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November 2020

**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.

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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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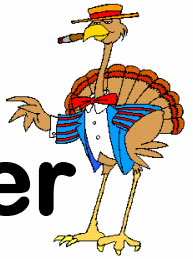
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Snapple Real Fact #1450

"Astronauts can't burp in space."

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The Tech Insider



**Thank
★ A ★
Veteran**

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



4 Questions Your IT Services Company Should Be Able To Say "Yes" To

Out with the old and in with the new! For far too long, small businesses have taken an old-school approach to IT services and security. In other words, they wait until something goes wrong before they call an IT services company and request help.

Back in the day (think 1990s and 2000s), this approach worked, more or less. External threats, such as hackers and viruses, were still few and far between. A data breach wasn't on anyone's mind. So, it made sense to wait until something went wrong before taking action.

In IT circles, this is known as the "break-fix" approach. Something breaks, so someone has

to come in to fix it. And they charge for their services accordingly. If something small breaks and it takes a short time to fix, you could expect a smaller bill. If something big breaks, well, you can expect a pretty hefty bill.

The break-fix approach is 100% reactive. As many businesses have learned, especially in more recent years, as the number of threats have skyrocketed, it can get very expensive. IT specialists are an in-demand field. With just about every business relying on the Internet and Internet-connected devices in order to operate, there's a lot of opportunity for something to go wrong.

(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

"Everyone has a plan until they get punched in the mouth."

—Mike Tyson

"I choose a lazy person to do a hard job. Because a lazy person will find an easy way to do it."

—Bill Gates, III

"The problem with the rat race is that even if you win, you're still a rat."

—Lilly Tomlin

"The only place success comes before work is in the dictionary."

—Vince Lombardi

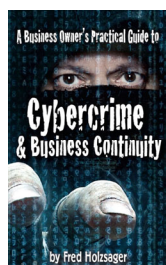
"The best investment you can make is an investment in yourself ... the more you learn, the more you earn."

—Warren Buffett

"The best way to predict your future is to create it."

Peter F. Drucker

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!

4 Questions Your IT Services Company ...

(Continued from page 1)

This is exactly why you can't rely on the reactive break-fix model anymore. If you do, you could be putting your business at serious risk. In some cases, the mounting costs and damages done could put you out of business.

If you're hit by a data breach or if a hacker infiltrates your network (which is a common occurrence), what's next? You call your IT services partner – if you have a partner – and tell them you need help. They might be able to restore lost or stolen data. That is, if you routinely backed up that data. You don't want to find yourself in this position.

And you don't have to.

Instead, take a proactive approach to your IT support and security. This is the new way of doing things! It's also known as managed services – and it's a far cry from the break-fix approach.

If you work with an IT services company that only comes out when something breaks, it's time to get them on the phone to ask them four big questions. These are questions they absolutely need to say "yes" to.

1. Can you monitor our network and devices for threats 24/7?

"When things go wrong, and these days, things will go wrong, you'll be left with the bill – and be left wishing you had been more proactive!"

Is Working From An Office More Secure Than Working Remotely?

It may come as a surprise, but working remotely can be just as (or more) secure than working in the office. **If done right.**

Those are the three operating words: **if done right.** This takes effort on the part of both the business and the remote employee. Here are a few MUST-HAVES for a secure work-from-home experience:

Secure networks. This is non-negotiable. Every remote employee should be connecting to a secure network (at home, it should be WPA2 encrypted), and they should be doing so with a VPN.

Secure devices. All devices used for work should be equipped with endpoint security – antivirus, anti-malware, anti-ransomware and firewall protection.

2. Can you access my network remotely to provide on-the-spot IT support to my team?

3. Can you make sure all our data is backed up AND secure?

4. Can you keep our network protected with up-to-date malware solutions, firewalls and web filtering?

If your IT services partner says "no" to any or all of these questions, it might be time to look for a new IT services partner.

If they say "yes" (or, even better, give you an emphatic "yes"), it's time to reaffirm your relationship with this company. You want to tell them you're ready to take a proactive approach to your IT support, and you'll be happy to have them onboard.

Far too many small businesses don't bother with proactive support because they don't like the ongoing cost (think of it as a subscription for ongoing support and security). They would rather pay for things as they break. But these break-fix services are more expensive than ever before. When things go wrong, and these days, things will go wrong, you'll be left with the bill – and be left wishing you had been more proactive!

Don't be that person. Make the call and tell your IT services provider you want proactive protection for your business. Ask them how they can help and how you can work together to avoid disaster! For more info, dial (201) 797-5050, and say, "I'm tired of Break-Fix and I'm ready for Managed Services! Let's talk."



Employees should also only use employer-provided or approved devices for work-related activity.

Secure passwords. If employees need to log in to employer-issued programs, strong passwords that are routinely updated should be required. Of course, strong passwords should be the norm across the board. —Entrepreneur, June 17, 2020

Thanksgiving Trivia

With COVID affecting most of the world, many institutions are advising residents of the USA to avoid large family gatherings for the holidays and to keep celebrations limited in size. In light of this warning, we'll share some Thanksgiving trivia with you to share with your small family groups. Hopefully, next year, we will all be able to celebrate together with more family and friends. Please enjoy your holidays and be safe.

