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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
Holzsager Technology Services
and
Publisher of
The Tech Insider

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Snapple Real Fact # 233

There are seven letters that look the same upside-down as they do rightside-up.

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The Tech Insider

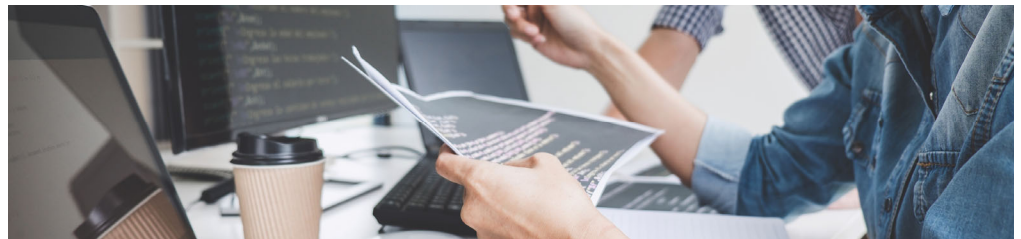


Veterans:

Thank you for your service

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

4 Things You Should Absolutely Demand From Your IT Services Firm



How much do you rely on your IT services provider? It’s startling to think that a lot of small businesses outsource their IT (which is a good thing), only to get little to nothing out of that relationship.

Why is that?

Well, some businesses just aren’t proactive. They only rely on their IT services company when something goes horribly wrong. If there’s a network failure or their website gets hacked, they’ll make the call to their IT people, but that’s the extent of the relationship.

On the other side of the same coin, there are a lot of IT companies that wait around for

that phone call. They don’t work with their clients as closely as they should. Both of these reasons are downright irresponsible.

First and foremost, business owners should work closely with their IT pros. They should have the staff and resources to not only address your IT emergencies but also to keep your business safe and secure to minimize those emergencies. Here are four things you should ask of your IT services provider.

“Keep my business safe!” Your IT company should make sure your network security, firewalls, malware protection, etc., are installed, operating and up-to-date. They

(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, contact us by phone at 201-797-5050 or email us at info@tech4now.com.



Quotations

"People often say that motivation doesn't last. Well, neither does bathing—that's why we recommend it daily."

Zig Ziglar

"Pretend that every single person you meet has a sign around his or her neck that says, 'Make me feel important.' Not only will you succeed in sales, you will succeed in life."

Mary Kay Ash

"Without hustle, talent will only carry you so far."

Gary Vaynerchuk

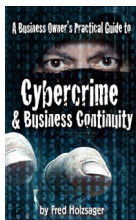
"Move out of your comfort zone. You can only grow if you are willing to feel awkward and uncomfortable when you try something new."

Brian Tracy

"If you cannot do great things, do small things in a great way."

Napoleon Hill

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

"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!

4 Things to Demand from Your IT Provider

(Continued from page 1)

should be working with you to do everything to keep your business's data secure and make sure it can be restored in the rare event that data loss does occur. Keeping your customer data secure should be a top priority. Don't take unnecessary risks, because when you do, the consequences can be devastating.

"Help me keep costs down!" You outsourced your IT to save money. Hiring an internal IT person or staff is a massive expense (plus, many small businesses simply don't have the

"Waiting until something breaks is a dangerous – and costly – way to do business."

revenue to sustain IT personnel). However, your IT company should be working to maintain your network and associated hardware and software. They are there to help you avoid costly disasters like data loss or network downtime. If you do a lot of e-commerce, your IT company can be an invaluable asset. You literally pay them to save money.

"Help me stay proactive!" An experienced IT company can often spot an issue before it becomes an issue. They keep your network updated and maintained, and they can help you avoid unnecessary downtime. Working closely with your IT company means you

aren't skimping on security, and this alone puts you ahead of so many other businesses that do. And make sure you have an open line of communication between your business and your IT team, even if that means scheduling regular calls. You should regularly talk about security and know about the issues that may impact your business, whether it's an equipment concern or a hacker threat. On top of that, tell your customers you care about the security of your business and their data. They will appreciate it – seriously!

"Keep my network up-to-date!" This covers a lot of ground. Your outsourced IT should be keeping your security updated, from your firewall to your malware protection, but they should also be keeping your network tech updated too. Hackers look for weaknesses in network tech every day – weak spots that allow them to capture data from your network. Sometimes they exploit the firmware, and sometimes it's the hardware. Regardless, you should always rest assured that your IT company is doing everything they can within the budget you set to keep your network as updated as possible.

