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Volume 14, Issue 12  
 December 2022

**Celebrating over  
 TWENTY 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*

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#### Snapple Real Fact #744

“Polar bears can smell a seal from 20 miles away.”

**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”



## IT News, Trends And Information You May Have Missed In 2022

The year 2022 will soon be on its way out the door. It became a year full of ups and downs for many small businesses, but it still felt more promising than the past few years in the midst of the pandemic. Many small business owners used this past year to reevaluate their IT services. Some needed to strengthen their cyber security defenses while others utilized new advancements to further assist their customer base.

If you’re a small business owner, it’s essential that you’re aware of the IT news, trends and events that took place in the recent past. In fact, knowing what happened in the previous year can allow you to develop plans for the future so 2023 will be successful for you and your business. You shouldn’t continue following old trends because the competition will quickly leave you behind, and that could open you up to cyber-attacks you didn’t know exist-

ed. Don’t worry, though; we’re here to help. Here are our picks for the most important IT events and trends of 2022.

#### Refined Artificial Intelligence

Artificial intelligence (AI) has come a long way over the past few years. Many people associate AI with video games or using GPS for travel, but many companies have started to implement AI in new ways to boost their businesses. It’s even being used to automate certain tasks, provide insight through data analysis and assist customers with their needs.

AI has proved incredibly beneficial when used to help customers, and this can be seen when looking at various small business websites. They use AI to answer common questions their customer base has, which provides quick, efficient results for their customers, who leave satisfied with their interaction.

*(Continued on page 2)*



### “We Love Referrals” 2022 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**



## Quotations

*"When looking to hire people, look for three essential qualities: integrity, intelligence and energy. And if they don't have the first, the other two will kill you."*

—Warren Buffet

*"Give every day the chance to become the most beautiful day of your life."*

—Mark Twain

*"Be yourself; everyone else is already taken."*

—Oscar Wilde

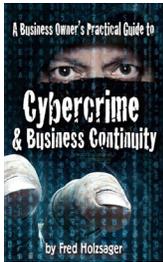
*"Wisdom doesn't necessarily come with age. Sometimes, age just shows up all by itself."*

—Tom Wilson

*"If you want to know what a man's like, take a good look at how he treats his inferiors, not his equals."*

—J.K. Rowling

### 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!

## IT News, Trends And Information You May Have Missed in 2022

(Continued from page 1)

Around 37% of businesses now utilize AI in the workplace, according to a survey conducted by Gartner. Another study by NewVantage Partners found that nine out of 10 leading businesses have investments in AI technologies. So, if you want to get ahead of your competitors, implement AI into your business.

### Managed IT Services Providers Continuing To Grow In Popularity

Gone are the days of having an in-office IT person or team. A more cost effective solution has been gaining traction over the past few years and will continue to do so for the foreseeable future. Managed IT services providers (MSPs) install, support and maintain all the users, devices and PCs connected to your network on a routine basis. MSPs can even prevent common problems such as lost devices, hardware failures, fires, natural disasters and a host of other issues that can interrupt or outright destroy your IT infrastructure and the data it holds. The managed IT services industry is growing immensely. At the end of 2021, the industry was valued at \$239.71 billion, and it's estimated to grow by over 13% annually until 2030. Businesses of all sizes have realized the value of MSPs and are using them to their advantage.

### Major Cyber Attacks Of 2022

Cyber attacks happen all the time. As new cyber threats emerge, we'll see more frequent and severe cyber attacks over the next few years. Uber saw another cyber attack this past September that caused the company to shut down its internal messaging service and

**"At the end of 2021, the industry was valued at \$239.71 billion, and it's estimated to grow by over 13% annually until 2030."**



engineering systems in order to get to the bottom of the incident. Cryptocurrency storage and blockchain were also high value targets for cybercriminals. Ronin and Crypto.com suffered severe cyber attacks that required both companies to reimburse their users for the cryptocurrency stolen in the attack. Ronin was hacked for \$540 million, and Crypto.com was hacked for \$33 million worth of cryptocurrencies.

Small businesses weren't safe from cyber attacks, either. While cyber attacks on big businesses make national news, small businesses are targeted more often since their cyber security defenses aren't as strong. That being said, it's imperative you ensure your business has efficient cyber security practices in place, so you won't have to worry as much about cyber attacks.

The IT industry is consistently changing to keep up with new developments and advancements. If you're a small business owner, it's vital to keep up with the latest news and information so you can best protect your business and its data. When you stay ahead of the trends, it's much easier to prevent potential cyber attacks and threats.

## "I DIDN'T KNOW"

**Unfortunately, That Excuse Doesn't Replenish Your Bank Account, Resolve A Data**



**Breach Or Erase Any Fines And Lawsuits.**

It's coming ...

