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Fred Holzsager,
IT Director
Holzsager Technology Services
and
Publisher of
The Tech Insighter

Inside this issue:

<u>Snapple Real Fact # 369</u>
On Valentine's Day, there is no charge to get married in the Empire State Building's chapel.

The Tech Insighter

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

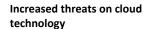## Cyber-Threat Predictions for 2017

As 2017 rolls in, the threat of more formidable cyber attacks looms large. Hackers and the cyber police will spend a lot of time outsmarting each other, while consumers of technology, individuals and businesses alike, anticipate the best security plan that can guarantee they sleep soundly at night. When it comes to defending against cyber-attacks, forewarned is forearmed. Knowing what you are up against is the first step to fighting these threats.

Increased threats on cloud technology

Cloud service has numerous benefits to businesses. They make data storage, collaboration, and processing more efficient; they enable employees to work faster; and they help operations flow smoother. Cloud technology's popularity is expected to rise well into the next few years, but as demand increases, so do the dangers presented by cyber attackers.

Ransomware will be more complex

Ransomware incapacitates computer systems by locking down files and holding their access for ransom. In its "2016 Threat Predictions" report, security software company McAfee predicted a

peak in ransomware attacks in 2017. Although they also predict it to recede by mid-year, damages to vulnerable cloud-dependent infrastructures can be great and costly. Most alarming in the prediction, however, is that in the coming year ransomware attacks will be more complex due to new elements.

Ransomworms, which use advanced victimization techniques to mine further data within an already compromised network, are expected to put an even crueler spin to an already formidable malware. Doxing, on the other hand, affects avenues such as social media and any place where sensitive, easily identifiable information can be extracted to serve the ultimate purpose of extorting money. Yet another wicked ransomware to watch out for is Backup Deletion, which destroys the very mechanism that can otherwise help you recover from a compromised system or files: your backup data.

More threats to IoT (*Internet of Things*)- enabled devices

It is also predicted that 2017 will see attacks

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Quotations

My New Book was just featured in the UAlbany Magazine under Alumni Authors & Editors!
For more details on the contents and how to get your copy, please visit our special web page at
www.tech4now.com/cybercrime

Cyber-Threat Predictions for 2017

made on IoT-powered devices, which will make life harder for those who depend on technology that makes life easier. It targets medical devices and Electronic Medical Records, "connected cars", basic domestic tools, and tech-driven wearables, such as smartwatches and fitness trackers. The danger posed by this intrusion is fully capable of corrupting information stored in your devices.

Advanced cyber espionage

Cyber espionage is by no means a novelty. In 2017, it's expected to have significant influence over cyber-threat prevention measures as it becomes even more complex. It encompasses all sectors of society, including individuals, private organizations, government institutions, and entire countries. Perpetrators will have the means to bypass networks by attacking firewalls and wreak havoc in their victims' networks. Fret not, for there will be measures in place to detect this threat also in the coming year.

Hackers are one of the most cunning criminals to have ever existed. While the cyber-police and the defenses they put up are no slouches, threats to security systems can still make technology-dependent individuals and businesses quiver. Although damaged networks can be repaired, compromised privacy restored, and stolen data returned, the amount of damage that hackers can cause might be irreparable and/or result in a significant dent in your IT infrastructure and budget. The value of a network security system makes itself known when you least expect it, which is why security should be a top priority.

Are your systems protected from these predicted remarkable feats of hacking? Contact us today at (201) 797—5050 or www.tech4now.com if you want to discuss security services that are best for you. We want to keep you safe - and it's best to prevent a threat than have to react to one.

Choosing the Best Small Business Computer

Your employees are some of your business's best assets. With that in mind, it is imperative that they work with high-performance computers that will unlock their full potential and contribute to your business's profitability. Selecting a computer often involves several factors such as mobility, quality, and price. Choosing the right computer requires careful thought, and here are some of the things you need to consider when choosing computers for your small business.

Laptop or desktop?

