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Volume 11, Issue 6

June 2019

**Celebrating over SEVENTEEN 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 Holzager,  
 IT Director**

**Holzager Technology Services  
 and  
 Publisher of  
 The Tech Insider**

**Inside This Issue**

Logging In Securely	2
Quotations	2
Windows 10 Shortcuts	3
Interstate Highway Trivia	3
Learn About PII Protect	3
The Lighter Side	4
5 Reasons to Choose VoIP	4

**Snapple Real Fact # 25**

The only food that doesn’t spoil is honey.

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# The Tech Insider



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

## Cybersecurity Terms You Need to Know

If you call malware a “virus,” you are definitely being left behind in digital talk. Understanding a few IT terms will not only educate you but also help to protect you and your business.

**Malware**

For a long time, the phrase “computer virus” was misused as a term to define every type of attack that intended to harm or hurt your computers and networks. A virus is actually a specific type of attack, or malware. Whereas a virus is designed to replicate itself, any software created for the purpose of destroying or unfairly accessing networks and data should be referred to as malware.

**Ransomware**

Don’t let all the other words ending in “ware” confuse you; they are all just sub-categories of malware. Currently, one of the most popular of these is “ransomware,” which is a type of malware that encrypts valuable data until a ransom is paid for its return. Most recently, the city of Baltimore was the victim of a very crippling ransomware attack.

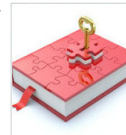
**Intrusion Protection System (IPS)**

There are several ways to safeguard your

network from malware, but IPSs are quickly becoming one of the “non-negotiables.” IPSs sit inside of your company’s firewall and look for suspicious and malicious activity that can be halted before it exploits or take advantage of a known vulnerability.

**Social Engineering**

Not all types of malware rely solely on fancy computer programming. Experts agree that the majority of attacks require some form of what is called “social engineering”, which is the act



of tricking people, rather than computers, into revealing sensitive or guarded information. Complicated software is totally unnecessary if you can just convince potential victims that you’re a security

professional who needs their password to secure their account.

**Phishing**

Despite often relying on face-to-face interactions, social engineering does occasionally employ more technical methods. Phishing is the act of creating an application or website that impersonates a trustworthy and often

*(Continued on page 2)*



## “We Love Referrals” 2019 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

*"Be the change that you wish to see in the world."*

**Mahatma Gandhi**

*"A single act of kindness throws out roots in all directions and the roots spring up and make new trees."*

**Amelia Earhart**

*"Time is a thief that never gets caught."*

**Gary Turk**

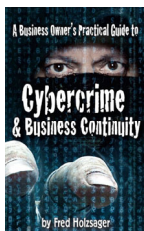
*"There is nothing more beautiful than someone who goes out of their way to make life beautiful for others."*

**Mandy Hale**

*"To my mind, having a care and concern for others is the highest of the human qualities."*

**Fred Hollows**

## Read Fred's Book!



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](http://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!**

## Cybersecurity Terms You Need to Know

*(Continued from page 1)*

well-known business in an attempt to elicit confidential information. Just because you received an email that says it's from the IRS doesn't mean it should necessarily be taken at face value. Always verify the source of any service requesting your sensitive data.



### Zero-Day Attacks

Malware is most dangerous when it has been released but not yet discovered by cybersecurity experts. When a vulnerability is found within a piece of software, vendors will release an update to mend the gap in security. However, if cyberattackers release a piece of malware that has never been seen before, and if that malware exploits one of these holes before the vulnerability is addressed, it is called a *zero-day attack*.

### Antivirus Software

Antivirus software is often misunderstood as a way to comprehensively secure your computers and workstations. These applications are just one piece of the cybersecurity puzzle and can

only scan the drives on which they are installed for signs of well-known malware variants.

### Patch

When software developers discover a security vulnerability in their programming, they usually release a small file to update and "patch" this gap. Patches are essential to keeping your network secure from the vultures lurking on the internet. By checking for and installing patches as often as possible, you keep your software protected from the latest malware.