If your IT company isn't doing any of these things, you need to get on the phone with them NOW! Don't put your business at risk because you only make the call after the worst-case scenario has occurred. Waiting until something breaks is a dangerous – and costly – way to do business. It's time to be proactive and get the most out of the relationship you have with your IT company. Get Peace-of-Mind, call us at (201) 797-5050.

The Times They Are A Changin'



The clock is ticking and time is running out for those that have waited till the last minute to consider the downside of NOT upgrading your network machines from Windows 7 and Server 2008.

As we have previously notified you, the deadline for Microsoft Windows 7 End-of-Life is January 14, 2020. The simplest way for us to remind you to upgrade, besides the use of constant notices, is to give you the simple analogy of driving a car. Your car is a 1950 automobile, no safety glass, no seatbelts, and no brake lights. It is not only a risk to you, but to those that share the road with you.

Can you envision how the technology of the past is not keeping pace with the new world? Your computers will no longer get security

updates from Microsoft, vendors will cease writing programs that work on Windows 7 or earlier platforms, and new hardware may not work on the older computer platforms, as well. One of the most painful points of this change is that many industries are subject to federal regulations requiring them to work only on supported platforms in their businesses such as medical (e.g., HIPAA and HiTech), Finance, and those using Office365 may find themselves without updates for bug fixes or to address security issues. **Wanna get hacked?** Once you are on Windows 10, you are less likely to be subject to such possible omissions. Translation: There are some things in life that are worth fighting. If you find you cannot do the upgrade now, plan to make the change at your earliest opportunity, but don't wait!

Trivial Matters

Throughout history, coincidences have occurred. Here are some that were pretty unexpected.

- ① Both John Adams and Thomas Jefferson died on July 4, 1826, exactly 50 years after the adoption of the Declaration of Independence.
- ① Cathay Williams became the first African-American woman to serve in the U.S. army in 1866. Since women were barred from joining the military at the time, she enlisted as a man under the pseudonym William Cathay (lookout Mulan!).
- ① The raven that inspired Edgar Allan Poe's poem was named Grip, and he was Charles Dickens's beloved pet.
- ① During WWII, La-Z-Boy manufactured seats for tanks, torpedo boats, gun turrets, and armored cars.
- ① Andrew Jackson's parrot was kicked out of his funeral for swearing.
- ① Marie Curie's notebooks are still radioactive.

- ① Ada Lovelace, the daughter of poet Lord Byron, wrote the first algorithm created specifically for a machine.
- ① Apollo 17 astronaut Harrison Schmitt was allergic to moon dust.
- ① Forrest Mars, the creator of Peanut M&M's, was allergic to peanuts.
- ① When Steven Spielberg re-enrolled at California State, Long Beach to earn his BA more than 30 years after dropping out, he was given three course credits in paleontology for making Jurassic Park.
- ① Volvo gave away the 1962 patent for their revolutionary three-point seat belt for free, in order to save lives.
- ① Hedwig Eva Maria Kiesler (Hedy Lamarr) was not only a movie star, but designed a radio controlled torpedo guidance system. (Just don't confuse her with Hedley Lamarr of *Blazing Saddles* fame.)

Quick Tech Productivity Pointers



Where to get help with Office 2019 issues

Microsoft Office 2019 is a popular and top-selling productivity suite. A one-time purchase gives you access to an array of applications that you can use to create and edit documents, spreadsheets, and presentations for school or work. While the program is easy to use, there are times when people need help. Here's where to get it.

F1

Let's assume you have Office installed and an application is running, but you need to figure out something. Put an end to your frustration with any of these options for quick answers to your problems.

First, press F1 to open the help database and search for a solution. Or click the question mark (?) in the upper right corner of any Office program to do the same thing.

MS Diagnostics

When an Office program crashes or fails to launch, it doesn't necessarily mean that the software has been corrupted or needs to be reinstalled. To be sure, consult the suite's in-house physician called MS Diagnostics. This tool tests the program for existing and

potential problems and provides repair options too.

Office Support

If the problems are not solved with MS Diagnostics, turn to Office Support. This is one of the six main tabs on the Office website.

