

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



Volume 13, Issue 3

March 2021

**Celebrating over
NINETEEN 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

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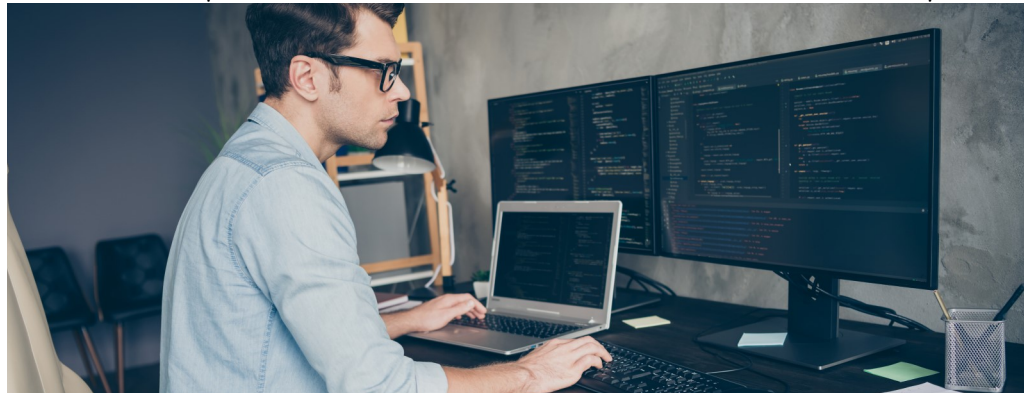
Snapple Real Fact #1354

"You are always looking at your nose, your brain just chooses to ignore it."

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The Tech Insider

"Insider Tips To Make Your Business Run Faster, Easier and More Profitably"



What Are Managed Services, And Why You Should Demand This From Your IT Company

We all want to protect our businesses. They're a part of who we are, and it would be devastating if anything bad happened — including an unexpected cyber-attack. But it happens. Businesses are attacked every single day. Some businesses are left in ruin. Some can pick up the pieces, but at a great cost. Then there are businesses that are back up and running in a matter of hours, almost as if nothing happened at all.

These are businesses that said "yes" to managed IT services and made the commitment to protect their business, employees and customers. If your business lacks managed IT services and you haven't yet embraced total IT security, it's time to say "YES!" and give your business the top-notch IT support it needs to protect it from the countless IT threats that exist in the world today.

Managed services essentially offer complete IT support without the need to hire dedicated in-house IT support staff. You get full-time access to network and technology experts without having to pay a full-time team. In other words, you save money and you have someone keeping a close eye on your network. The good news is that the IT company you already work with may already offer managed services — ***you just have to ask for it!*** (If you don't work with an IT support company or managed services provider ("MSP"), it's highly recommended that you do!)

Here Are A Few Reasons Why Managed Services Should Not Be Ignored:

It's A Proactive Service You Can't Find Anywhere

(Continued on page 2)



"We Love Referrals" 2020 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

"If your dreams don't scare you, they are too small."

—Richard Branson

"It is the mark of an educated mind to be able to entertain a thought without accepting it."

—Aristotle

"There are two ways of spreading light: to be the candle or the mirror that reflects it."

—Edith Wharton

"Happiness is a butterfly, which when pursued, is always just beyond your grasp, but which, if you will sit down quietly, may alight upon you."

—Nathaniel Hawthorne

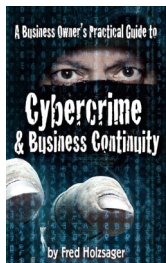
"Never trust a computer you can't throw out a window."

—Steve Wozniak

"There are no secrets to success. It is the result of preparation, hard work, and learning from failure."

—Colin Powell

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!

What Are Managed Services...

(Continued from page 1)

else. Proactive IT support is HUGE. You have to be proactive because, guess what? Hackers and cyber-criminals are proactive. They're smart people and they're relentless. Managed services will give you access to your own outside team of exceptionally smart people and systems that can identify IT problems before they actually become problems.

On top of that, proactive managed services ensure your network – and everything connected to your network – receives regular updates, security patches and routine maintenance. Basically, they help keep your business protected while minimizing downtime that can cut into your bottom line.

