Learn About Dark Web ID	3
The Lighter Side	4
5 Reasons to Choose VoIP	4

### **Snapple Real Fact #989**

**"To make one pound of  
honey, a honeybee must tap  
about two million flowers.**

**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

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



## How To Make Cyber Security An Ingrained Part Of Your Company Culture

Your employees are your first line of defense when it comes to protecting your business from cyber-threats. Human error is one of the single biggest culprits behind cyber-attacks. It comes down to someone falling for a phishing scam, clicking an unknown link or downloading a file without realizing that it's malicious.

Because your team is so critical to protecting your business from cyberthreats, it's just as critical to keep your team informed and on top of today's dangers. One way to do that is to weave cyber security into your existing company culture.

### **How Do You Do That?**

For many employees, cyber security is rarely an engaging topic. In truth, it can be dry at times, especially for people outside of the cyber security

industry, but it can boil down to presentation. That isn't to say you need to make cyber security "fun," but make it interesting or engaging. It should be accessible and a normal part of the workday.

**Bring It Home For Your Team.** One of the reasons why people are often disconnected from topics related to cyber security is simply because they don't have firsthand experience with it. This is also one reason why many small businesses don't invest in cyber security in the first place – it hasn't happened to them, so they don't think it will. Following that logic, why invest in it at all?

The thing is that **it will eventually happen**. It's never a question of if, but **when**. Cyberthreats are more common than ever. Of course, this also

*(Continued on page 2)*



## **"We Love Referrals" 2021 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  
or email us at [info@tech4now.com](mailto:info@tech4now.com).**



## Quotations

*"Not everything that is faced can be changed; but nothing can be changed until it is faced."*

—James Baldwin

*"Success is not final; Failure is not fatal: It is the courage to continue that counts."*

—Winston S. Churchill

*"Don't stop when you're tired. Stop when you're done."*

—Wesley Snipes

*"Don't watch the clock: Do what it does. Keep going."*

—Sam Levinson

*"Continuous Improvement is better than delayed perfection."*

—Mark Twain

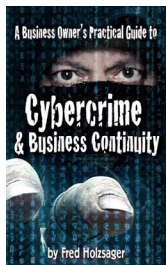
*"No act of kindness, no matter how small, is ever wasted."*

—Aesop

*"Some people want it to happen, some wish it would happen, others make it happen."*

—Michael Jordan

## 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!**

# Make Cyber Security A Part of Company Culture

(Continued from page 1)

means it's easier to find examples you can share with your team. Many major companies have been attacked. Millions of people have had their personal data stolen. Look for examples that employees can relate to, names they are familiar with, and discuss the damage that's been done.

If possible, bring in personal examples. Maybe you or someone you know has been the victim of a cyber-attack, such as ransomware or a data breach. The closer you can bring it home to your employees, the more they can relate, which means they're listening.

**Collaborate With Your Employees.** Ask what your team needs from you in terms of cyber security. Maybe they have zero knowledge about data security and they could benefit from training. Or maybe they need access to better tools and resources. Make it a regular conversation with employees and respond to their concerns.

Part of that can include transparency with employees. If Julie in accounting received a phishing e-mail, talk about it. Bring it up in the next weekly huddle or all-company meeting. Talk about what was in the e-mail and point out its identifying features. Do this every time phishing e-mails reach your employees.

Or, maybe Jared received a mysterious e-mail and made the mistake of clicking the link within that e-mail. Talk about that with everyone, as well. It's not about calling out Jared. It's about having a con-

**"For the day-to-day activities, creating a positive, educational, collaborative environment is the best way to make cyber security a normal part of your company culture."**

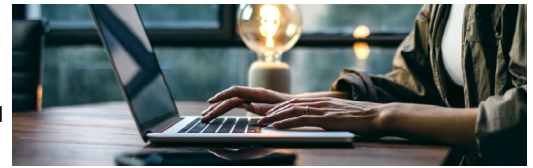
## How To Know It's Time To Start Scaling Your Business

Creating a business that is scalable isn't easy, but it's necessary if you intend to grow — and grow some more. There are three simple ways to tell if you've created a business that is scalable.

### You Have Positive Cash Flow Figured Out.

You've successfully built a reliable month-to-month revenue stream. It's money that you can use to invest further into your business — whether it's to pay for additional employees, technology, systems and processes or all of the above.

**Everything Has Been Delegated.** Delegating is hard for many entrepreneurs. You want to have a hand in everything. But when your



team keeps everything running — and everything runs even when you're not there — you're in a great place to scale up.

**Keep Things Positive.** Coming from that last point, you want employees to feel safe in bringing their concerns to their supervisors or managers. While there are many cyberthreats that can do serious damage to your business (and this should be stressed to employees), you want to create an environment where employees are willing to ask for help and are encouraged to learn more about these issues.

