

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



Volume 10, Issue 2

February 2018

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**Fred Holzager,
IT Director
Holzsager Technology Services
and
Publisher of
*The Tech Insider***

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Snapple Real Fact # 1472

“Sphenopalatine ganglioneuralgia” is the technical name for brain freeze.

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The Tech Insider



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

The Future is VoIP—2018 Trends

According to several experts, Voice over IP (VoIP) phone systems are one of the top investments businesses can make, and for good reason. The ability to call anyone from anywhere with an internet connection gives employees lots of flexibility. And 2018 is bringing many new VoIP developments to look forward to.

Faster Networks Will Improve Call Quality

With more 5G mobile networks expected to go online in 2018, the quality of VoIP calls will get even better. 5G offers wireless speeds ten times faster than 4G, significantly reducing common issues like call jitter, echoes, and packet loss (when data travelling across a computer network fails to reach its destination). Faster upload and download speeds also allow for stable, high-quality video streaming from anywhere with a strong 5G signal. All in all, this new mobile network will definitely empower more users to work remotely.



Artificial Intelligence Will Enhance Telecom Systems

AI (Artificial Intelligence) technology has huge implications for VoIP phone systems. Before a call, AI can be used to recognize poor call quality and fix it immediately — like a self-healing network. This means issues like low bandwidth, improper network configuration, and high latency (long delays in network speed) can be resolved in real time, guaranteeing crystal clear calls and minimizing the need for human intervention. We also anticipate AI-powered unified communications programs that can analyze conversations, email correspondence, and speech patterns (also in real time) to produce valuable insights into customer behavior and sales performance. With this information, marketing firms will be able to improve their sales tactics and customer service. Major developers/telecom providers are still working on prototypes of this technology, but more AI functionality will likely appear in 2018.

(Continued on page 2)



“We Love Referrals” 2018 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, contact us by phone at 201-797-5050 or email us at info@tech4now.com.



Quotations

"Kindness is more than deeds. It's an attitude, an expression, a look, a touch. It is anything that lifts another person."

Plato

"The most valuable player is the one who makes the most players valuable."

Peyton Manning

"To be good, and to do good, is all we have to do."

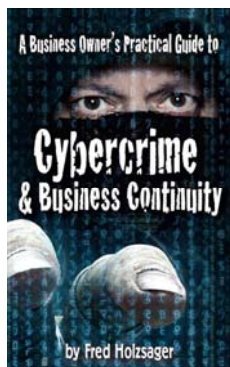
John Adams

"It is amazing what you can accomplish if you do not care who gets the credit."

Harry S. Truman

"Success is to be measured not so much by the position that one has reached in life as by the obstacles which he has overcome while trying to succeed."

Booker T. Washington



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The Future is VoIP—2018 Trends

(Continued from page 1)

Voice Assistants Will Get Smarter

In addition to providing customer-behavior analytics, we predict that AI will also be used to answer calls. Thanks to improvements in language processing, voice assistants like Siri and Alexa are getting better at interpreting simple commands and interacting directly with customers. For example, voice bots can handle simple queries that would normally be found in FAQs, while customer service agents resolve more complicated issues. If implemented correctly, this has the potential to increase resolution rates and reduce time spent on basic tasks.



Plain Old Telephone Systems Will Die Out

Given the popularity of VoIP phone systems, telecom analysts predict that the demise of traditional landlines is well underway. Of course, support for old-school phone systems will still be available, but the businesses that use them will be a minority.

VoIP offers enterprise-level features, hardware, support, and upgrades for a fixed monthly fee, making it a smarter choice for future-proofing business communications.

This is why you should consider VoIP migration your goal for 2018. As a professional VoIP provider, we can help you with this process. Simply contact us today at (201) 797-5050 or www.tech4now.com to learn about all the benefits of a VoIP phone system.

"The Process" by Robert Stevenson



Nick Saban, head football coach at the University of Alabama, has won six national championships, one while he was head coach at LSU and five at

Alabama. The five championships at the University of Alabama have happened in a span of only nine years – the biggest run in college football history.

In football, you can only put 11 men on the field at one time. It's your best against their best, and while talent is critical, it's far from everything. What is Alabama's magical formula for success, and why do so many teams have trouble duplicating it?

A few years ago, Coach Saban asked me to present a program on communication to his coaching staff. In his world, recruiting star athletes is paramount to their success, and he wanted his coaches to make the best presentation possible to the athletes they wanted to play for Alabama.



I learned a lot of things about Coach Saban and Alabama football preparing for my three-hour program. There are a lot of coaches, managers, bosses, and leaders out there who never mix with the people on the front lines. Not Coach Saban; he is all about being on the ground level,

getting "dirty" in the details. In fact, I don't believe I have ever met anyone as detailed as he is. Meetings and practices are planned to the minute, and everyone understands what is expected of them and how they are to accomplish it. In the football world, he's become famous for what most call "The Process." As he puts it, "The Process is much more important than the result."

The critical element of his success is a simple way of breaking everything down into manageable parts. He owes this technique to psychiatrist Dr. Lionel Rosen, whom he met while coaching in the late 90s. Dr. Rosen studied cognitive therapy used in the Alcoholics Anonymous recovery program and found the best way to succeed was

to deal with the moment, not the future or past. If you handle the moment correctly, the final result will work out.

Dr. Rosen pointed out to Coach Saban that the average play in a football game lasts only about seven

seconds, and that is where he needed to concentrate. The last play is done — it's the next play, the next seven seconds, that counts. Ensuring that his players know exactly what they have to do in those seven seconds, without hesitation, is all that matters.

