Holzsager Technology Services, LLC
P.O. Box 535
Fair Lawn, NJ 07410-0535
(201) 797-5050
info@tech4now.com

Volume 9, Issue 11

November 2017

Celebrating over FIFTEEN 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 Holzsager,
IT Director
Holzsager Technology Services
and
Publisher of
The Tech Insighter

Inside This Issue

Tips That Add Hours to Your Day	2
Changing Email Signatures	3
Veterans Day Trivia	3
Learn About PII Protect	3
The Lighter Side	4
5 Reasons to Choose VoIP	4

Snapple Real Fact # 1206
Russia and the United States are less than three miles apart.

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**

The Tech Insighter

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

The Equifax Leak: Lessons Learned For Your Business

No business owner wants their customers' data leaked, but no matter how well prepared you are, the unexpected can happen. If and when it does, the fate of your business will be determined by how well you respond to it. We encourage you to read the Equifax story below to understand what went wrong and make sure that your company does not follow down the same path.

What Happened to Equifax?

Equifax, the huge American credit agency, announced in September 2017 that its database was hacked, resulting in a leak of consumers' private data, including personally identifiable information of around 143 million US citizens. It included names, social security numbers, addresses, birthdates, and credit card and driver's license numbers. Equifax responded by setting up a new site, www.equifaxsecurity2017.com, to help its customers determine whether they had been affected and to provide more information about the incident. Soon after, Equifax's official Twitter account tweeted a link that directed customers to www.securityequifax2017.com, which is actually a fake site. Fortunately for Equifax's customers, the fake phishing site was set up by a software engineer who wanted to use it for educational purposes and to expose flaws in Equifax's incident response practice. So, no further harm was done to the already-damaged customers, but Equifax is left with even more embarrassment.

So What Did Equifax Do Wrong?

One of the huge mistakes Equifax made in responding to its data breach was setting up a new website to give updated information to its consumers outside of its main domain, equifax.com. Why? You first need to know that since the invention of phishing scams, phishers have been creating fake versions of big companies' websites. That's why so many major corporations buy domains that are the common misspellings of their real domains. You should also know that phishers can't create a web page on the company's main domain, so if Equifax's new site was hosted there, it'd be easy for custom-

(Continued on page 2)

"We Love Referrals" 2017 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 Holzsager 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

"You don't have to be defined by your mistakes. How you come back matters too."

Alex Rodriguez

"Don't compromise yourself. You are all you've got."

Janis Joplin

"Courage is the power to let go of the familiar."

Raymond Lindquist

"If you tell the truth, you don't have to remember anything."

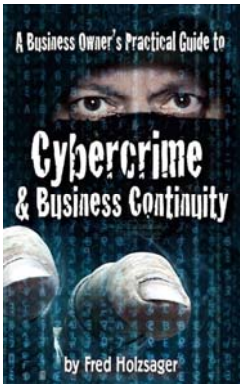
Mark Twain

"Procrastination, makes easy things hard and hard things, harder."

Mason Cooley

"Go after what you really love and find a way to make that work for you, and then you'll be a happy person."

Tom Petty



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!

The Equifax Leak: Lessons Learned For Your Business

(Continued from page 1)

ers to tell whether the new page was legitimate and not be fooled by a fake domain name. What's obvious from this embarrassing misstep is that Equifax had never planned for a data leak. And this is an unforgivable oversight by a company that handles the information of over 800 million consumers and more than 88 million businesses worldwide.

Don't Repeat Equifax's Mistake

Whether your business is a small startup or as big as Equifax, it needs to prepare for a data breach. Besides having a comprehensive network defense plan, you also need to have the right incident response plan in place. So what should you do after you've discovered a leak? Be upfront with your customers and notify them as soon as possible. You also need to establish a message that includes the following information: How the leak occurred, how it can affect your customers, how you will prevent future attacks, and what your company will do to support affected customers. You should also create a web page to keep your customers up to date. But remember, the new web page should be under your company's primary domain name.

As we've seen from Equifax, an incident response plan that's robust is a must. Feel free to talk to our experts about how you can come up with one that helps your customers, which in turn, will save your company and its reputation. Contact us at (201) 797—5050 or www.tech4now.com.

5 Computer Tips That Add Hours To Your Day

There are only so many hours in the workday, so making the most of your time is vital. If distracting websites, unorganized files, and cluttered inboxes prevent you from getting work done, consider using these tips to better manage your time and stay productive at work.

