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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.

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Fred Holzager,  
IT Director

Holzager Technology Services  
and  
Publisher of  
*The Tech Insider*

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### Snapple Real Fact #914

A manned rocket can reach the moon in less time than it took a stagecoach to travel the length of England.

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# The Tech Insider



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



## Why Your Business Is The PERFECT Target For Hackers...

Everybody gets hacked, but not everything makes the evening news. We hear about big companies like Target, Home Depot, Capital One, and Facebook getting hacked. What we rarely hear about are the little guys – the small businesses that make up 99.7% of employers in the United States, according to the Small Business Administration. It's these guys who are the biggest targets of cybercriminals.

Basically, if you run a business, that business is a potential target. It doesn't matter what industry you're in, what you sell or how popular you are. Cybercriminals go after everybody. In 2018, a cyber security survey by the Ponemon Institute found that 67% of small and midsize businesses in the U.S. and U.K. were hit by a cyber-

attack.

For the cybercriminal, casting a wide net makes the most sense because it gets results. It puts them in a position where they are able to extort money, steal sensitive information and ultimately profit off of destroying the property, prosperity and reputation of others.

Why do cybercriminals love to target small businesses? There are a handful of reasons why small businesses make sense to attack.

**1.Small Businesses Are The Most Vulnerable.** Business owners, entrepreneurs and executives aren't always up-to-date

(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](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

*"Smart people have really good answers; Geniuses have really good questions."*

—Keith J. Cunningham

*"You never know who's swimming naked until the tide goes out."*

—Warren Buffett

*"We achieve more when we chase the dream instead of the competition."*

—Simon Sinek

*"All speech, written or spoken, is a dead language, until it finds a willing and prepared hearer."*

—Robert Louis Stevenson

*"All things excellent are as difficult as they are rare."*

—Baruch Spinoza

*"You will be better advised to watch what we do instead of what we say."*

—A. A. Milne

## 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!***

(Continued from page 1)

on network security, current cyberthreats or best practices in IT. They have a business to run and that's usually where their focus is. Unfortunately, that means cyber security can take a back seat to other things, like marketing or customer support. This also means they might not be investing in good network security or any IT security at all. It's just not top-of-mind or they may feel that because it's never happened to them, it never will (which is a dangerous way of thinking).

**2.Small Businesses Don't Take IT Security Seriously.** Coming off that last point, it's true that many businesses don't properly secure their network because they feel that they *aren't* vulnerable. They have the mindset of "It hasn't happened to me, so it won't." Along those same lines, they might not even take password security seriously. According to research conducted by Trace Security, upward of 80% of ALL breaches come down to one vulnerability: weak passwords! Even in 2020, people are still using passwords like "12345" and "password" to protect sensitive data, such as banking information and customer records. Secure passwords that are changed regularly can protect your

**"67% of small and medium-sized businesses in the US and UK were hit by a cyber-attack."**

## Back To Basics

A lot of time is spent staying protected from the newest type of scam or the newest cybercrimes, but as is true with many things, remembering the basics is the entire foundation of making sure you, your company and your clients remain safe.

Everyone in the company or organization should know basic security principles. Security principles and policies should be documented and part of every new employee training. Strong password requirements, Internet usage guidelines and only connecting remotely over VPN are examples of some common security policy items. Strict penalties for violating the security policies should be detailed.

It's not a good habit to save files onto your

business!

**3.Small Businesses Don't Have The Resources They Need.** Generally speaking, medium to large companies have more resources to put into IT security. While this isn't always true (even big companies skimp on cyber security, as the headlines remind us), hackers spend less time focused on big targets because they assume it will take more of their own resources (time and effort) to get what they want (money and sensitive data). Many small businesses lack the resources like capital and personnel to put toward IT security, so hackers are more confident in attacking these businesses.

Just because you haven't had any major problems for years – or at all – is a bad excuse for not maintaining your computer systems. Threats are growing in number by the day. While many small businesses might think, "I don't have the time or resources for good security," that's not true! You don't need to hire IT staff to take care of your security needs. You don't need to spend an arm and a leg securing your network. IT security has come a LONG way in just the last five years alone. You can now rely on IT security firms to handle all the heavy lifting. They can monitor your network 24/7. They can provide you with IT support 24/7.

That's the great thing about technology today – while many hackers are doing everything they can to use technology against us, you can use it against them too. Work with a dedicated and experienced IT security firm. Tell them your business's network security needs, and they'll go to work fighting the good fight against the bad guys.

computer if there is a location on the network or on your server where they can live. They're much less likely to be backed up on your computer, whereas they'll reliably and regularly be backed up if they are saved on the server.

If you use websites or software that do not require regular password changes, set a calendar reminder to change the password yourself every other month.

As with other things, a little prevention goes a long way – remembering the security basics, and asking about them if you don't know what they are, is the single best thing you can do to protect yourself and protect the company. If you need help getting this started for your company, give us a call at 201-797-5050.

