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Volume 13, Issue 4

April 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 #80

“About 18 percent of animal owners share their bed with their pet.”

[Thus, a ‘Three Dog Night.’]

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The Tech Insider

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



What You Need To Do Before Committing To A New VoIP System

There comes a time when every business needs to invest in a phone system: they’re buying a new phone system for their new location or they’re upgrading from an older system. Regardless of the reason, they’re ready to make the commitment.

Your phone connects you to your customers, so you need it to be reliable. You want it to have a specific set of features (such as voicemail, call waiting, call forwarding, conferencing, recording, etc.) and you want your investment to be supported for years to come. The question you have is, **“Where do I begin?”**

First and foremost, finding the right phone system can be a pain. Doing research online leaves you sifting through site after site as you look for answers only to find way too much information –

and most of it isn’t worth your time.

As a business, you’re about to drop serious money on a new phone system, so you want to know you’re getting what you pay for. Unfortunately, the phone system business is a competitive one, which means it’s hard to find websites, reviews and data that isn’t biased or skewed in some way. There are countless websites featuring deals that aren’t really deals, or websites hosting reviews sponsored by a phone service provider. This isn’t helpful.

So, what is helpful? Here’s what you need to know.

Most phone systems are essentially the same. There may be a few features that vary from system to system, but most VoIP systems will all have the

(Continued on page 2)



“We Love Referrals” 2021 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

"Everyone thinks of changing the world, but no one thinks of changing himself."

—Leo Tolstoy

"Hope is being able to see that there is light despite all of the darkness."

—Desmond Tutu

"Listen to the mustn'ts, child. Listen to the don'ts.

Listen to the shouldn'ts, the impossibles, the won'ts. Listen to the never haves, then listen close to me ...

Anything can happen, child. Anything can be."

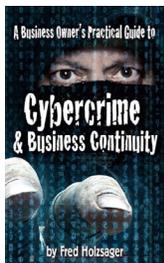
—Shel Silverstein

"One machine can do the work of fifty ordinary men.

No machine can do the work of one extraordinary man."

—Elbert Hubbard

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 you need to know about VoIP phones

(Continued from page 1)

most important features demanded by businesses. Your best bet is to define your phone needs before you start searching for a system. Chances are it won't take long to find what you're looking for – if you ignore the clutter.

What you really want to find is a stellar service provider. You might get caught up in trying to find the best phone with the best features, but none of that matters if you don't get good service to go along with it. You need someone who will be with you every step of the way, from setup and installation to configuration and the all-important support.

You need someone you can rely on. That way, if anything goes wrong or you have questions, you have someone you can call. The fact of the matter is most people aren't, and never will be, VoIP or phone system experts. Business owners have too much on their plates to learn – from scratch – about a new phone system.

This leads to the questions you should be asking before you commit and buy a new system:

- ☎ Who is setting up my new phone system?
- ☎ Will they customize it for my specific needs?
- ☎ How do I get help if my phone system stops working?
- ☎ Who do I call if I have additional questions?

As you vet potential vendors, get exact and direct answers. If they beat around the bush, that's a red flag. They should be able to answer all of your ques-

"Your best bet is to define your phone needs before you start searching for a system."

A New World Requires New Leadership Skills

The future will be defined by a new normal. Expectations are different – the expectations of customers and of employees. Buying habits have changed, and work habits have changed. For example, much of the workforce expects a remote or work-from-home option or greater flexibility from the traditional "9-to-5 at the office" model. If you don't adapt, it may be harder to find qualified employees for your team.

IMPORTANT: It's Time To Uninstall Adobe Flash Player

On Dec. 31, 2020, Adobe dropped support for their *Adobe Flash Player* platform. For 25 years, Flash Player had been an integral part of the internet. It gave webpages an extra oomph in the form of interactivity. It came in the form of video, audio, games, buttons and much more. It laid the foundation of what much of the internet is today.



tions in a language you understand. If they don't answer your questions, or you aren't happy with the answers, find a different vendor.

There are many vendors who will send you a system and leave the rest up to you. If you know what you're doing and have the time to set it up, it's no big deal. But that isn't most of us. And forget about support. If anything goes wrong, you're on your own.

The best thing you can do when searching for a new VoIP phone system is to find an honest, reputable, local phone system reseller that you can verify will do the following:

- ① Set up the system.
- ① Customize the system for your business's specific needs.
- ① Offer personalized and continuous support and training.