Monitor Productivity Levels

Start by tracking how much work you complete on an average day. Google Chrome Extensions like *RescueTime* record your most frequently visited sites, and track how much time you spend away from your computer. Running the app will provide you with a productivity rating and a detailed log of how you spend an average day. If you find out you're wasting a huge portion of your time on social networking, you're more likely to make conscious adjustments on how you manage your time.

Get Rid of Clutter

Another way to increase output is by deleting old files, uninstalling unused programs, and organizing documents into appropriately labeled folders. This makes your work easier to find and improves your computer's performance.

As for the clutter in your email inbox, Gmail and Outlook both have features that filter out unimportant messages. Simply enable Priority Inbox on Gmail or Clutter on Outlook to get a clean, spam-free inbox.

Block Time-Wasting Sites

Visiting non-work related websites is a surefire way to hinder productivity. A quick, five-minute break to check your Facebook feed or watch a YouTube clip may not seem like much, but a few of those per day add up to a lot of time.

If you and your employees have trouble staying away from sites like Facebook, Instagram and Twitter, it's a good idea to block access to them using URL filters.

Of course, if you are Ok with your employees taking occasional breaks during the day, you could use apps like *StayFocusd* or *Strict Workflow*. These allow you to set a limit on how long and how many times users can visit non-work related sites.

Stay on Track with To-Do Lists

To-do lists help you break down large projects into manageable, bite-sized tasks. And perhaps the most satisfying aspect is crossing things off the list, giving you and your employees a sense of accomplishment and total visibility of your progress.

There are a wide variety of digital to-do lists available today like Google Tasks or Trello. These platforms allow you to set deadlines for small tasks and write clear instructions for each item on the list. What's more, they're incredibly easy to use and are great for keeping track of your workflow.

Use Keyboard Shortcuts

Mastering keyboard shortcuts will make it easier to perform simple functions than if you're stuck looking for them in the toolbar.

(Continued on page 3)

Trivial Matters

Veterans Day, when we honor all those who serve or served in the Armed Forces, is celebrated on November 11. This year, because it falls on a Saturday and is both a federal and state holiday, it will be celebrated on Friday, November 10. Here are some facts you may not know.

- Veterans Day originated as "Armistice Day" on Nov. 11, 1919, the first anniversary of the end of World War I.
- On June 1, 1954, President Eisenhower signed a bill changing Armistice Day to Veterans Day to honor all American veterans.
- There are approximately 18.5 million veterans in the United States.
- 1.6 million veterans are women.
- Veterans Day, which pays tribute to all veterans, living or dead, differs from Memorial Day during which we pay tribute to those who lost their lives in combat.
- Of the 16 million Americans who served during World War II, about 558,000 are still alive.
- 2 million veterans served during the Korean War, 7 million during the Vietnam War and 5.5 million during the Gulf War.
- New York City holds the largest annual Veterans Day Parade with approximately 25,000 participants.

Thank you veterans for your service!

5 Computer Tips That Add Hours To Your Day

(Continued from page 2)

Here are some basic ones:

Ctrl + C, Ctrl + V, Ctrl + X – to copy, paste, and cut selected items.

Ctrl + Z – to undo changes.

Ctrl + T, Ctrl + N– to open a new tab or window in your browser.

Alt + Tab – to switch between open windows.

Alt + F4 – to close the program.

For many more like these, take a look at Windows' list of advanced shortcuts.

These are just some tips to help stay productive and efficient. If you need more ideas on how to get more out of your technology, contact us today at www.tech4now.com or (201) 797-5050.

Quick Tech Productivity Pointers

Changing a Default Signature in Email

Certain mail programs, such as Mail for Windows 10, add a default signature at the bottom of each message such as "Sent from Mail for Windows 10." To lose this generic sign-off attached to your outgoing messages, you can replace it with the text of your choice or turn off the signature feature altogether.

To take either action, open the Mail app on your PC and select the gear-shaped *Settings* icon on the bottom-left corner of the windows. When the *Settings* pane appears on the right side of the Mail windows, select *Signature* from the list. At the bottom of the *Signature* setting screen, you can replace the standard "Sent from Mail for Windows 10" line with your name and contact information, a favorite quote, or anything else that comes to mind. The Windows 10 Mail app does not allow you to change the font or font color in your signature file, nor can you insert images or web links.

If you use multiple accounts with the Mail app, you can include the signature with all of them by turning on the *"Apply to all accounts"* option at the top of the settings box.

If you would rather skip the signature at the bottom of your messages, change the button from *On to Off* in the *"Use an email signature"* section of the settings box.

Mac users can add signatures to outgoing messages in Apple's built-in Mail app. Open the program, go to the Mail menu and choose *Signatures* to get to the settings.