It Helps You Save Money – And You Know How Much You'll Be Spending Month To Month. Hiring in-house IT experts is expensive. It's one of the most common reasons why many small- to medium-sized businesses don't invest in good IT support. The sticker shock is too much. But managed services take away the sticker shock.

Instead, you get the exact support you need, and you pay a set fee every month. It makes it MUCH easier to set a quarterly or yearly budget. And because managed services are customizable, you can put together a specific plan for your business and pay only for those specifics — there are no fluff or padded fees. Managed IT is also scalable, so as your business grows or changes, your managed IT services can change as well.

It Protects You In Many Different Ways. You can count on your MSP to minimize malware, spyware, ransomware, phishing scams and other exploitative

"Having managed IT services means your network is up-to-date with all the fine print."

hacks. You're protected by advanced software, hardware and old-fashioned human knowledge and experience. But the protection doesn't stop there – far from it! Managed services providers can also protect you against potential natural disasters, such as fire or flood, or hardware failures—things that are impossible to predict yet possible to prepare for.

They can also protect you when it comes to compliance. There are many industries where compliance is a big deal, from banking to health care. If you operate in one of these industries, you know how important this is. Having managed IT services means your network is up-to-date with all the fine print. You don't have to worry about anything slipping through the cracks or breaking compliance, which can lead to all kinds of costly headaches.

It Gives You TIME. This is the most precious commodity of all. If you're running around dealing with network issues yourself – or trying to – you're spending a lot of time doing everything you DIDN'T want to be doing when you started your business. Wouldn't you rather be focused on taking care of the things you intended to focus on, like growing your business and taking care of customers?

When you bring managed IT into the fold, you have so much less to worry about. No, it's not set-it-and-forget-it, but it's close. Your MSP handles your IT, while you handle your business—and you collaborate when you need to. You can rest assured that someone is keeping a close eye on your network and that your MSP is a quick phone call or e-mail away (should you have any questions or concerns).

These few points only scratch the surface of why managed services are so important. Stop putting it off and make the phone call. Tell your IT company you want managed services and you're ready to protect the future of your business!

Want to get started? Give us a call or an email.

Three Simple Yet Effective Ways to Boost Employee Morale

Good employee morale is essential to any successful business. It's a reflection of company culture and has a direct impact on not just happiness but also productivity. Here are three surefire ways to improve morale within your organization:

1) Keep The Door Open. When supervisors or management vanish without a trace, it hits morale hard. It's crucial to be present and available to your team. Sometimes it's as simple as keeping the door open, but it also includes having transparent communication. Keep people looped in, especially when there are good things to report on. On top of that, have regular one-on-one chats with everyone on the team and make sure their needs are being met.

2) Emphasize Mental Health. Everyone should have their mental health acknowledged. Always take time to assess the mental health of everyone on your team. If they need to take a break or refocus, make sure they do. If they need a mental health day (or a vacation), encourage it. Be flexible and understanding.

3) Reward And Recognize. Make sure hard work gets recognized and people get credit for that hard work.

Shout out star players during meetings and make sure everyone (including management) sees the good work that's being done. And don't hesitate to dole out rewards (lunch, gift cards, etc.) in recognition of that hard work, as well. —Inc., Nov. 4, 2020

10 Tips to Keep Cybercriminals Out While Coronavirus Keeps You In

Major events like the Coronavirus pandemic create new opportunities for cybercriminals to exploit, but smart defense doesn't let them. These tips can help keep systems and data safer in uncertain times.

- Get the facts.** Stay away from the rumor mill and use information from reliable sources to make business decisions in chaotic times.
- Think twice before clicking links.** Make sure staffers are on the lookout for suspicious links that can lead to ransomware.
- Be suspicious of unexpected attachments.** Ensure users only open attachments from proven, trusted sources no matter how "official" that attachment looks.
- Automate compliance.** Have one less thing to worry about by choosing a dynamic web portal system that keeps track of everything.
- Protect those passwords.** Encourage safe password practices like using a password manager and not writing them on sticky notes.
- Beware of strange networks.** Make staffers aware of the dangers of logging in from insecure public and home WiFi networks and how to use them safely.
- Use two-factor authentication.** An extra layer of security keeps passwords and data safe.
- Keep an eye on the bad guys.** Monitor the Dark Web to watch for company data so a problem can be addressed before it becomes a crisis.
- Stay current on threats.** Work with a responsive partner that's on top of today's challenges.
- Ask for help.** Consult a security expert to plan effective strategies and get innovative solutions.
- Stay current on threats.** Work with a responsive partner that's on top of today's challenges.

