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IT Director
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and
Publisher of
The Tech Insighter

Inside This Issue

Snapple Real Fact # 142

Hawaii is the only U.S. state never to report a temperature of zero degrees F or below.

The Tech Insighter

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

The Motivation Behind Hackers

When it comes to cyberattacks, most business owners get hung up on the technical and logistical details, forgetting another important aspect: motive. Why are hackers attacking people and organizations? And whom are they targeting? By answering these questions, you'll have a better understanding of which of your business's resources need the most protection. Below we describe four different types of hackers and their motivations.

Script Kiddie

Skill-wise, script kiddies (or skids, for short) are at the bottom of the hacker totem pole. Their name comes from the fact that they use scripts or other automated tools written by others. Most of the time, script kiddies are young people on a quest for Internet notoriety. More often than not, they're simply bored and in search of a thrill. Many never become full-time hackers; in fact, many script kiddies end up using their skills for the greater good, working in the security industry.

Though lacking in hacking know-how, script

kiddies shouldn't be dismissed so easily, as they can cause businesses much damage. In May 2000, for instance, a couple of skids sent out an email with the subject line "ILOVEYOU" and ended up causing a reported $10 billion in lost productivity and digital damage.

Hacktivists

Hacktivists are primarily politically motivated, and they often hack into businesses and government systems to promote a particular political agenda or to effect social change. These so-called "hackers with a cause" steal confidential information to expose or simply disrupt their target's operations. If you're a small or medium-sized (SMB) owner, don't think for a second that you're immune to hacktivist attacks. This is especially true if your company is associated or partnered with organizations that are prime hacktivist targets.

Cybercriminals

When a hacker breaks into digital systems or

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A Business Owner's Practical Guide to

Cybercrime & Business Continuity

by Fred Holzsager
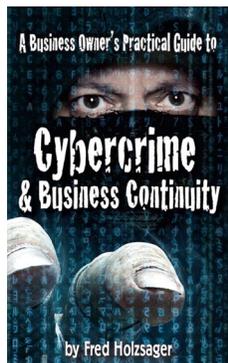
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The Motivation Behind Hackers

networks with malicious intent, they are considered a cybercriminal. Cybercriminals target everyone from individuals to SMBs to large enterprises and banks that either have a very valuable resource to steal or security that is easy to exploit, or a combination of both. They can attack in a number of ways, including using social engineering to trick users into volunteering sensitive personal or company data, which they can then sell in underground markets on the dark web. They can also infect computers with ransomware and other malware, or use digital technology to carry out "conventional crimes" like fraud and illegal gambling.

Insiders
Perhaps the scariest type of hacker is the one that lurks within your own organization. An insider can be anyone from current and former employees to contractors to business associates. Oftentimes their mission is payback: to right a wrong they believe a company has done them, they'll steal sensitive documents or somehow try to disrupt the organization. Edward Snowden is a prime example of an insider who hacked his own organization — the US government.

Now that you understand the motives, it's time to secure your business from the different types of hackers out there. Get in touch with our experts at www.tech4now.com or (201) 797–5050 so we can show you how to protect your business.

Perks of Using Dual Monitors

Small businesses are always searching for ways for their employees to be more efficient computer users. But before you go out and buy bigger hard drives and faster processors, you should consider upgrading your desktops to a dual monitor system. Read on to find out about the advantages of using two monitors per desktop.

Enhanced productivity
Published studies conclude that by working with dual monitors, overall productivity increases by 20-50%. Computer programmers, for example, can use one screen for source coding and the other for programming; by using dual monitors, they no longer need to toggle back and forth between tabs. This reduces error and frees up time to complete more projects.

Better Multitasking
Efficient multitasking requires adequate screen space to keep multiple applications simultaneously visible — a view that single monitors alone simply cannot accommodate. With two screens, many workers like customer service reps and web designers, no longer have to waste time switching between tabs and resizing windows to fit the limited space; they can now focus on completing their tasks accurately and efficiently.

Easier Cutting and Pasting
For jobs that call for creating newsletters or PowerPoint presentations, dual monitors eliminate the need for alternating between tabs

and scrolling up and down as you work. Also, the enhanced visibility reduces chances of making mistakes and thus losing more time fixing them.

Image and Video Editing
With dual monitors, the days of stacking numerous editing tools on top of the image or video you're working on are long gone. Instead of your screen looking like a game of Mahjong, you can put the editing tools on one screen and leave the image on the other. With better visibility, you're less likely to commit errors and more likely to be finessed, while not sacrificing valuable working time in the process.

Product Comparison
You want to buy a camera, and you have two models in mind. It's time to make a decision, so you have to compare their specs. If you have only one monitor, you'd need to go back and forth from one tab to another. But if you have two monitors, you can view the models side-by-side to help you clearly see their differences and make an informed purchase.

Dual monitors benefit almost every industry due to the enhanced visibility, larger screen space, and efficiency of having everything in front of you.

For more information about how dual monitors enhance productivity and/or selecting a new monitor, contact us today at (201) 797—5050 or www.tech4now.com.

Trivial Matters

Let's Talk Turkey! As Thanksgiving quickly approaches, how much do you know about the centerpiece of this all American holiday?