Adding a customized signature to your emails can not only save time with automation, but also adds your personal touch. For more help, contact us today at (201) 797 –5050 or www.tech4now.com.

PII PROTECT

Are You Protected From A Data Breach?

Think cybercriminals only target the big companies?

More than 75% of data breaches target small and medium sized businesses.

We can help you with the following:

1. TRAIN YOUR EMPLOYEES
Train your employees to help protect your sensitive data.

2. PROTECT YOUR NETWORK
Protect your network with VPN's, firewalls, vulnerability scans, penetration testing, etc.

3. SECURE YOUR DEVICES
Identify, track, and secure (encrypt) your employee's devices—smartphones, USB drives, tablets and laptops.

4. SECURE PHYSICAL SPACE
Track and log visitors, limit access with locked doors.

5. CREATE CLEAR POLICIES
Create clear and concise written policies on the use and disposal of sensitive data.

6. WHERE'S YOUR DATA?
Locate, understand, and limit where all of your sensitive data resides.

7. PROPER DISPOSAL PROCEDURES
Ensure that you have the proper procedures and documents in place to dispose of any devices, equipment, and paper records.

Holzsager Technology Services LLC

LET US HELP YOU PROTECT YOUR BUSINESS AND DATA.

CONDUCT A SECURITY RISK ASSESSMENT TO UNDERSTAND YOUR RISKS.

Contact us at (201) 797-5050 or www.tech4now.com/pii-protect.

Holzsager Technology Services, LLC
P.O. Box 535
Fair Lawn, NJ 07410-0535
(201) 797-5050
info@tech4now.com

Celebrating over FIFTEEN YEARS of Service and Satisfied

IT Solutions for 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.

E-mail: info@tech4now.com
Phone: (201) 797-5050

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. **Holzsager 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"

Contact us at (201) 797-5050 or www.tech4now.com/services/voip-phones

Services We Offer:

- ✓ **Hassle-Free IT** *powered by* **HTS Insight** Managed Services
- ✓ General Network Repair and Troubleshooting
- ✓ Onsite and Offsite Backup
- ✓ Disaster Recovery and Planning
- ✓ Virus Protection & Removal
- ✓ Network Security
- ✓ Mobile and "Cloud" Computing
- ✓ E-mail & Internet Solutions
- ✓ Wireless Networking
- ✓ Spam Filtering and E-mail Archiving Solutions
- ✓ Storage Solutions and File Sharing
- ✓ System Audits and Network Documentation
- ✓ 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!

"Your breadth of experience and speed to resolution helps us keep our business strong and current. The way we see you is not as an IT computer guy, but as a proven Trusted Business Advisor." **—Nabil Ishac,** *Architect & Owner*, Ishac Design Architect

November 2017

The Lighter Side...

For Entertainment Purposes ONLY!

It's Best To Whisper

A man was looking for a place to sit in a crowded university library. He asked a girl, "Do you mind if I sit beside you?" The girl replied, in a loud voice, "NO, I DON'T WANT TO SPEND THE NIGHT WITH YOU!" All the people in the library started staring at the man, who was deeply embarrassed and moved to another table. After a couple of minutes, the girl walked quietly to the man's table and said with a laugh, "I study psychology, and I know what a man is thinking. I bet you felt embarrassed, right?" The man responded in a loud voice: "$500 FOR ONE NIGHT? .... I'M NOT PAYING YOU THAT MUCH!" All the people in the library looked at the girl in shock. The man whispered to her: "I study law, and I know how to screw people."

Weighty Issues

Two women were shopping. When they started discussing their home lives, one said, "Seems like all Alfred and I do anymore is fight. I've been so upset I've lost 20 pounds." "Why don't you leave him then?" asked her friend. "Oh! Not yet, " the first women replied. "I'd like to lose at least 15 more pounds first."

Requirements of this Job

Employer: "In this job we need someone who is responsible."

Applicant: "I'm the one you want. On my last job, every time anything went wrong, they said I was responsible."

Learning From Our Dogs

- When loved ones come home, always run to greet them.
- Never pass up an opportunity to go for a joyride.
- Allow fresh air and wind in your face to be pure ecstasy.
- Take naps.
- Stretch before rising.
- Run, romp and play daily.
- Avoid biting when a simple growl will do.
- Delight in the simple joy of a long walk.
- On nice warm days, stop to lie on your back in the grass.
- When you're happy, dance around and wag your entire body.

- Be loyal. Never pretend to be something you're not.
- When someone is having a bad day, be silent, sit close by and nuzzle them gently.