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NINETEEN YEARS  
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Satisfied  
Customers!**



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Fred Holzager,  
IT Director

Holzager Technology Services  
and  
Publisher of  
*The Tech Insider*

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### Snapple Real Fact #989

“To make one pound of honey, a honeybee must tap about two million flowers.”

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# The Tech Insider

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



## Protecting Your Business From Data Disasters

Data is everything to a small business in this day and age – which means if you lose access or control of your data, you lose everything.

As dramatic as that might sound, the data backs that up. According to several sources, 93% of companies, no matter how big they are, are out of business within one year if they suffer a major data disaster without having first formulated a strategy for combating it. And since 68% of businesses don’t have any sort of plan for that worst-case scenario, that means losing data would be a death knell for most of the businesses in the country.

Fortunately, your business does not have to be one of them. By taking the following steps, you can ensure that you have a rock-solid disaster recovery plan in place.

### **Step 1: Know How A Disaster Recovery Plan Is Different From A Business Continuity Plan**

The main difference between these two types of plans is that while business continuity plans are proactive, disaster recovery plans are reactive.

More specifically, a business continuity plan is a strategy by which a business ensures that, no matter what disaster befalls it, it can continue to operate and provide products and services to its customers. A disaster recovery plan, on the flip side, is a strategy by which businesses can back up and recover critical data should it get lost or held for ransom.

So, now that we have a clear, concise understanding of what constitutes a disaster recovery plan, we can dive into the steps necessary to create one.

*(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](http://www.tech4now.com/we-love-referrals), contact us by phone at 201-797-5050**



## Quotations

*"With the new day comes new strength and new thoughts."*

—Eleanor Roosevelt

*"If you think you are too small to make a difference, try sleeping with a mosquito."*

—Dalai Lama

*"As I look back on my life, I realize that every time I thought I was being rejected from something good, I was actually being redirected to something better."*

—Steve Maraboli

*"Let us make our future now, and let us make our dreams tomorrow's reality."*

—Malala Yousafzai

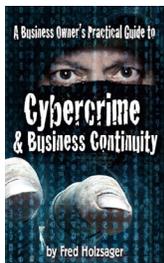
*"One fails forward toward success."*

—Charles Kettering

*"If I'd asked my customers what they wanted, they'd have said, 'Don't change anything.'"*

--Henry Ford

### 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)

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# Protecting Your Business From Data Disasters

*(Continued from page 1)*

## Step 2: Gather Information And Support

In order to get the ball rolling on your disaster recovery plan, start with executive buy-in. This means that everyone, from the CEO to the entry-level employees, needs to be brought in on executing the plan in case your company suffers a data disaster. When everyone is aware of the possibility of a data disaster, it allows for cross-functional collaboration in the creation process – a necessary step if you want to prevent breaches in all parts of your systems.

You need to account for all elements in your tech systems when you're putting together your disaster recovery plan, including your systems, applications and data. Be sure to account for any issues involving the physical security of your servers as well as physical access to your systems. You'll need a plan in case those are compromised.

In the end, you'll need to figure out which processes are absolutely necessary to keep up and running during a worst-case scenario when your capability is limited.

## Step 3: Actually Create Your Strategy

When everyone is on board with the disaster recovery plan and they understand their systems' vulnera-

**"93% of companies, no matter how big they are, are out of business within one year if they suffer a major data disaster without having first formulated a strategy for combating it."**

## 5 Tips For Millennial Entrepreneurs From A Millennial Entrepreneur

Millennial entrepreneurs are more diverse than entrepreneurs of any other generation, with a greater portion of them being women and people of color than ever before.

But what does it take for a millennial to succeed in this brave new world of business?

- Remember, although older business owners may have valuable insights, they might not understand how entrepreneurship works in the digital age.
- Know how to do every job in your business; after all, you'll have to do them all when you start out!
- Find a mentor, someone who is where you want to be one day, and learn from their successes and failures.

bilities, as well as which systems need to stay up and running even in a worst-case scenario, it's time to actually put together the game plan. In order to do that, you'll need to have a good grip on your budget, resources, tools and partners.

If you're a small business, you might want to consider your budget and the timeline for the recovery process. These are good starting points for putting together your plan, and doing so will also give you an idea of what you can tell your customers to expect while you get your business back up to full operating capacity.

## Step 4: Test The Plan

Even if you complete the first two steps, you'll never know that you're prepared until you actually test out your disaster recovery plan. Running through all the steps with your employees helps them familiarize themselves with the steps they'll need to take in the event of a real emergency, and it will help you detect any areas of your plan that need improvement. By the time an actual data disaster befalls your business, your systems and employees will easily know how to spring into action.

So, to review, these are the quick actions that you and your employees will need to take in order to make a successful, robust disaster recovery plan:

- Get executive buy-in for the plan.
- Research and analyze the different systems in your business to understand how they could be impacted.
- Prioritize systems that are absolutely necessary to the functioning of your business.
- Test your disaster recovery plan to evaluate its effectiveness.