In most cases, the answer lies with a dedicated and experienced IT services firm that knows technology. This is the kind of company that not only checks the boxes but can also ensure that your system works with your network without any hiccups.

The bottom line is this: Do your research. Ask questions, get answers and be confident in your decision before handing over the credit card and signing on the dotted line. You'll be much happier that you did!

Our office has been using the same VoIP phone system for years. It has been reliable, consistently able to integrate with other products (e.g., Teams), and delivers quality sound through all channels.

You have to experiment. As you adapt to the changing world, you have to experiment more. This includes your approach to running your business, the products or services you offer, your marketing, hiring practices and so on. Be open to trying new things, see what works and what doesn't – and let your employees do the same. It's all about encouraging ideas.

—Forbes, Jan. 16, 2021

But Flash Player had a dark side. It was a security nightmare. Hackers and cybercriminals routinely exploited Flash and put countless users and websites at risk. Over the years, security experts tried to get people to uninstall Flash, but the platform persisted. Until now. If you still have Adobe Flash on your computer, take a minute to uninstall it.

Mugs and Fridge Magnets

This month, we make a visit to the world of mugs and fridge magnets. Some are biting, some philosophical, most are funny. Enjoy!

- ☉ Nothing messes up your Friday more than realizing it's Wednesday.
- ☉ My boss told me to have a good day, so I went home.
- ☉ Parenting is basically just threats and bribery.
- ☉ I can still remember a time when I was smarter than my phone.
- ☉ If drinking on the front porch counts, then, yes, call me outdoorsy.
- ☉ Sometimes, the best part of my job is that my chair swivels.
- ☉ Stop asking me why I'm still single. I don't ask you why you are still married.

- ☉ Wishing your pets could talk is fun until you remember everything you've ever done in front of them.
- ☉ What do you call a person who's happy on a Monday? Retired.
- ☉ I always arrive late to work, but I make up for it by leaving early.
- ☉ I would challenge you to a battle of wits, but I see you are unarmed.
- ☉ You don't have to be crazy to work here, we'll train you.
- ☉ I just want to be as tired at bedtime as I am all day at work.
- ☉ Your IQ tests results came back negative.
- ☉ Establish dominance at work by eating the last donut.
- ☉ I had to clean my house for two hours just to tell my guests, "Sorry for the mess."

- ☉ Marriage is basically just yelling WHAT from different room of the house until one of you dies.
- ☉ Nothing says I MEAN BUSINESS like using a cart at the liquor store.
- ☉ I hate it when I forget my passwords and the security questions make me relive my entire childhood.
- ☉ Thank you for informing me you have a stick figure family of 6. Your minivan had me under the impression you were wild and single.
- ☉ Sorry I had to cancel last minute, but it took me forever to think of an excuse I hadn't used before.
- ☉ Drinking can cause memory loss... or even worse, memory loss.
- ☉ STRESSED is DESSERTS spelled backwards.

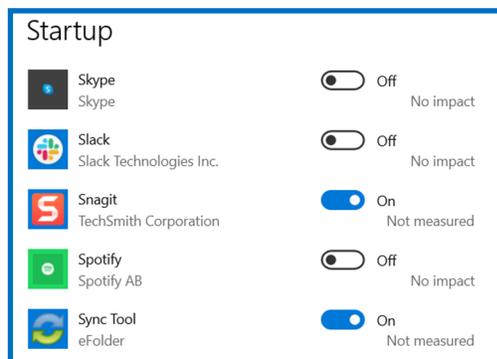
Quick Tech Productivity Pointers

Windows 10 is now around over 5 years and some people still need to learn how to optimize their productivity. Here are tips.