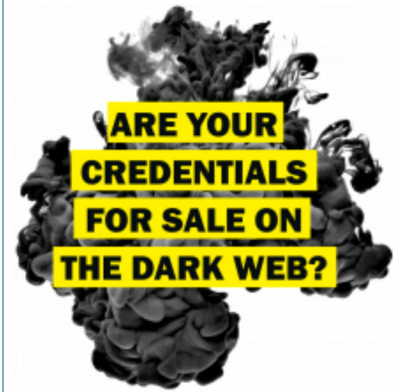
Once you open Office Support, it asks: "What do you need help with?" Select a specific application or product or choose All products in the field. In the search box, enter the keywords that are relevant to the issue. This brings up a list of results that match the words you have entered. Many users normally find what they need on this page.

Community forums

Sometimes, the information on the Microsoft website is too general and doesn't give you a clue to what's wrong. For a more thorough fix, check out the online Office forums. Many of them tackle various issues about Office and offer solutions. Joining forums can be helpful, especially when you want to learn new things.

Tech support

If everything else fails, get in touch with Microsoft's technical support. Air your concerns and an expert will come to your aid. In case of recurring issues, call us now and we will do our best to help you. We can be reached at info@tech4now.com or by phone at (201) 797-5050. *We're dedicated to your success.*



Find Out with a Complimentary Dark Web Scan

Did you know...?

- Cyber-attacks have continued to grow in cost, size, and impact—causing 60% of SMBs to go out of business within 6 months of a cyber incident.
- Over 80% of data breaches leverage stolen passwords as the principal attack vector—often acquired on the *Dark Web*.
- Far too often, companies that have had their credentials compromised and sold on the Dark Web don't know it until they have been informed by law enforcement—but then, it's too late.
- To help keep your critical business assets safe from the compromises that lead to breach and theft, we are offering a complimentary, one-time scan with **Dark Web ID™ Credential Monitoring**.

If you are interested in learning more about the risks involved in ignoring your password security, give us a call at (201) 797-5050 or visit our website at

<https://www.tech4now.com/dwid> or www.tech4now.com/bullphish



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- ✓ Storage Solutions and File Sharing
- ✓ System Audits, Network Documentation, and Dark Web Scans
- ✓ 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 Architects

November 2019

The Lighter Side...

For Entertainment Purposes ONLY!

The Snowstorm

Little Johnny turns up late for school one day and his teacher asks why.

Little Johnny responds, "It's snowing heavily outside, so every time I took one step forward, I slipped two steps back."

"Well, how did you make it to school then?"

Little Johnny sighs, "I got fed up, so I turned to go home."



Science Lesson

The 6th grade science teacher, Mrs. Parks, asked her class, "Which human body part increases to ten times its size when stimulated?"

No one answered until little Mary stood up and said, "You should not be asking sixth-graders a question like that! I'm going to tell my parents, and they will go and tell the principal, who will then fire you!"

Mrs. Parks ignored her and asked the question again, "Which body part increases to 10 times its size when stimulated?"

Little Mary's mouth fell open. Then she said to those around her, "Boy, is she going to get in big trouble!"

The teacher continued to ignore her and said to the class, "Anybody?"

Finally, Billy stood up, looked around nervously, and said, "The body part that

increases 10 times its size when stimulated is the pupil of the eye."

Mrs. Parks said, "Very good, Billy," then turned to Mary and continued. "As for you, young lady, I have three things to say: One, you have a dirty mind. Two, you didn't read your homework. And three, one day you are going to be very, very disappointed."

A Memorable Departure

A plane was taking off from Kennedy Airport. After it reached a comfortable cruising altitude, the captain made an announcement over the intercom.

"Ladies and gentlemen, this is your captain speaking. Welcome to Flight 293, nonstop from New York to Los Angeles. The weather ahead is good and therefore we should have a smooth and uneventful flight. Now, please sit back and relax... AAHHHHH!DAMMIT!"

The passengers sat in silence, waiting for terrible news.

Then, the captain came back on the intercom and said, "Ladies and Gentlemen, I am so sorry if I scared you earlier, but while I was talking, the flight-attendant brought me a cup of coffee and spilled the hot coffee in my lap. You should see the front of my pants!"

A passenger in Coach said, "That's nothing. You should see the back of mine!"