## Word Play

- ☺ Crushing pop cans is soda pressing
- ☺ Turning vegan would be a big missed steak
- ☺ I have a chicken proof lawn...It's impeccable!
- ☺ When the smog lifts in California, UCLA!
- ☺ I hate this snow! No... wait. I love this snow! Signed, Bi-Polar Bear
- ☺ Beer Nuts for Sale. \$1.25 per bag. Deer Nuts are under a buck!
- ☺ I'm terrified of elevators and I'm taking steps to avoid them
- ☺ Drink Wine. It isn't good to keep things bottled up.
- ☺ People are making Apocalypse jokes like there's no tomorrow.
- ☺ Cows have hooves because they lactose.
- ☺ Huge fight at local seafood diner! Battered fish everywhere.
- ☺ Electricians have to strip to make ends meet.
- ☺ I'm friends with 25 letters of the alphabet, but I don't know Y.
- ☺ For Chemists, alcohol is not a problem, it's a solution.
- ☺ My relationship with whiskey is on the rocks.
- ☺ Puns about Communism aren't funny unless everyone gets them.
- ☺ Whenever I try to eat healthy, a chocolate bar looks at me & Snickers®.
- ☺ Well, to be Frank, I'd have to change my name.
- ☺ Dogs can't operate MRI scanners, but CATScan.
- ☺ Our mountains aren't just funny, they're hill areas.
- ☺ Life and beer are very similar, chill for best results.
- ☺ Double negatives are a No-No in English.
- ☺ Irony, the opposite of wrinkly.

## Quick Tech Productivity Pointers

### 3 E-mail Productivity Tricks You Need To Know

#### 1. Turn Off Notifications.

Every time you get a ping that you have a new e-mail, it pulls your attention away from what you were doing. It's a major distraction. Over the course of a day, you might get several pings, which can equal a lot of time wasted. Set aside a block of time for reading and responding to e-mails instead.

**Thought:** Every interruption you have during the day costs you, on average, 20 minutes. The call breaks your concentration and train of thought, the subsequent conversation causes you to lose what was in your head as you talk to the current interlocutor, and the time to recover will have you fall behind. Notifications cause you to take tangents and those mental redirects cost you money.

#### 2. Use Filters.

Many e-mail programs can automatically sort incoming e-mails. You define the sources and keywords, and it does the rest. This helps prioritize which e-mails you need to respond to soonest and which are

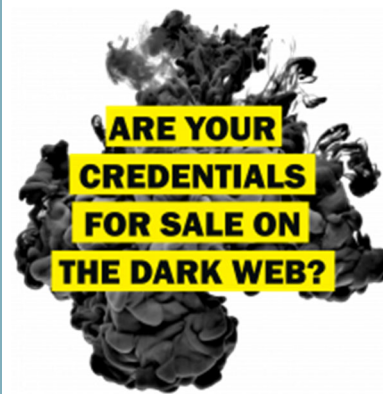
most relevant to you.

**Concept:** Organizing your thoughts and work habits create a more productive work environment. If you need information on a particular item, then finding it quickly can only help. Imagine losing time looking for a high priority item, then consider its impact on your work.

**3. Keep It Short.** Most of us don't like to read e-mails — and so we don't. Or we quickly scan for relevant information. Your best bet is to just include the relevant information. Keep it concise and your recipients will appreciate it, and as a recipient, you'll appreciate it as well.

— *Small Business Trends*, April 23, 2020

**The adage:** "Do unto others as you would have them do unto you" holds strong relevance to *trick #3*. If you consider the speed of business and how well occupied most of us are, you can clearly appreciate why a person might miss reading your message if it takes too much time. Communicate only the essential points. If needed, consider using bullets to send the point across clearly and quickly. You'll be glad you did and so will your recipient.



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](http://www.tech4now.com/bullphish)





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### 5 Reasons To Choose A Hosted VoIP Phone System

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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.

**September 2020**

## The Lighter Side...

*For Entertainment Purposes ONLY!*

### The Irish Golf Pro

An American travels to Ireland to play on the course at Kilkenny. He enters the Club House and asks the concierge to set him up with an Irish Golf Pro from the Club. The tee time is set for the next morning.

Being excited to play in Ireland, the American rang the Pro and asked him when and where to meet. The Pro says, "I'll meet you at the Club House at 9:00 a.m., but I may be thirty minutes late." Figuring this customary for the Emerald Isle, the American gets set for the next day. The Pro arrived at 9 sharp with a set of lefty clubs. The two play a full round and the Pro wins the match without question. The American asks him to play again the next day. So, the Pro says, "I'll meet you here at 9:00 a.m., but I may be thirty minutes late." Again, the American did not question the wording in light of it likely to be a courtesy to a foreigner.

On the morning of the next day, the Pro shows up at 9:00 a.m. with a righty set of clubs. The two play and, again, the Pro wins hands-down. Not having played enough great golf, he asks to play again the next day since he's leaving that night. Before parting ways, he says to the Pro, "I'm impressed that you can play using either righty or lefty clubs, but I don't understand why you always say, '9:00 a.m.,

but I may be thirty minutes late.'" The Pro tells him, "when I get up, if the wife is sleeping on her right side, I play righty; if she's on her left side, I play lefty."

The American then asks the Pro, "I don't mean to pry, but what if she is sleeping on her back?"

The Pro replied, "In that case, I'll be thirty minutes late."

### Bank Customer Service

I'm not saying that the customer service in my bank is bad, but when I went in the other day and asked the clerk to check my balance, she leaned over and pushed me to the floor!

### The Hunters

Two guys are out hunting deer. The first guy says, "Did you see that?"

"No," says the second guy.

"Well, a bald eagle just flew overhead," the first guy says.

"Oh," says the second guy.

A couple of minutes later, The first guy says, "Did you see that?"

"See what?" the second guy asks.

"Are you blind? There was a big, black bear walking on that hill, over there."

"Oh."

A few minutes later the first guy says: "Did you see that?"

By now, the second guy is getting annoyed, so he answers, "Yes, I did!"

The first guy: "Then why did you step in it?"