Holzager Technology Services LLC

Quick Tech Productivity Pointers

How many times have you wanted to send a simple email to multiple people, but on a one-off basis?

Email Templates

To create an email template is relatively simple and straightforward. To do so, just follow these instructions:

- 1. Draft the message that you want to use.** Click on New email. This means providing a Subject Line, Message Body and any attachments that you wish to use in the Outlook email. **IMPORTANT:** Before you save the template, make sure **Options > Save Sent Item To** goes to your **Sent Items** Folder. Otherwise, future e-mails sent will not always go there automatically. *Be sure to check!*
- 2. Click on File > Save As.** You will be prompted to select a location and a file name. Remember to change the default from *Outlook Message Format—Unicode (*.msg)* to *Outlook Template (*.oft)*.
- 3. When you are ready to use the Template** to send your repeated message, simply click on the template and you will have a "fresh" copy of what you wanted to send readily available.

Did you know you could do a similar process using Microsoft Word?

Word Document Templates

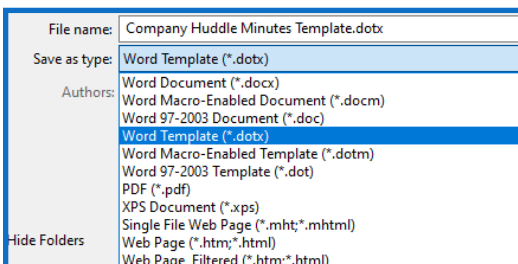


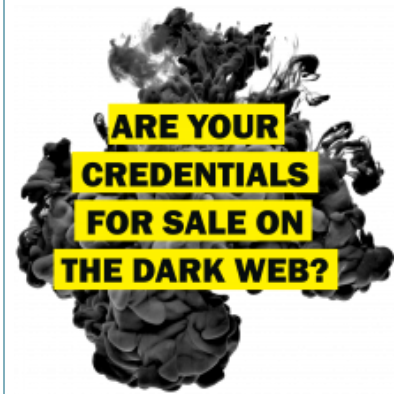
Fig. 1: When creating a Template, remember to choose *.dotx.

To create a Word Document Template, you may use either an existing document that you wish to model or make a new one from scratch.

- 1. For a NEW document,** create your document, when you are ready to save it, Click on **File > Save As**.
- 2. For your location,** Select **This PC > My Documents > Custom Office Templates**. (Yes, you read it right. Templates may be used with other Office Applications, too!)
- 3. Name the file** as desired.
- 4. Choose Save as type:** Word Template (*.dotx). (see Fig. 1) [Note: the *.dotx is to help you find it as a Document Template.]
- 5. If you wish to convert an existing file** into a template, just Click **File > Save As**, then change the file type to Word Template, Word should automatically change the target folder to the same location as shown in item #2.
- 6. Whenever you make changes** to the global template for Word, it affects the Normal.dotm file. This file is found at `C:\Users\<username>\AppData\Roaming\Microsoft\Templates`.

If you edit this file, you may cause issues to your version of Word. [If Word finds a bad normal.dotm, it will create a new generic copy.] Before you edit it, we suggest you open help and enter *Change the Normal Template (Normal.dotm)*. Make any changes you want to the fonts, margins, spacing, and other settings. You can use the same commands and features you use to change a document — but remember, any changes you make to the Normal.dotm will be applied to documents you create in the future. Don't forget to hit **Save** after adding changes.

- 7. When you need to use the template,** simply open Word, click on **New** and you may select the template from the **"Personal"** selection.



