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March 2018

**Celebrating over  
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of Service and  
Satisfied  
Customers!**



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

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**Snapple Real Fact # 1367**  
Every tweet Americans send is archived by the Library of Congress.

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# The Tech Insider



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

## How Employees Invite Hackers

Hackers stealing data from the NSA and nabbing millions of customer records from Equifax should be a concern for all of us. However, the majority of hacks aren’t against the big dogs; they’re against small to mid-sized businesses. And usually, this doesn’t involve actual hacking at all. Much of the time, approximately 60% according to the *Harvard Business Review*, an unwitting employee accidentally leaves the digital front door open.



So it seems that the biggest threats to your business aren’t teams of roaming hackers, but your employees. Here’s why.

**1. They’ll slip up because they don’t know any better**

With the proliferation of technology has come an exponential rise in digital threats of such variety and complexity that it would be impossible for the average person to keep track of it all. Each of your employees’ lives are a labyrinth of passwords, interconnected online accounts and precious data. If their vigilance slacks at any point, it not only leaves

them vulnerable, but it leaves your company vulnerable as well. For this reason, most cyber-attacks come down to a lack of cyber security education.

**2. They’ll trust the wrong person**

For many hacks, little code is needed whatsoever. Instead, hackers are notorious for posing as a trusted member of your own team. And if you believe that you’d be able to spot an impostor from a mile away, you may want to think again. Not only is it easier than ever to crack individual users’ e-mail passwords and login credentials, personal info is now littered throughout social media. A simple visit to Facebook can give a hacker all they need to know to “social hack” their way into the heart of your business.

**3. They’ll miss red flags while surfing the web**

Clickbait is more than a nuisance plaguing your social media feeds. It can be a powerful tool for hackers trolling for easy prey. If an employee doesn’t understand what exactly makes a site or link look dubious, they may open themselves – and your company – to browser exploits or other types of attacks.

*(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](http://www.tech4now.com/we-love-referrals), contact us by phone at 201-797-5050 or email us at [info@tech4now.com](mailto:info@tech4now.com).**



## Quotations

"What makes you vulnerable, makes you beautiful."

**Dr. Brené Brown**

"Character is simply habit long continued."

**Plato**

"You will never find time for anything. If you want time you have to make it."

**Charles Buxton**

"A smile is a curve that sets everything straight."

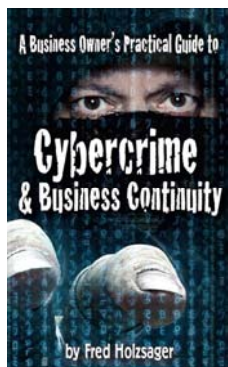
**Phyllis Diller**

"If opportunity doesn't knock, build a door."

**Milton Berle**

"The secret of getting ahead is getting started."

**Mark Twain**



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## How Employees Invite Hackers

*(Continued from page 1)*

### 4. They're terrible at passwords

According to Entrepreneur.com, "3 out of 4 consumers use duplicate passwords, many of which have not been changed in five years or more." Even more of those passwords are simply weak, inviting easy access. Many people brush off the importance of strong passwords, but the risks cannot be overstated.

### 5. They'll let you get hacked on purpose

It's a sad fact that a huge portion of digital attacks are the result of company insiders exposing data to malicious groups. Whether it's data vital for your competitive advantage, passwords they can sell to hacker networks to make a quick buck or sensitive data they can make public simply to spite your organization, it's difficult to protect against a double agent.

When it comes to defending your company against digital threats, it can seem impossible to protect yourself at every turn. But there is one way you can make a substantial change that will tighten up your security more than you realize: educating your employees. Through a comprehensive security training program, including specific examples of methods hackers use – particularly phishing – you can drastically minimize the risk of an employee accidentally opening up a malicious e-mail or posting sensitive information. When you make a concerted effort to make the entire organization vigilant against cyber-attacks, you're much less likely to be targeted. If you would like help educating your employees on keeping your business secure, please contact us today at (201) 797-5050 or [www.tech4now.com](http://www.tech4now.com). For more info, see *page 3*, **PII Protect**.

## Extend the Life of Your Laptop Battery

Finding a power socket is often the first thing you do when looking to use your laptop in a cafe, a co-working space, or an airport. If you're not lucky to find one, you'll be forced to rely solely on your laptop battery — if it still has any juice left. Here are some tips to help extend the life of your laptop battery.



### Some Truths About Your Laptop Battery

Batteries in many devices nowadays are lithium-based, either lithium-ion or lithium-polymer, so users must take note of the following guidelines for their proper maintenance:

- They can't be overcharged, even if you leave your battery plugged in for a long time. When the battery hits 100%, it'll stop charging.
- Leaving your battery completely drained will damage it.
- Batteries have limited lifespans. So no matter what you do, yours will age from the very first time you charge it.

### What Else Can Degrade Your Battery?

Even though a modern laptop battery cannot be overcharged, keeping your battery fully charged at all times can cause it to degrade due to higher-than-normal voltages.

Additionally, both extremely high temperatures (above 70°F) and low temperatures (between 32-41°F) can reduce battery capacity and damage its components. The same goes for

storing a battery for long periods of time, which can lead to the state of extreme discharge. Another factor is physical damage - batteries are made up of sensitive materials, and physical collision can damage them.

### How To Prolong Your Battery Life

Now that you know some facts about your laptop battery, it's time to learn how to delay its demise:

- Never leave your battery completely drained.
- Don't expose your battery to extremely high or low temperatures.
- If possible, charge your battery at a lower voltage.
- If you need to use your laptop for a long period of time while plugged into a power source, it's better to remove the battery. This is because a plugged-in laptop generates more heat which can then damage the battery.
- When you need to store your battery for a few weeks, you should recharge your battery to 40% and remove it from your laptop storage.