1. If you find that you cannot locate your app quickly, try **pinning** it to the taskbar or start. Click on the Windows **START** button (☰). Scroll to the app icon you want and right-click. You may then *Pin to Start* and/or *More > Pin to the Taskbar*.
2. Learn some simple keyboard shortcuts to get where you want to sooner than by *mouse*.
 - ☰ + D will immediately display the **D**esktop.
 - ☰ + E will open Windows **E**xplorer.
 - ☰ + I will open the **S**ettings window.
 - ☰ + L will **L**ock the computer screens (if you do not have a login password, clicking the mouse or pressing Enter will clear the lock screen, so use a password).
 - ☰ + M will **M**inimize your open windows.
 - ☰ + Shift + <letter> will revert "**D**" and "**M**"
 - ☰ + → moves the active window to the right.
 - ☰ + ← moves the active window to the left.
 - ☰ + ↑ moves the active window to the top.
 - ☰ + ↓ moves the active window to the bottom.
- CTRL + ALT + TAB displays all open windows.
- CTRL + Z will undo an action.
- CTRL + Y will redo an action.
3. Get rid of interruptions with **Action Center**. Windows has a notification service that will tell you when "things" happen. It could be an alert to remind you of an appointment, an incoming email, a system issue, or even a way to work better by providing a productivity tip. To make changes to the notifications, visit the lower right corner of the screen to the right of the clock and right-click on the ☰ icon. The alternate way is to open *Settings > Notifications & actions* option. There, you may change Focus

Assist and Automatic rules that affect the way notifications and alerts are displayed, if at all. You may turn it off, limit it by time, priority or alarms, while duplicating a display (e.g., giving a Powerpoint Presentation or Zoom meeting share), while playing a game or while using an application in full screen. You can also have it cache the notifications for when they are not displayed.

4. When you start your computer, very often, programs have set themselves up to start with Windows—this is a double-edged sword. It is great to have the program ready to run because it is already in memory, but it is detrimental to have it in memory, using limited resources, when it is not going to be used. This is why you were given the option to remove programs from your system's Start Up listing. To see and edit the list, open *Settings* (☰ + I) > *Apps*, then choose *Startup*.



Startup offers you the opportunity to tweak the performance of your computer, BUT if you are NOT familiar with an app listed and you turn it OFF, you may get undesirable results. If in doubt, ask or research what the app does BEFORE disabling it. You will be glad you did. *We hope these suggestions prove useful to you.*



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

Combat the Password Crisis

Is your organization guilty of sacrificing security for convenience when it comes to passwords?

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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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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.

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FREE REPORT

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



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- ✓ 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!

"Utilizing Holzager Technology Services is a "NO BRAINER", always answers the phone right away and is very detailed in his work. Always takes the time to explain everything. Jumps right on and fixes your computer issues." —Randy Green, Valley Technical Sales, Inc., Ho-ho-kus, NJ

April 2021

The Lighter Side...

For Entertainment Purposes ONLY!

Bilingual Quandry

A Spanish man goes into a department store looking for a specific item of clothing. But he can't find what he's looking for and he doesn't know the English word for it.

So, he grabs a salesperson and says, "¿Tiene uested calcetines?"

"I'm sorry, but I don't know what that is," the salesperson responds.

The guy tries again, "¿Medias?" he asks, miming pulling up socks. The salesperson brings him to the trouser section.

"No, no quiero pantalones. Quiero medias, calcetines," he says.

And, so it goes for nearly an hour. Finally, almost by accident, the salesperson leads him to the sock section.

The Spanish guy, excited, points and shouts, "¡Eso sí que es!"

The salesperson's jaw drops and he says, "Well, why didn't you TELL me you knew how to spell it?"

Texan Farmer Travels

A Texan farmer goes to Australia for a vacation. There he meets an Aussie farmer and gets talking. The Aussie shows off his big wheat field and the Texan says, "Oh! We have wheat fields that are at least twice as large".

Then they walk around the ranch a little and the Aussie shows off his herd of cattle. The Texan immediately says, " We have long-

horns that are at least twice as large as your cows".

The conversation has, meanwhile, almost died when the Texan sees a herd of kangaroos hopping through the field. He asks, "And what are those?"

The Aussie asks with an incredulous look, "Don't you have any grasshoppers in Texas?"

Name the animals...

The first-grade teacher was showing pictures of animals to her students to see how many they could name. She held up a picture of a lamb, and a little girl said, "That's a sheep!"

"That's right!" said the teacher. "How about THIS one?" she said, holding up a picture of the king of beasts.

"That's a lion!" answered a little boy.

"Right!" said the teacher. Then she held up a picture of a deer. No one volunteered an answer. She tried to help. "What does your mother call your father?"

Johnny said, "I know! That's a lazy old goat!"

Isn't It Obvious...

"The decision to legalize marijuana was made by a high government official."

"Is trading a cephalopod for a corvine avian considered squid pro crow?"

"I got a pair of shoes from a drug dealer. I am not sure what he laced them with. But, I have been tripping all day."