Basically, employees should know they won't get into trouble if something happens. Now, if an employee is blatantly not following your company's IT rules, that's a different matter. But for the day-to-day activities, creating a positive, educational, collaborative environment is the best way to make cyber security a normal part of your company culture.

Plus, taking this approach builds trust, and when you and your team have that trust, it becomes easier to tackle issues of data and network security — and to have necessary conversations.

Need help creating a cyber security company culture that's positive? Don't hesitate to reach out to your managed services provider or IT partner! They can help you lay the foundation for educating your team and ensure that everyone is on the same page when it comes to today's constant cyberthreats.



team keeps everything running — and everything runs even when you're not there — you're in a great place to scale up.

### You Have More Control Over The People You Get To Work With.

Basically, you can start to

shape your client base. If there is someone you want to say no to (say you don't have the full resources to fulfill their needs or they're just not a great fit), you can move on guilt-free.

If you have these three things in place, you have the foundation to scale up safely and to create the business you've always wanted.

—Forbes, Feb. 11, 2021



## Wordplay

This month, we return to word-play compliments of my brother, Gary, and a friend, Andy. Enjoy!

- ☉ What do you call a pig with laryngitis? Disgruntled.
- ☉ Writing my name in cursive is my signature move.
- ☉ Why do bees stay in their hives during winter? Swarm.
- ☉ If you're bad at haggling, you'll end up paying the price.
- ☉ Just so everyone's clear, I'm going to put my glasses on.
- ☉ A commander walks into a bar and orders everyone around.
- ☉ I lost my job as a stage designer. I left without making a scene.
- ☉ Never buy flowers from a monk. Only you can prevent florist friars.
- ☉ How much did the pirate pay to get his ears pierced? A buccaneer.
- ☉ I once worked at a cheap pizza shop to get by. I kneaded the dough.
- ☉ My friends and I have named our band 'Duvet'. It's a cover band.
- ☉ I lost my girlfriend's audiobook, and now I'll never hear the end of it.
- ☉ Why is 'dark' spelled with a k and not c? Because you can't see in the dark.
- ☉ Why is it unwise to share your secrets with a clock? Well, time will tell.
- ☉ When I told my contractor I didn't want carpeted steps, they gave me a blank stare.
- ☉ Prison is just one word to you, but for some people, it's a whole sentence.
- ☉ Bono and The Edge walk into a Dublin bar and the bartender says, "Oh no, not U2 again."
- ☉ Scientists got together to study the effects of alcohol on a person's walk, and the result was staggering.

- ☉ I'm trying to organize a hide and seek tournament, but good players are really hard to find.
- ☉ I got over my addiction to chocolate, marshmallows, and nuts. I won't lie, it was a rocky road.
- ☉ What do you say to comfort a friend who's struggling with grammar? There, their, they're.
- ☉ I went to the toy store and asked the assistant where the Schwarzenegger dolls are and he replied, "Aisle B, back."
- ☉ What did the surgeon say to the patient who insisted on closing up their own incision? Suture self.
- ☉ I've started telling everyone about the benefits of eating dried grapes. It's all about raisin awareness.
- ☉ Dad, are we pyromaniacs? Yes, we arson.

**We Wish You A Happy and Healthy Spring Season!**

## Quick Tech Productivity Pointers

May represents our annual business insurance renewals. Too many businesses fail to recognize how cybercrime is closer than you may think. We carry Cyber insurance to keep us protected, just as we carry Workers Comp, Errors & Omissions and Business Liability. Part of our ritual is completing forms that are a bit on the intrusive side. Yet, reviewing the finances and other numbers as well as our tools and applications every year helps us assess our level of preparedness in the ongoing challenges confronted by small businesses on a daily basis. Our insurance "Rep" helps us to determine the values we need to cover and occasionally provides perks that help us revise our agreements. As I was writing this article, he e-mailed me with some curious, but depressing thoughts about cybercrime in recent years.

- ☉ 23,775 complaints of Business Email Compromises were filed with the FBI with losses resulting in \$1.7 billion in 2019.
- ☉ There were approximately 204 million ransomware attacks in 2019.
- ☉ Ransomware business attacks in 2019 rose 365% from 2018.
- ☉ Ransomware payments will top \$11.5 billion in 2019, estimates place the payment level in 2020 to pass \$20 billion.
- ☉ Ransomware downtime costs an average of \$8,500/hour.
- ☉ Ransomware claims a new victim every 14 seconds.
- ☉ There were 222 new strains of Ransomware created in 2019.