- That day a hacker steals critical data, rendering your office useless
- That day when your bank account or credit card is compromised
- Or that day when your customers' private lives are uprooted

Cybercriminals and hackers are constantly inventing NEW ways to infiltrate your company, steal your assets and disrupt your life. The ONLY way to STOP THEM is this:

**You Must Constantly Educate Yourself On How To Protect What's Yours!**

Now, for a limited time, we have the perfect way to help reduce your risk and keep you safe! Simply sign up to receive our FREE "Cyber Security Tip of the Week." We'll send these byte-size quick-read tips to your e-mail inbox. Every tip is packed with a unique and up-to-date real-world solution that keeps you one step ahead of the bad guys. And because so few people know about these security secrets, every week you'll learn something new!

Get your FREE "Cyber Security Tip of the Week" at <https://www.tech4now.com/cyber-security-tip-of-the-week/>

# Wordplay

Have you ever tried to think up a pun on your own? Was it easy to be a clever person? Did it make you laugh? Try these on for size.

- ☺ A man's home is his castle, in a manor of speaking.
- ☺ Shotgun wedding - A case of wife or death.
- ☺ A hangover is the wrath of grapes.
- ☺ A bike in town keeps running me over—it's a vicious cycle.
- ☺ Does the name Pavlov ring a bell?
- ☺ I tell you, those haunted French pancakes give me the crêpes.
- ☺ Local Area Network in Australia - the LAN down under.
- ☺ A lot of money is tainted - taint yours and taint mine.
- ☺ A boiled egg in the morning is hard to beat.
- ☺ He had a photographic memory that was never developed.

- ☺ Once you've seen one shopping center, you've seen a mall.
- ☺ I went to buy some camouflage trousers yesterday, but couldn't find any.
- ☺ What do you call a bee that can't make up its mind? A maybe.
- ☺ Sleeping comes so naturally to me. I could do it with my eyes closed.
- ☺ I broke my finger last week. On the other hand, I'm okay.
- ☺ What is the best thing about living in Switzerland? Well, the flag is a big plus.
- ☺ Did you hear about the guy who got hit in the head with a can of soda? He was lucky it was a soft drink.
- ☺ To the mathematician who thought of the idea of zero. Thanks for nothing!
- ☺ Son: "Dad, can you tell me what a solar eclipse is?" Dad: "No sun."

- ☺ You can't stay young forever, but you can be immature for the rest of your life.
- ☺ Great Britain might not have a kidney bank, but it surely has a Liverpool.
- ☺ Reading while sunbathing makes you well red.
- ☺ You're not completely useless, you can always serve as a bad example.
- ☺ Need an ark? I Noah guy.
- ☺ Acupuncture is a jab well done.
- ☺ A dentist and a manicurist were married. They fought tooth and nail.
- ☺ "Don't let aging get you down. It's too hard to get back up."  
— John Wagner
- ☺ "Old people shouldn't eat health foods. They need all the preservatives they can get."  
— Robert Orben
- ☺ I don't do alcohol any more-I get the same effect standing up fast.



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**.

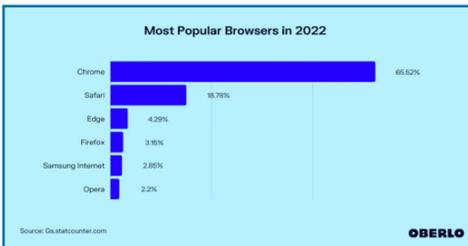
If you are interested in learning more about the risks involved in ignoring your password security, give us a call at (201) 797-5050 or visit our website at

<https://www.tech4now.com/dwid> or [www.tech4now.com/bullphish](https://www.tech4now.com/bullphish)



# Quick Tech Productivity Pointers

Google Chrome has been the number 1 browser. So, in 2020, Microsoft completely revamped Edge.



Now, it is based on the same Chromium-based platform as Google Chrome and Opera. This means the extensions which you were used to in Chrome are now available in Edge too!

### Do you know what an extension is?

As you use Edge, you should notice an icon (below) used to designate "Manage Extensions." It is found between the right of the address bar and the left of your profile picture. In this image, you see the icon for LastPass. As you 'stretch out' your browser, the



more icons you may see. If you don't see it, simply click on the Extensions icon to see and manage them. If you don't notice the extensions icon, you may click on the "..." (ellipsis), then click extensions. If you haven't figured it out yet, an extension is an application within the browser like Adobe Acrobat or Microsoft Outlook—the app icon is shown within your browser and the app runs in the browser, too!

