Your RMSCare Package

Randy A. Rowe
President

This has been a very busy summer for me. I've spent most of my spare time renovating my parent's house so that it can be put on the market. They moved into a retirement community in February and are enjoying their life there. Hopefully, by the time next month's newsletter reaches you, this project will be complete.

We've been quite busy at RMS, too. To help us out we hired an intern, Ben Tillman, for the first half of the summer. We kept him busy helping out the technicians and assisting with our marketing efforts. He said he learned more about business in the time he spent here than he'd learn in all his classes! He left us to go to Air Force Field Training for six weeks and is now back at The Citadel. It's good to know that such exemplary young people are serving in our military.

Claudia and I are participating in the Bike MS:Cox Atlanta Ride again this year Sept. 15 and 16. This charitable bike ride supports the National Multiple Sclerosis Society. See page 3 for more information and a link if you'd like to make a donation.

Alert: The Internet Has Run Out Of IP Addresses!

Although it sounds like a Nigerian Internet scam, it's true. With millions of people coming online, the number of IP addresses is exhausted and a new standard for identifying computers and devices has come online: IPv6. So what is an "IP" address anyway and what will this NEW addressing system mean to you? First, let's start at the beginning:

Every computer or device on a network has a unique identifier known as an IP address. This address is just like your home address; it acts as a unique identifier so other computers can send and receive information to you and receive information from you. Most computer networks, including all computers connected to the Internet, use the TCP/IP protocol to communicate. (Think of it as the common language all computers use to talk to one another.) The IP part of the "TCP/IP" is your IP address or unique identification number. In order for all communication to work, every computer connected to the Internet or within its own private network must have a unique IP address.

Until the recent IPv6, there was only one standard for an IP address, which is made up of four groups of numbers separated by dots such as 216.27.61.137. This numbering convention gave us 2^{32} possible combinations, or 4.3 billion unique addresses. Back in the early 80s when the Internet was just getting rolling, that was considered more than enough. Now with well over a billion people online and each person owning multiple devices requiring an IP address, 4.3 billion just isn't enough.

RMS
Smart IT For Smart Business

Meet our Client of the Month for August, 2012!

Vicki Lawrence
The Flag Company

Vicki Lawrence, owner of The Flag Company, Inc., is the Client of the Month. The Flag Company has been chosen for the second year in a row as one of the top 25 Small Businesses of the Year by the Cobb County Chamber of Commerce.   This is a huge accomplishment and we wanted to take this opportunity to congratulate them for the important roll they play in the Cobb community!

The Flag Company is the largest flag manufacturer in the Southeast and carries every kind of flag you can imagine (including custom made ones) as well as flag poles and accessories. And - a little bit of Olympics trivia for you - they provided the flags and flag poles for the 1996 Summer Olympic Games in Atlanta!

We have certainly enjoyed the opportunity to work with Vicki and her team. They came on board the beginning of this year and we're looking forward to providing them with RMSCare services for many years to come.

Vicki and Mike Lawrence

 Check out their website for more information on The Flag Company at www.flagco.com.

You might be my next Client of the Month!
Watch for your name and picture here!

Every month I choose one very special person to be our Client of the Month. It's my way of acknowledging clients and thanking those who support me and my business with referrals and repeat business.

Shiny New Gadget
Of The Month
iRig MIC Cast Portable Microphone

If you need to make voice recordings on the go for a Podcast, an in-person interview or even to record a presentation, your iPhone, Ipod Touch or iPad is not the best option because its built-in microphone is not designed to record high-quality audio.

For those occasions where quality matters, the iRig MIC Cast used with your iOS device is a great solution. This small microphone plugs into your iPhone, iPod or iPad and turns it into a mini recording studio with the ability to capture high-quality audio. Best of all, it's tiny and light so it's easy to carry around for those impromptu opportunities that arise.

The iRig also comes with a mini stand for your device so you can conveniently prop it up on a table. It provides real-time monitoring of what's being recorded and works with all regular phone calls and voice-over IP apps.

What Should You Do If YOUR Network Is Compromised?

Back in June, 6.3 million passwords were reported stolen when a hacker was able to access LinkedIn's servers. The news made headlines instantly and everyone in the office (and online) was talking about it. Clearly this is a public-relations nightmare for the company and one that will, for sure, have a ripple effect for months, possibly years, as they deal with the fallout from their clients and potential lawsuits.

What's scary about this type of attack—or any major security breach to a big company—is that if it can happen to them, it can certainly happen to YOU. Although I'm not privy to LinkedIn's security procedures, I'm sure they don't take it lightly and have most likely invested a BIG chunk of change to keep their data secure, money that the "average" small business owner could never afford to logically spend. So IF this happened to your company, what should you do? How do you avoid a massive PR mess, the loss of both sales and the trust of your clients, and even potential lawsuits?

The first step would be to identify what type of attack it is and what machine(s) were affected so you can quickly contain the damage done (or being done) as best as possible and protect your assets. Naturally, you should consult with a professional security expert (like us) to make this containment happen as quickly as possible to "stop the bleeding."

Next, you'll want to notify any and all parties affected as fast as possible. In the LinkedIn attack, they immediately notified the subscribers affected by forcing a password reset. The faster you can react to this, the better your chances are of limiting the damage done. We're not legal experts here but we *would* encourage you to talk to an attorney about the breach and about what you need to do in terms of making a public announcement as quickly as possible—particularly if a security breach exposed your employees, subscribers or clients to a cyber-criminal. In some cases where medical or financial information is involved, you may be required by law to report the incident not only to your clients, but also to authorities.

Of course, you can't saw sawdust, which simply means there's nothing you can do to un-do a security attack. Beefing up security AFTER the fact is good, but a better strategy is to avoid being complacent to the point of being negligent. After all, if a security attack happens and it's due to a simple security measure you could easily have put in place, it looks really bad.

If you're one of our RMSCare Managed Customers, you can rest easy knowing we're monitoring your network against such attacks to limit your risks and prevent you from being low-hanging fruit for hackers. If you're not an RMSCare Customer, call us for a FREE Network Security Audit to see just how secure your network REALLY is, and to find out how we can take care of this for you.

Alert: The Internet Has Run Out Of IP Addresses! *Cont. from Page 1*

IPv6 uses a 128-bit addressing system (where IPv4 used a 32-bit addressing system) creating a massive number of possible new addresses and combinations. That massive new total is 2 to the 128 power, or 340,282,366,920,938,463,463,374,607,431,768,211,456. (How would you even *say* that number?)

Fortunately, most devices and PCs manufactured within the last 5 years should have no problem processing IPv6 addresses. However, older legacy systems that were engineered without IPv6 in mind will have problems. The companies most affected will be companies providing mobile devices and ISPs, particularly those in emerging markets who are bringing on thousands of new customers for cable TV, smartphones and voice over IP phone systems. Of course, our clients won't have to worry since we're keeping up-to-date on IPv6 for you. But if you have any questions regarding IPv6 and how it will affect you, give us a call!

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CROSSING

Whatever happened to school start dates occurring after Labor Day? In Cobb County, the children go back to school on August 13 and the rest of metro-Atlanta is about the same so be extra careful of little ones walking to school or the bus stop! Hope you enjoyed your summer!

We Would Love To Hear From YOU!

If you have noticed an RMS associate going above and beyond the ordinary for you either on-site or over the phone, please let us know so we may reward them! Please e-mail me at rrowe@rmsatl.com. Thanks!

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