- Turkey, the all American bird, was oddly named after another country because it reminded settlers of a guinea fowl called turkey cock.
- Turkey fossils have been unearthed across the southern United States and Mexico dating from more than 5 million years ago.
- The long, red, fleshy growth from the base of the beak that hangs down over the beak is called the *snood.*
- The bright red appendage on a turkey's neck is called the *wattle*.
- It's estimated that a turkey has about 5000 feathers at maturity.
- The incubation period to hatch a turkey egg is 28 days.

- On average, it takes 75-80 pounds of feed (corn and soybean-based) to raise a 30 pound tom turkey.
- The heaviest turkey ever raised was 86 lbs., which is about the size of a large dog.
- Wild turkeys can run at speeds of up to 25 miles per hour and fly at 55 mph.
- The area of bare skin on a turkey's throat and head vary in color depending on its level of excitement and stress.
- The top 5 turkey producing states are Minnesota, North Carolina, Arkansas, Missouri & Virginia.
- There are a number of towns in the US named after the bird: Turkey in Texas, Turkey Creek, Louisiana, and Turkey, North Carolina.

Gobble Gobble — Happy Thanksgiving!

Quick Tech Productivity Pointers

4 Ways to Speed up Windows 10 for Free
Do you want your Windows 10 computer to run faster without spending on accessories? These tips will help give your machine a speed boost while keeping it safe from system and performance issues.

Prevent Programs from Launching at Startup
Windows loads several programs at startup so they're quickly available. While Microsoft likely has good intentions for doing this, the auto-launch can also slow down the speed of your computer. To fix this issue, you'll need to make some manual adjustments in the settings. To see what programs launch during startup, press Ctrl+Shift+Esc. Next, click on the startup tab of the "Task Manager" window, where you can easily disable any programs you don't want launching at startup. However, there will likely be a few programs you're unsure about. For those, it's best to play it safe and keep them enabled.

Get Rid of Useless Applications
Having too many programs on your computer can take up valuable memory and hard disk space. They slow your computer down and make it work harder than necessary. To quickly clean out your unused programs, follow these steps: Type "Change or remove a program" into the taskbar search box (this will show you all the apps stored in your computer). Select the program/s you no longer want, and click "Uninstall". Once you do this, you'll then be guided through a number of steps to complete the uninstallation process.

Tidy Up Your Disks
While most people like to clean out their houses come spring, why not do so with your computer sometime this month? Thankfully, Microsoft's Disk Cleaner tool makes it easy to do so.
To find Disk Cleaner, right-click any drive in File Explorer and select "Properties" and "Disk Cleanup" under the "General" tab. Once open, it will automatically find files that may be taking up unnecessary space, such as temporary Internet and system memory dump files, and present them to you for your review. Once you've looked them over, you can easily erase them by simply clicking "OK".

Turn Off Apps Running in the Background
Much to your surprise, there are likely some programs running in the background of your Windows 10 OS that you're completely unaware of. Microsoft has enabled these apps so you can quickly access their features. However, it also will slow down your CPU, so you might want to disable them. To find out what programs are running in the background, navigate to "Start Menu>Settings>Privacy>Background" apps. Then, switch off the programs you don't want running at all times.

By following these four steps, you'll see a noticeable difference in the speed of your PC. If you'd like to learn more about how to optimize your Windows system feel free to contact us at (201) 797—5050 or www.tech4now.com.

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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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November 2018

The Lighter Side...   *For Entertainment Purposes ONLY!*

Work Ethic
I always give 100% at work...
12% on Monday,
23% on Tuesday,
40% on Wednesday,
20% on Thursday
and 5% on Friday

Who's Job Is It Anyway?
This is a little story about four people named *Everybody, Somebody, Anybody,* and *Nobody.*
There was an important job to be done and *Everybody* was sure that *Somebody* would do it. *Anybody* could have done it, but *Nobody* did it. *Somebody* got angry about that because it was *Everybody's* job. *Everybody* thought that *Anybody* could do it, but *Nobody* realized that *Everybody* wouldn't do it. It ended up that *Everybody* blamed *Somebody* when *Nobody* did what *Anybody* could have done.

Good Morning?
Pilot: "Good morning, Houston ground, United 242 request start up and push back, please."
Tower: "United 242 expect start up in 2 hours."
Pilot: "Please confirm: 2 hour delay?"
Tower: "Affirmative"
Pilot: "In that case, cancel the good morning!"

Work Phrases Explained
When they say this...they actually mean this!
- ☺ Essentially Complete...It's half done.
- ☺ Project slightly behind original schedule due to unforeseen difficulties...We are working on something else.
- ☺ Customer satisfaction is assured...We are so far behind schedule that the customer will be happy to get anything at all.
- ☺ Task force to review...7 people who are incompetent at their regular jobs have been loaned to the project.
- ☺ Serious but not insurmountable problems...It'll take a miracle.
- ☺ Extensive effort is being applied on a fresh approach to the problem...We just hired three new guys; we'll let them kick it around for a while.
- ☺ Preliminary operational tests are inconclusive...The darn thing blew up when we threw the switch.
- ☺ Modifications are underway to correct certain minor difficulties...We threw the whole thing out and are starting from scratch.
- ☺ Results are being quantified...We're massaging the numbers so that they will agree with our conclusions.
- ☺ Developed After Years of Intensive Research...Discovered by accident.