(Continued on Page 3)

Trivial Matters

The 2018 Winter Olympic games are set to open in PyeongChang, South Korea on February 9 and continue through February 25. Here are some fun facts about the 23rd Winter Olympiad:

- ◆ This is the first time South Korea has hosted the Winter Olympics. The 1988 Summer Olympics were held in Seoul, South Korea.
- ◆ To avoid confusion with North Korea's capital, Pyongyang, the PyeongChang resort (just 50 miles south of the demilitarized zone that separates the two countries) has changed its name for the Games, by capitalizing the "C."
- ◆ The estimated cost of these Olympics is \$10 billion, five times less than the 2014 Sochi Olympics, which were estimated to be the costliest ever.
- ◆ The athletes will compete in seven sports --

biathlon, bobsleigh, curling, ice hockey, luge, skating and skiing -- with 15 varied disciplines across all sports.

- ◆ There are 4 new events: mass start speed skating, mixed doubles curling, big air snowboarding and freestyle skiing.
- ◆ A record 102 medals will be awarded.
- ◆ The Nigerian bobsled team is both the first Nigerian team, and the first African women competitors to be represented at the Winter Olympics.
- ◆ PyeongChang is 14 hours ahead of the US Eastern Time Zone.
- ◆ For the first time, TV viewers in all US time zones will have access to live coverage of the Games, instead of a delayed replay.



Go Team USA!

"The Process" by Robert Stevenson

(Continued from page 2)

The same is true in business. By breaking down what you do into manageable segments of time and function, you will be better able to achieve the results you desire. But remember, everyone needs to understand what is expected of them and how they are to accomplish it.

Robert Stevenson is one of the most widely recognized professional speakers in the world.

Author of such books as *52 Essential Habits For Success*, he's shared the podium with such esteemed figures as former President George H.W. Bush and former Secretary of State Colin Powell. Today, he travels the world, sharing powerful ideas for achieving excellence, both personally and professionally.



Quick Tech Productivity Pointers

Removing Bloatware

Computer manufacturers make money pre-installing third-party software, often referred to as bloatware, on laptops and PCs. Vendors pay to have their bloatware — such as trial versions of antivirus programs, video games, and browser toolbars — installed on new computers in hopes that people will purchase the full programs. Bloatware is generally considered harmless, but can slow down your computer, take up disk space, and sometimes put you at risk. Just consider these statistics: PCs without it start up 104% faster, shutdown 35% faster and have approximately 30 more minutes of battery life.

Thankfully, Microsoft has included an easy way to get rid of bloatware in Windows 10. We outline the basics here for how to get started:



- Click the start menu, then the gear icon in the bottom right.
- In the settings window, select *Update & Security*
- On the left-hand side, click *Recovery*
- Select *'Learn how to start fresh with a clean installation of Windows'* and follow the instructions. **NOTE: READ THE DETAILS CAREFULLY TO UNDERSTAND THE EXTENT OF THE CHANGES TO BE MADE BEFORE IMPLEMENTING! THEY ARE MAJOR!**

Bloatware not only clutters your PCs and laptops, but it can leave your business vulnerable to compromise as well. Don't make this security mistake; learn more about protecting your computers from bloatware, and save yourself from tons of headaches down the line. Call our team of IT experts today at (201) 797-5050 or www.tech4now.com for more help.



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- 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.



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February 2018

The Lighter Side...

For Entertainment Purposes ONLY!

The Dinner Party

At the dinner table with friends and family, a mother offered her six-year-old daughter, "Dear, would you like to say the blessing?" "I wouldn't know what to say," replied the girl. "Just say what you hear Mommy say, sweetie." The little girl took a deep breath and solemnly said, "Dear Lord, why did I invite all these people to dinner?"

Little Larry - Class Trip

Larry's kindergarten class was on a field trip to their local police station where they saw pictures tacked to a bulletin board of the 10 most wanted criminals. One of the youngsters pointed to a picture and asked if it really was the photo of a wanted person. 'Yes,' said the policeman. 'The detectives want very badly to capture him.' Larry asked, "Why didn't you keep him when you took his picture?"

Plowing the Field

A farmer wrote a letter to his son in jail for robbing a bank: "This year, I can't plant potatoes because you are not here to plow the field." The son wrote back, "Papa, don't dare plow the field. That is where I hid the money I stole." The police intercepted the letter and by the next day they'd dug up the entire field but found nothing. The son wrote to his father, "Now you can plant your potatoes."



The Poor Old Lady and the Parrot

A little old lady takes her parrot to the vet one day. The vet looks at the stiff and lifeless parrot and says, "I'm really sorry ma'am, but this parrot is dead." The little old lady says, "I'm sure you can't be certain so quickly. Isn't there a way to be absolutely certain?"

At this, the vet whistles and a Labrador Retriever walks into the examining room. The dog sniffs around the parrot for a few seconds, then looks up at the vet with sad eyes and shakes his head. The little old lady is having none of it. "A dog shakes its head and I'm supposed to believe that?!" she shouts. "I'm sorry, but you're going to have to do more than that before I'll believe my parrot is dead."

So the vet walks out the room and comes back carrying a cat. He puts the cat on the table next to the parrot. The cat looks closely at the parrot, walks around it, prods it a bit, then looks at the vet, shakes his head and jumps off the table. At last, the little old lady seems convinced. As she is about to walk out of the door, the vet tells her that she owes him \$500. "\$500?!" the little old lady shouts. "How the heck could it be so much just to tell me my parrot is dead?"

The vet says, "Well, it would have been a lot cheaper, but with that lab report and cat scan..."