Laptops are highly portable, efficient, and inexpensive. If these are the most important qualities your business requires in a computer, then by all means, choose them. Clearly, desktops aren't built for mobility, but what they lack in portability, they more than make up for in storage, processing capacity, and security. Although laptops make perfect sense for small businesses with great need for portability, they are much more prone to security threats and are not as easy to upgrade and maintain.

Processor

The Central Processing Unit (CPU), or simply processor, determines the speed at which you can access your data and perform business-critical tasks. Speed is measured in Gigahertz (GHz), and a processor that runs from 2 to 4 GHz should be plenty for most small enterprises. Arguably the most important item on the list of a computer's specifications, the processor plays a crucial role in your computer's speed and efficiency.

Storage

As critical hardware components, hard drives and Solid State Drives (SSDs) indicate how much information you can store and use. Storage capacity typically ranges from 128 gigabytes on "light computers", all the way up to 2+ terabytes on more critical machines. If your business doesn't need to store large files such as videos and images and will be used mostly for email and a few applications, 250- or 500-GB storage should do the job. If processor speed is number one on your list of computer requirements, it's followed closely by the drive storage.

Operating System

Operating system (OS) decisions often boil down to choosing between Windows or Mac. It might help in your decision-making to know that Windows remains the most widely used OS mainly due to its high compatibility with business software, not to mention, its relatively cheaper price. Macs can perform just as brilliantly as Windows-operated systems can. And although Macs are usually more expensive, they're well known for their own outstanding features, such as being less prone to crashes.

Other Components

Not to be confused with storage drives, a computer's Random Access Memory (RAM) is only used to run open applications. It is responsible for keeping your computer performing at optimal speeds, especially when you're working with several applications or programs at once. A simple analogy would be that the hard drive is a book and RAM is the memory in your head with instantaneous recall of the chapters you have read. To keep your basic programs running, 6-8 gigabytes of RAM is often satisfactory.

Ready to Buy a New Computer?

Deciding which computer to buy is an important business decision. While there are a handful of factors to consider, what you aim to accomplish in

Trivial Matters

The 89th annual Academy Awards will be held on Sunday, February 26 with Jimmy Kimmel hosting for the first time. How much do you know about the oldest entertainment awards ceremony? Impress your friends and family with these facts:

- ♦ The Oscar ceremony was first held in 1929.
- ♦ It's widely believed that the trophy received its nickname from Academy librarian Margaret Herrick, who remarked in 1931 (upon seeing the statuettes), "Why it looks like my Uncle Oscar!"
- ♦ The Oscar statuette is heavy and tall weighing in at 8 1/2 pounds and standing 13 1/2 inches high.
- ♦ Bob Hope hosted the ceremony a whopping 19 times, making him the most frequent Oscar host.
- ♦ "Ben-Hur," "Titanic," and "The Lord of the Rings:

The Return of the King" are the most successful films in Oscar history, each winning a shocking 11 Oscars. "Return of the King" is the only one to win every award for which it was nominated.

- ♦ Midnight Cowboy (1969) is the only X-rated film to win the Best Picture award.
- ♦ Meryl Streep holds the record for most nominations ever received by an actor (19). She has won three times.
- ♦ Jack Nicholson is the most nominated male actor at 12 – he also won 3 times.
- ♦ Walt Disney won 22 Academy Awards from 59 nominations, and four honorary Academy Awards giving him the most Oscar wins and nominations.
- ♦ The legendary Alfred Hitchcock was nominated five times for Best Director, but never took home the Oscar.

Choosing the Best Small Business Computer

(Continued from page 2)

your business's day-to-day operations should be your main consideration when choosing a computer. Businesses that require plenty of remote and mobile work should definitely go for laptops. Those that

require regular transfers of large datasets could benefit from the increased storage capacity associated with desktops.

Do you need expert advice in choosing the best computers for your small business? Contact us today at (201) 797 –5050 or www.tech4now.com.

Quick Tech Productivity Pointers

While Gmail is already great, there are many little-known features, that will help empower your email experience and make sure that you're getting the most out of your accounts.