### Redundant Data

When antivirus software, patches, and intrusion detection fail to keep your information secure, there's only one thing that will: quarantined off-site storage. Duplicating your data offline and storing it somewhere other than your business's workspace ensures that if there is a malware infection, you're equipped with backups.

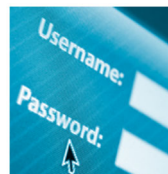
Get in touch with us today at (201)797-5050 or [www.tech4now.com](http://www.tech4now.com) and find out just how we can help you with your IT woes and worries. Call now, you'll be glad you did!

## Logging In Securely: Understanding Authentication

To keep your network safe from cybercriminals, your first line of defense should be a secure login process. When it comes to verifying user identity, you can choose between *two-step* authentication and *two-factor* authentication. Many businesses use the terms as if they were interchangeable. There are, however, subtle differences between the two. Understanding the difference will give you a better appreciation of your cybersecurity options.

### Two-Step Authentication

A two-step authentication process requires a single-factor login (such as a password or biometric reading) as well as another similar type of login that is essentially sent to the user. For example, you may have a password for your first step and then receive a one-time-use code on your cell phone as the second step.



Two-step authentication adds an extra step in the verification process, making it more secure than single-step authentication (i.e., just the password). However, if a person or business is hacked, it won't be enough to stop hackers from getting a hold of whatever they are looking for.

### Two-Factor Authentication

On the other hand, there is two-factor authentication (sometimes referred to as multifactor authentication), which is significantly more secure. This type of authentication requires two different types of information to authenticate a user's identity. For example, it could be a combination of a fingerprint or retinal scan as well as a password or passcode. Because the types of information are different, it would require a hacker to undergo a great deal more effort to obtain both forms of authentication.

### The Difference Between the Two

In essence, every two-factor authentication is a two-step authentication process, but the opposite is not true. With this information in mind, make sure that you are using the right type of authentication in your business to keep your company and customer information as secure as possible.

Your network needs to implement the best security technology has to offer. The type of authentication you should use is just one of hundreds of choices that must be made to achieve that end. To take the stress out of securing and protecting your network, contact us today at (201) 797-5050 or visit us at <https://www.tech4now.com>.

## Trivial Matters

With summer nearly upon us, many Americans will take to the highways on their family vacations to explore this beautiful country. How much do you know about our interstate highway system? Well, you are about to find out!

- ⇒ President Eisenhower signed the Federal -Aid Highway Act of 1956 on June 29, 1956, creating today's Interstate system.
- ⇒ The Interstate Highway System stretches 47,622 miles and includes 10 transcontinental routes varying from 18 miles to 3,000 miles.
- ⇒ "Primary Interstates" are designated by two-digit numbers. Three-digit Interstates are loops or beltways in urban or metropolitan areas.
- ⇒ East-west interstate route numbers end in an even number (I-80).
- ⇒ North-south routes end in an odd number (I-95).



- ⇒ Longest: I-90: 3,085.3 miles (Seattle to Boston).
- ⇒ Shortest: I-97: 17.6 miles (Annapolis to Baltimore, Maryland).
- ⇒ Highest: 11,158 feet (I-70, Eisenhower Tunnel in the Colorado Rocky Mountains).
- ⇒ Lowest: -103 feet (I-95, Fort McHenry Tunnel under the Baltimore Inner Harbor).
- ⇒ State with the most Interstate mileage: Texas: 3,232.04 miles.
- ⇒ State with the most Interstate routes: New York: 29 routes.
- ⇒ Interstate routes across the most states: I-95: 16 states (Florida to Maine).
- ⇒ Heaviest traveled Interstate: I-405 in LA: 374,000 vehicles per day.

*Safe travels this summer!*

## Quick Tech Productivity Pointers

### New Keyboard Shortcuts for Windows 10 Users

Microsoft continues to update and add new features to Windows 10. Here are some new keyboard shortcuts that will make life easier.