These are just a few tips for extending the life of your hardware. There are many more ways you can maximize your hardware efficiency and extend its longevity. Contact our experts today at (201) 797-5050 or [www.tech4now.com](http://www.tech4now.com) to find out more!

## Trivial Matters

March is National Women's History Month. It dates back to March 8, 1857, when women from New York City factories staged a protest over working conditions. It was expanded to Women's History Week in 1981, and then expanded to a month in 1987. Here are some interesting facts and statistics that you may not know.

- According to the 2016 U.S. Census, women outnumber men in the U.S. 164 million to 159 million.
- By age 85, women outnumber men 2 to 1.
- For the first time since measurement began in 1940, women are more likely than men to have a bachelor's degree.
- More than 70% of moms with kids under 18 work. In 1975, fewer than 47% did.
- In the U.S., women make up nearly half of the civilian workforce at 47.4 %.
- Almost half, 44%, of women are the primary breadwinners in their households, an almost four-fold increase since 1960.
- Although female representation in government has increased steadily in recent decades, it remains at only about 23%.
- Women make up around 14% of active U.S. military members.
- The two highest IQ scores in recorded history belong to women.
- Mary Kies was the first woman to receive a patent for weaving straw with silk in 1809. Women over the years have patented non-reflective glass, disposable diapers, white out, among many other innovations.
- The first person to go over Niagara Falls in a wooden barrel was also a woman - Annie Edson Taylor on October 24, 1901.

## Quick Tech Productivity Pointers

Everyone is familiar with **Google Search** and most of us use it every day to find information we need. However, most people are not aware of how to make the most out of this search engine. Read on to use Google like a pro.

### Include and Exclude Keywords

Google will understand most of the search terms you type into it. However, at times the search engine will match only some of the words you typed, showing limited results. To avoid this, just point out which keywords are the most important by adding a plus symbol (+) in front of words you would like Google to include in the search results.

If the results you're looking for get pushed off the page by similar yet irrelevant articles, adding a minus symbol (-) in front of keywords you don't want to see will avoid them popping up in the first place. For example, "+cloud services -hybrid cloud" will provide search results about different cloud services while excluding results related to hybrid cloud. Additionally, searching a phrase within double quotation marks guarantees to retrieve results that include only the exact phrase that matches your query.

### Do a Website Search

Ever need to look for information from a specific website? Instead of visiting that website and sifting through different pages, Google makes it a breeze by allowing you to add "site:url" to the end of your search query. For example, if you want to find what Forbes has written about security, simply head to Google's homepage and

type "security site:www.forbes.com." This makes sure Google includes only pages from Forbes that are about security in your search results. You can also limit search results to university and government websites by adding "site:.edu" or "site:.gov" to your search. Combining this with the keyword trick above will narrow your search even more.

### Search By Time Period

By specifying a date range you can find what you're looking for faster. Just run a search like you normally would. Then click on Tools under the search box and hit the *Any time* drop-down menu. From there, you can choose the time period parameter, such as past month or week, or fill in an exact time period.

### Use Google to Locate Files

While Google mainly focuses on indexing web pages, it also indexes publicly available files like PDFs and spreadsheets. To look for them, just type in "filetype:" after your search query. For example, typing "report filetype:pdf" will provide PDFs with "report" in the title.

### Advance Your Search

*Advanced Search* can be accessed by clicking *Settings* from the toolbar located under the search box. This gives you more ways to refine your searches, such as by region or language.

For more information about how to use Google shortcuts to streamline your daily routine and increase productivity, please contact us at (201) 797-5050 or [www.tech4now.com](http://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.



LET US HELP YOU PROTECT YOUR BUSINESS AND DATA.

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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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*"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*

March 2018

## The Lighter Side...

*For Entertainment Purposes ONLY!*

### The Inexperienced Handyman

A businessman went into the office and found an inexperienced handyman painting the walls. The handyman was wearing two heavy parkas on a hot summer day. Thinking this was a little strange, the businessman asked the handyman why he was wearing the parkas on such a hot day. The handyman showed him the instructions on the can of paint. They read: "For best results, put on two coats."

### Highway 75

A police officer stops a car going 75 when the speed limit is 65. The officer asks the man driving if he realizes he was speeding. The man replies, "Look right there — that sign says the speed limit is 75." The officer explains that that's the highway number, not the speed limit. As he says this, he looks in the back of the car and sees an elderly woman breathing very heavily. The officer asks her if she's O.K., and she says, "Yes, we just got off of Highway 155."

### Short Liners

Parallel lines have so much in common. It's a shame they will never meet.

Someone stole my Microsoft and they're going to pay. They have my Word.

What do you call a sad strawberry? A blueberry.

I went to a really emotional wedding the other day. Even the cake was in tiers.



Patient: The problem is that obesity runs in our family.

Doctor: No. The problem is that no one runs in your family.

Whoever invented the Knock-Knock jokes should get a no-bell prize!

What did the buffalo say to his son as he left for college? Bison.

Two peanuts walk into a bar. One was a salted.

Why do cows have hooves instead of feet? Because they lactose.



What do Alexander the Great and Winnie the Pooh have in common? Same middle name.

What do you call having your grandma on speed dial? Instagram.

If you ever get cold, just stand in the corner of a room for a while. They're normally around 90 degrees.

A nickel and a dime were walking across a bridge. The nickel jumped off. Why didn't the dime? He had more cents.