- ▷ In November 1621, the Plymouth Colony had such a successful harvest, they extended an invite to their allied Native Americans, the Wampanoag tribe. As a result of so much food (and no refrigerators), the celebration lasted for three days.
- ▷ Although our centerpiece may feature a roasted turkey, the original feast featured a more regional fare such as lobster, seal, swan and venison. The deer was provided by the Wampanoag visitors.
- ▷ Up until Lincoln, all the presidents declared it a holiday every year, except for Thomas Jefferson. He sought to separate church and state, but viewed it as a religious holiday since it encouraged participants to offer prayer and reflect over the bounty received.
- ▷ The Macy's parade debuted in 1924 with floats, puppets, singers, live animals from the Central Park Zoo and Santa Claus, but it did not have character balloons until 1927 when illustrator Tony Starg helped the store conceptualize and fabricate them.
- ▷ Most people enjoy eating the Thanksgiving meal as leftovers and often create sandwiches with stuffing, cranberry sauce, turkey and some cole slaw or gravy. It's known as the "Day After" sandwich.
- ▷ The day after, "Black Friday," is the busiest day of the year for plumbers. Clogs from food in garbage disposals & drains and "other stuffings" in the toilets present opportunity.

Quick Tech Productivity Pointers

Zoom has taken the stage for many of us in online conferencing. Did you know that there are some things you can do BEFORE your conference to get yourself the best results? Here are meeting tips.

☑ Prepare your space.

Make sure the space you are using has the least distractions possible. Is it quiet? Does your camera focus on you and not a messy shelf in the background? Will you share a screen? Make certain to close unnecessary windows or browser tabs.

☑ Mute your microphone.

Keep yourself muted if you are listening so you don't distract the speaker or make it hard for others to hear (if the police, fire, or ambulance should pass by with their sirens wailing). It will improve the overall takeaways for everyone on the call.

☑ Use headphones.

If you use the computer audio with speakers and you or someone else speaks, there is a higher chance that an echo will result. By wearing headphones, you can suppress this because your earphones won't result in a loud noise being picked up by the webcam's microphone, it will be processed by your headphone's better microphone.

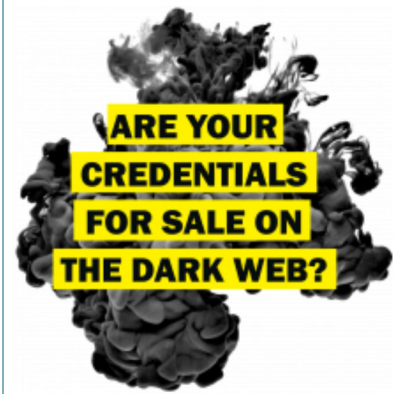
☑ Test your camera and microphone ahead of time.

It never hurts to prepare by testing the camera and microphone in Zoom's app settings screen. This way you can see and hear how they work (or don't) and what needs to be addressed BEFORE the meeting actually starts. After all, who needs to lose time with delays? To get to the Zoom test, simply open zoom.us, scroll to the foot of the website, among the columns, go to SUPPORT, then click on "Test Zoom". This will give you a test meeting where you may adjust your settings and experience the view and sound that others would have.

☑ Wired beats Wireless.

Using wired connections for audio and computer will improve the quality of both the sound and video. Try to use an ethernet cable instead of wireless before the meeting and you may truly see and hear why. The same holds for using a headphone — connect it using either a USB or audio jack, the quality will surpass the Bluetooth sound since there is a physical connection.

Try our suggestions and see if they help your Zoom meetings become more effective and get better feedback. We think you will notice a significant difference and will enjoy your time as well spent.



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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"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.

November 2020

The Lighter Side...

For Entertainment Purposes ONLY!

Home COVID Test

1. Pour a large glass of red wine.
Try to smell it.
2. If you can smell the wine,
then drink it and see if you can taste it.
3. If you can taste and smell it,
it confirms you don't have COVID.

Last night, I did the test 19 times and all were negative, Thank Goodness!

Tonight, I am going to do the test again because this morning, I woke up with a headache and felt like I was coming down with something. *I am so nervous!*

The Anniversary Announcement

Their three kids, all successful, agreed to a Sunday dinner in their honor.

"Happy Anniversary Mom and Dad," gushed Son No. 1. "Sorry I'm running late. I had an emergency at the hospital with a patient, you know how it is, and I didn't have time to get you a gift."

"Not to worry," said the father.

"Important thing is we're all together."

Son No. 2 arrived. "You and Mom look great. Dad, I just flew in from Montreal between depositions and didn't have time to shop for you."

"It's nothing," said the father "We're glad you were able to come."

Just then the daughter arrived "Hello and happy anniversary! Sorry, but my boss is

sending me out of town and I was really busy packing so I didn't have time to get you anything."

After they had finished dessert, the father said, "There's something your mother and I have wanted to tell you for a long time. You see, we were really poor, but we managed to send each of you to college. Through the years, your mother and I knew we loved each other very much, but we just never found the time to get married."

The three children gasped and said, "WHAT? You mean we're bastards?"

"Yep," said the father, "Cheap ones, too."

Timely Thoughts...

Never be afraid to try something new.

Remember, amateurs built the Ark;
Professionals built the Titanic.

Breaking News: Wearing a mask inside your home is now highly recommended. Not so much to prevent COVID, but to stop eating.

Quarantine has turned us all into dogs. We roam the house all day looking for food. We are told "No!" if we get too close to strangers. And, we get really excited about car rides.

87% of gym members don't even know that their gyms are closed.