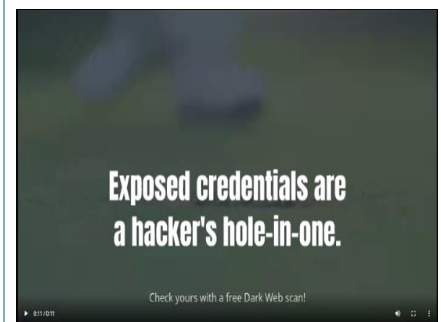
Find Out
with a Complimentary
Dark Web Scan

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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YOUR Business!**

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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Phone: (201) 797-5050

5 Reasons To Choose A Hosted VoIP Phone System

1. **COST SAVINGS**
2. **ANSWER CALLS ANYWHERE**
3. **ON-DEMAND SCALABILITY**
4. **WORLD-CLASS FEATURES**
5. **ENHANCED PRODUCTIVITY**

As a small business, you need every advantage to be as efficient and productive as possible. Holzager Technology Services is proud to provide our clients with a cost-effective, feature-rich, world-class phone system that is easy to use and sure to enhance your business productivity.

For more information order our:

FREE REPORT

"The Ultimate Guide to Choosing the RIGHT VoIP Phone System"



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- ✓ Onsite and Offsite Backup
- ✓ Disaster Recovery and Business Continuity Planning
- ✓ Virus Protection & Removal and Dark Web Monitoring
- ✓ Network Security and Online Employee Security Training
- ✓ Mobile and Hosted "Cloud" Computing
- ✓ E-mail & Internet Solutions
- ✓ Wireless Networking
- ✓ Spam Filtering and E-mail Archiving Solutions
- ✓ 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!

"I cannot say enough great things about Fred and Holzager Technologies. He is knowledge-able, responsive, patient and prompt. Not only do they handle my IT issues, they also do my daily back-ups, monitoring and just built me a new computer. If you've tried all the rest, now try the best."

—**Mitch Cohen**, PuroClean Emergency Restoration Specialists, Fair Lawn, NJ & Nanuet, NY

March 2021

The Lighter Side...

For Entertainment Purposes ONLY!

The Engineer's choice

Two engineering students were riding their bicycles across a university campus when one said, "Where did you get the great bike?"

The second engineer replied, "Well, I was walking yesterday, minding my own business, when a beautiful woman rode up on this bike, threw it to the ground, took off all her clothes and said, "Take what you want." The first engineer nodded approvingly and said, "Good choice: The clothes probably wouldn't have fit you anyway."

The Engineer's opinion

To the optimist, the glass is half-full.
To the pessimist, the glass is half-empty.
To the engineer, the glass is twice as big as it needs to be.

It could always be worse

There I was, sitting by myself at the bar staring at my untouched drink. Suddenly, a 6' 8" tattooed goon steps up next to me and grabs my drink. He then grins at me and gulps down my drink in one swig. "Whatcha gonna do about it?" he says, menacingly, as I burst into tears.

"This is the worst day of my life," I say to him. "I'm a complete failure. I was late to a meeting and my boss fired me. When I went to the parking lot, I found my car had been stolen and I don't have any insurance. I left my wallet in the cab I took home. I

found my old lady in bed with the gardener, and then my dog bit me."

"So, I came to this bar to work up the courage to put an end to it all. I buy a drink, I drop a capsule in and sit here watching the poison dissolve. Then you show up and drink the whole thing!" — "But enough about me. How's your day going?"

New York State of Mind

Do you know why New Yorkers are always so depressed?
Because the light at the end of the tunnel is New Jersey.

New York City Dirty Water Dog

The Zen Master is visiting New York City from Tibet. He goes up to a hot-dog vendor and says, "Make me one with everything." The hot dog vendor fixes a hot dog and hands it to the Zen Master, who pays with a \$20 bill. The vendor puts the bill in the cash box and closes it. "My change?" asks the Zen Master. The vendor responds, "Change must come from within."

Twain and the Mormon

A Mormon acquaintance once pushed Mark Twain into an argument on the issue of polygamy. After long and tedious expositions justifying the practice, the Mormon demanded that Twain cite any passage of scripture expressly forbidding polygamy. "Nothing easier," Twain replied. "No man can serve two masters."