Unsend Emails

Ever had that moment when you're in a hurry to type up an email and send it off only to notice a few seconds later there were a couple of mistakes? Maybe you've forgotten to attach a file or mis-spelled a word. You may have even sent it to the wrong recipient! This is the moment where Gmail's 'Undo Send' feature will become your new best friend. You can activate this by clicking on the gear icon on the top right hand corner of Gmail, then go to *Settings*. Scroll down to *Undo Send* and hit the *Enable box*. Now you have up to 30 seconds to click the '*Undo*' button that will pop up once your email's been sent.

Create To-Do Lists

Gmail provides an easy way to create a task list that you can use to keep track of all the things you have to do in a minimizable window. This way you won't have to send yourself an email and clutter your inbox every time you need to re-mind yourself to do something. Adding a to-do list is easy; simply click the *Mail menu* in the upper left corner of the Gmail window and choose *Tasks*. A small window will appear in the bottom right corner of the page, and here you can type in your tasks and check the boxes once you've completed

each of them.

Prioritize Emails

Some emails are too important to be buried in a crowded inbox. This is where you can use Gmail's Star feature to your advantage. Adding stars is a way to single out emails that need to be read later or require a follow-up. You might already know that clicking the yellow star beside the email will highlight the line and makes the message easier to find. But there's a way to take things up a notch. Navigate to *Settings* (gear icon) and scroll down to the *Stars* section. Here you can drag the stars from the '*Not in use*' row up to the '*In use*' row to make them active. Once you're done, hit *Save*. You could use the blue star for emails that need a follow-up, red for problems, question mark for the ones that require clarification and so on.

Use Canned Responses

Have you ever had to answer the same questions sent by clients over and over again? Gmail allows you to create and send off repetitive messages in just a few clicks. Go to *Settings, Labs* (menu item), and click the *Enable* button in the *Canned Responses* section, and click *Save Changes* button. Type up a response email and click the arrow in the lower right corner of the message box and select *Canned Responses*.

Become more productive with these Gmail tips. To learn more contact us at (201) 797-5050 or www.tech4now.com.

"These flowers are for you, honey!"

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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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It is my pleasure to recommend you to my colleagues and friends knowing how you stand behind your work and provide fast service. Your reputation and integrity are top notch, not to mention your speed to resolution." —**Irwin Dolgoff,** President, Academic Achievement, Inc.

February 2017

The Lighter Side…   For Entertainment Purposes ONLY!

Alumni Calls

You spend like a $100 grand in tuition, and you think you're done with them. Then for the rest of your life, they're calling up asking for money. No one else does that. If I see a movie, I don't get a call from the theater, like, 'We're buying a new projector, can you kick in a few bucks? We're calling all the "Spiderman II" alumni.'

Panda Dinner Etiquette

A Panda bear walks into a restaurant. He orders a meal and eats it. After politely paying for his meal, he pulls out a gun and shoots it in the air. He immediately walks out the door. "Why did you do that?" hollered the confused waitress. Looking back over his shoulder the panda says "I'm a panda". "Look it up in the dictionary." The waitress locates the dictionary on her bosses desk and searches for the definition of panda bear. Finding it she reads, "Panda Bear - A large black and white bear like mammal native to the Far East. Eats shoots and leaves."

Movie Types

A man in a movie theater notices what looks like a wolf sitting next to him. "Are you a wolf?" asked the man, surprised. "Yes." "What are you doing at the movies?" The wolf replied, "Well, I liked the book."

Random Jokes

What do you get when you cross a dyslexic, an insomniac, and an agnostic?

Someone who lays awake at night wondering if there really is a dog.

How does NASA organize a party?

They planet.

What do Alexander the Great and Winnie the Pooh have in common?

Same middle name.

Random Quotes

"I wish common sense was more common."

"Don't give up on your dreams, keep sleeping."

""Be strong", I whispered to my Wifi signal."

"When a woman says "what?" it's not because she didn't hear you—she's giving you a chance to change what you said."

To my children: "Never make fun of having to help me with computer stuff. I taught you how to use a spoon."