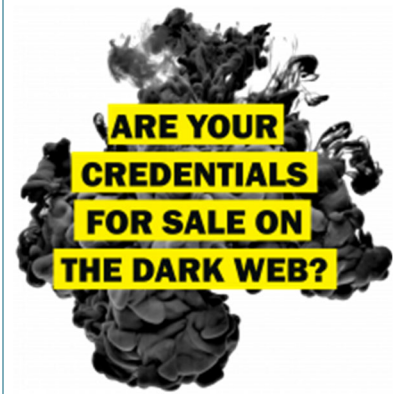


☉ *Cybercrime as a whole has increased by 600% since the beginning of the global pandemic.*

Now that I have your attention, I would like to tell you about the *human firewall* and why you should also consider having Cyber Insurance for your organization.

An interesting number keeps recurring when the topic of ransomware comes up... Did you know roughly **95%** of all cyber incidences are linked to human error while using a computer? That's right! You are spending money on hardware and software to keep your network safe, but careless oversights by your staff are actually threatening your business each and every day!

There is a weapon in your arsenal that you have been overlooking for too long, EDUCATION. Stop and consider how powerful and effective your staff can be in repelling such threats if you simply give them security training to keep their awareness of cyberthreats top-of-mind. Have you considered it has been shown to be so effective that many insurance policies bestow a discount to companies that attest to providing regular monthly training to all of their staff. Surveys indicate after a six month period of regular lessons, the average number of cyber security incidences has dropped significantly for those with training. After a year of Covid-19 and having many companies distributed with work from home employees, the risks have risen with regard to their overall awareness and mindfulness of phishing, spam and malware. It's too important to ignore. Add your entire staff to the "*security stack*" to fortify company defenses against cybercrime. There is no time like the present to act.



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)

CYBER READINESS STRATEGIES

Holzsager Technology Services

## Deploy a Multi-Layer Security Strategy

Nothing is failproof. Is your company taking advantage of all the security protections possible?

Holzager Technology Services, LLC  
P.O. Box 535  
Fair Lawn, NJ 07410-0535  
(201) 797-5050  
info@tech4now.com



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

**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.

E-mail: [info@tech4now.com](mailto:info@tech4now.com)  
Phone: (201) 797-5050

### 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.

**For more information order our:**

#### FREE REPORT

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



Contact us at  
(201) 797-5050 or  
[www.tech4now.com/services/voip-phones](http://www.tech4now.com/services/voip-phones)



### Services We Offer:

- ✓ **Hassle-Free IT** powered by **HTS Insight** Managed Services
- ✓ General Network Repair and Troubleshooting
- ✓ 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!*

*"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*

**May 2021**

## The Lighter Side...

*For Entertainment Purposes ONLY!*

### The Attentive Husband

A man asked his wife what she'd like for her birthday. "I'd love to be six again," she replied. On the morning of her birthday, he got her up bright and early and off they went to a local theme park. What a day! He put her on every ride in the park: the Death Slide, the Screaming Loop, the Wall of Fear, everything there was! Wow!

Five hours later she staggered out of the theme park, her head reeling and her stomach upside down. Right to a McDonald's they went, where her husband ordered her a Happy Meal with extra fries and a refreshing chocolate shake. Then it was off to a movie, the latest Star Wars epic, a hot dog, popcorn, soda, and M&Ms. What a fabulous adventure!

Finally, she wobbled home with her husband and collapsed into bed. He leaned over and lovingly asked, "Well, dear, what was it like being six again?"

One eye opened. "You idiot, I meant my dress size."

The moral of this story: Even when the man is listening, he's still gonna get it wrong.

### Finding the Perfect Man

At a local coffee bar, a young woman was expounding on her idea of the perfect mate to some of her friends.

"The man I marry must be a shining light amongst company. He must be musical. Tell jokes. Sing. And stay home at night!"

An old granny overheard and spoke up, "Honey, if that's all you want, get a TV!"

### The Magician and The Parrot

A magician was working on a cruise ship in the Caribbean. The audience would be different each week, so the magician allowed himself to do the same tricks over and over again.

There was only one problem: The captain's parrot saw the shows every week and began to understand what the magician did in every trick. Once he understood that, he started shouting in the middle of the show.

"Look, it's not the same hat!" "Look, he's hiding the flowers under the table!" "Hey, why are all the cards the Ace of Spades?"

The magician was furious but couldn't do anything, it was the captain's parrot after all.

One day the ship had an accident and sank. The magician found himself on a piece of wood, in the middle of the ocean, and of course the parrot was by his side.

They stared at each other with hate, but did not utter a word. This went on for several days.

After a week the parrot finally said, "Okay, I give up. What'd you do with the boat?"

### Food Critic

Apparently, you can't use "beef stew" as a password... It's not stroganoff!