### How does Google differ from Edge with Privacy?

Google Chrome (and YouTube) are designed to collect your information and online history. They

use it to sell and to market to you. Microsoft is a bit less aggressive with regards to marketing. After you open Settings, click on the "≡" in the Settings in the upper left corner, then click on "Privacy, Search and Services." Here, you will find an option of **Tracking Prevention** with 3 choices:

**Basic, Balanced (default) and Strict.** Curious about who is tracking you? Click on the **Blocked trackers** and you will see *How many times the tracker was blocked and how many sites it was seen on.* On the right side, if you click the ">", it will display which site the tracker originated from. If you actually don't want to impose such restrictions, you may even disable the options.

Besides the **Clear browsing data** (history, passwords, cookies and more), you have a special **Privacy** setting where you may opt to send "**Do Not Track**" requests as well as **Allow/Deny** sites from checking if you have payment methods saved. Because Microsoft also has its own security apps, they have included some nice **Security** options: **Microsoft Defender SmartScreen** prevents you from visiting malicious sites and performing downloads; **Block potentially unwanted apps** blocks downloads of low-reputation apps that may cause unexpected behaviors; and **Website Type Protection** to warn you if you mistype a site address and may be directed to a potentially malicious site. By the way, these sites are often referred to as a **Domain Doppelgänger** (sites with almost the same names (e.g., "tech4now" vs "tech4n0w")). These errors are often associated with **Typoglycemia**—when your brain reads what it wants to and may result in a user going to the wrong website.

We hope these *Edge* pointers prove helpful to you and also enable you to surf the Web more safely.

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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.

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## 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"



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## Services We Offer:

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- ✓ Disaster Recovery and Business Continuity Planning
- ✓ Virus Protection & Removal and Dark Web Monitoring
- ✓ Network Security and Online Employee Security Training
- ✓ E-mail & Internet Solutions
- ✓ Wireless Networking
- ✓ Spam Filtering and E-mail Archiving & Encryption 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!*

*"What a pleasant and painless experience. I called Holzager out of the blue for an emergency situation and Fred arrived at our location in record time. Fred was knowledgeable and able to explain the issue in a way that was easy to understand. At the end of our visit - all systems go. Moving forward, I would only reach out to Holzager Services."—Neil Wagman, Confidential Shredding, Westwood, NJ*

December 2022

## The Lighter Side...

*For Entertainment Purposes ONLY!*

### A Special Bird

Fred was in the fertilized egg business. He had several hundred young pullets and ten roosters to fertilize the eggs. He kept records, and any rooster not performing went into the soup pot and was replaced.

This took a lot of time, so Fred bought some tiny bells and attached them to his roosters. Each bell had a different tone, so he could tell from a distance, which rooster was performing.

Now, he could sit on the porch and fill out his efficiency report by just... listening to the bells.

Fred's favorite rooster, Old Butch, was a very fine specimen, but this one morning he noticed that Old Butch's bell hadn't rung at all!

When he went to investigate, he saw the other roosters were busy chasing pullets, bells-a-ringing, but the pullets, hearing the roosters coming, would run for cover.

To Fred's amazement, Old Butch had his bell in his beak, so it couldn't ring. He'd sneak up on a pullet, perform his duties and walk on to the next one.

Fred was so proud of Old Butch, that he entered him in the County Fair, and Old Butch became an overnight sensation among the judges.

The judges not only awarded Old Butch the "No Bell Piece Prize," but they also awarded him the "Pulletsurprise" as well.

Clearly Old Butch was a politician in the making. Who else but a politician could figure out how to win two of the most coveted awards on our planet by being the best at sneaking up on an unsuspecting populace and taking advantage of them when they weren't paying attention.

### The 18th Birthday Magic

Tommy had long heard the stories of an amazing family tradition.

It seems that his father, grandfather and great-grandfather had all been able to walk on water on their 18th birthday.

On that special day, they'd each walked across the lake to the pub on the far side for their first legal drink.

So when Tommy's, 18th birthday came 'round, he and his pal Jeff, took a boat out to the middle of the lake, Tommy, stepped out of the boat ... and nearly drowned!

Jeff just barely managed to pull him to safety. Furious and confused, Tommy, went to see his grandmother.

Grandma, he asked, "It's my 18th birthday, so why can't I walk 'cross the lake like my father, his father, and his father before him?"

Granny looked deeply into Tommy's, troubled brown eyes and said, "Because your father, your grandfather and your great grandfather were all born in December, when the lake is frozen, and you were born in August, you bloomin' moron!"

### Favorite on the Farm

Some animals on a farm were arguing with each other about which one of them the farmer liked the best.

The dog said, "He likes me the best! He got me a new chew toy!"

The chicken said, "He likes me the best! He made me a new coop!"

The horse said, "He likes me the best! He made me a new saddle!"

The pig said, "You're all wrong! He likes me best! I heard him say that he's going to make me 50 pounds of sausage!"

### Strange Thoughts...

- If you choke a smurf, what color does it turn?
- I drive way too fast to worry about cholesterol.