#### Windows Snapping

If you've never used Windows Snapping, you're missing out on one of Windows 10's key features. Known as Aero Snap on Windows 7, it lets you "snap" a window to one side of your screen without having to move it around and resize it manually. You can even snap windows to a 2x2 grid for better multitasking. Simply use these keyboard shortcuts:



**Windows Key + Left Arrow**– Snap current window to the left side of the screen.

**Windows Key + Right Arrow** – Snap current window to the right side of the screen.

**Windows Key + Up Arrow** – Snap current window to the top of the screen.

**Windows Key + Down Arrow** – Snap current window to the bottom of the screen.

You can also combine these shortcuts to snap your current window into a corner like top left, top right, and more.

#### Task Views

This window management feature allows you to see all your opened windows so you can quickly return to a specific program or document. Just click the Task View button on the taskbar to open it or try these keyboard shortcuts.

**Windows Key + Tab** – Open a new Task View interface with windows from your current virtual desktop appearing in the Task View list. To switch between virtual desktops, simply use the virtual desktop switcher at the bottom of the screen.

**Alt + Tab** – While not a new keyboard shortcut per se, it allows you to switch between open windows on all virtual desktops.

**Ctrl + Alt + Tab** – This is similar to Alt + Tab but the thumbnails stay on the screen even after you release all the keys.

#### Virtual Desktop

A great way to stay organized, this nifty feature lets you use an unlimited number of virtual desktops so you can dedicate each of them for certain functions. For instance, one could be used solely for work with all your business software and the other for entertainment. Some keyboard shortcuts to help you quickly manage your virtual desktops include:

**Windows Key + Ctrl + D** – Create a new virtual desktop and switch to it.

**Windows Key + Ctrl + F4** – Close current virtual desktop.

**Windows Key + Ctrl + Left/Right** – Switch to the virtual desktop on the left or right.

If you're looking for more ways to use Microsoft Windows to help streamline your operations, contact us today at (201) 797-5050 or [www.tech4now.com](http://www.tech4now.com). We're happy to help!

# PIIPROTECT

## 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.

CONDUCT A SECURITY RISK ASSESSMENT TO UNDERSTAND YOUR RISKS.

CONDUCT A DARK WEB ASSESSMENT TO SEE IF YOUR PASSWORDS MAY HAVE BEEN COMPROMISED

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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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## 5 Reasons To Choose A Hosted VoIP Phone System

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4. WORLD-CLASS FEATURES
5. ENHANCED PRODUCTIVITY

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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 Architects*

June 2019

## The Lighter Side...

*For Entertainment Purposes ONLY!*

### Oxymoron - Phrases without Logic?

- Act naturally
- Almost exactly
- Alone together
- Business ethics
- Clearly misunderstood
- Computer security
- Exact estimate
- Found missing
- Genuine imitation
- Good grief
- Government organization
- Legally drunk
- Living dead
- Microsoft Works
- Military Intelligence
- New classic
- "Now, then ..."
- Plastic glasses
- Pretty ugly
- Same difference
- Silent scream
- Sweet sorrow
- Terribly pleased
- Working vacation



**At least they were alphabetized!**

### Speeding Ticket

"What am I supposed to do with this?" grumbled a motorist as the policeman handed him a speeding ticket. "Keep it," the cop said, "when you collect four of them you get a bicycle."

### Never Work Again

A government employee found an old brass lamp in a filing cabinet. When he dusted it off, a genie appeared and granted him three wishes. "I'd love an ice-cold beer right now," he told the genie. Poof! A beer appeared. Next the man said, "I wish to be on an island, surrounded by beautiful women." Poof! He was on an island with gorgeous women. Oh, man this is the life, the guy thought. "I wish I never had to work again." And poof!... He was back at his desk in the government office!



### In the Details

Last week, Vicky, a distraught wife went to the local police station along with her friend, Pauline, to report that her husband was missing. Vicky described him in detail to the police, 'He is 40 years old, 6ft 4inches, has dark eyes, dark wavy hair, an athletic build. Pauline interrupts her protesting, 'Why Vicky, your husband is over 50, 5 ft 8 inches, over 200 pounds, bald. Vicky replied, with a sigh, 'Yes, but who wants HIM back?'