Complete these steps, and you can ensure that your business will survive any data disaster that comes your way.



## Wordplay

This month, we return to word-play, again, compliments of my little brother. Enjoy the quips!

☞ The fattest knight at King Arthur's round table was Sir Cumference. He acquired his size from too much pi.

☞ I thought I saw an eye-doctor on an Alaskan island, but it turned out to be an optical Aleutian.

☞ A rubber-band pistol was confiscated from an algebra class, because it was a weapon of math disruption.

☞ A hole has been found in the naturist-camp wall. The police are looking into it.

☞ She was only a whisky-maker, but he loved her still.

☞ What do sea monsters eat? Fish and ships!

☞ I want to tell you about a girl who only eats plants. You've probably never heard of herbivore.

☞ A sign on the lawn at a drug rehab center said: "Keep off the Grass."

☞ Two Eskimos sitting in a kayak were chilly, so they lit a fire in the craft. Unsurprisingly, it sank, proving once again that you can't have your kayak and heat it too.

☞ Two silk worms had a race. They ended up in a tie.

☞ A dog gave birth to puppies near the road and was cited for littering.

☞ A grenade thrown into a kitchen in France would result in Linoleum Blownapart.

☞ Two hats were hanging on a hat rack in the hallway. One hat

said to the other: "You stay here; I'll go on a head."

☞ The soldier who survived mustard gas and pepper spray is now a seasoned veteran.

☞ Atheism is a non-prophet organization.

☞ In a democracy, it's your vote that counts. In feudalism, it's your count that votes.

☞ If you jumped off the bridge in Paris, you'd be in Seine.

☞ A vulture, carrying two dead raccoons, boards an airplane. The stewardess looks at him and says, "I'm sorry, sir, only one carrion allowed per passenger."

☞ Did you hear about the Buddhist who refused Novocain during a root-canal? His goal: transcendental medication.

## Quick Tech Productivity Pointers

In this article, for **Cybersecurity Awareness Month**, we will review and consider the value of **hygiene**. Most folks think of a scrape or a wound needing attention in order to keep it healthy and free from infection; some may think of daily routines to maintain a non-offensive odor about your body by bathing and brushing, but have you ever given thought to your daily use of a computer? Do you maintain a safe level of hygiene with relation to your work environment and network to keep it safe from infection?

### Over the years...

We have been working with computers and the networks that connect them for over a quarter century. During that time, we have seen people take shortcuts to save money and time while, unwittingly, putting their environment at risk. Did you know FREE versions of software are often ONLY intended for PERSONAL and NON-COMMERCIAL USE ONLY? Those that are for commercial use are trials typically limited to a 14 to 30 day period—it is best to read the EULA (End User Licensing Agreement) associated with them before installation to be sure you are in full compliance.

### Are You Still Clean?

If you are, then let's review some other facets of hygiene for your business:

- You keep your computers' and servers' operating systems up-to-date with the appropriate and timely updates.
- You not only have a licensed subscription to a computer security application, but know it is maintained, running and reporting to you regularly to keep you protected.
- You keep your computers free of dust and well ventilated so they do not overheat.
- You train your staff how to recognize SPAM and bogus e-mails to help them avoid falling

for deceptive techniques used by bad actors including social engineering.

- You have your e-mail scanned for viruses and spam BEFORE it ever arrives at your network by having it processed in the cloud.
- All of your business data is securely backed up BOTH locally in a secure location and in the cloud in a secure facility.
- You recognize the fact that all users in your domain or network are local administrators and have the same password. Then, you learned bad actors spread their code by using this weak practice to distribute their attacks exploiting this weakness. It may be time to change the password, better yet, have them all generate new passwords, not just the one!
- You have used the same password for the past three years and feel it's time to update it from "Welcome1" to "Welcome2021" just to be secure. Perhaps, using a more complex combination of letters, numbers and symbols would be a better choice.
- You have received support services from a half dozen parties in the past few months for your computer, but have left all of their remote access applications on your PC. Now, is a good time to clean house of those you don't want to have access to your PC.
- Your company uses Exchange for e-mail and allows you to use an out-of-office reply. You took a vacation in October 2020, but have not updated it and occasionally used it when you were away from the office. How does that reflect on your implementation of technology? Perhaps, you should send out a reminder to all users to check their autoreply.
- If you sense your work environment is not secure, contact us to request an assessment.

Do your best to **always** be cyber safety aware!



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>  
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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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*"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*

October 2021

## The Lighter Side...

*For Entertainment Purposes ONLY!*

### The Buttocks

A married couple was in a terrible accident where the man's face was severely burned.

The doctor told the husband that they couldn't graft any skin from his body because he was too skinny.

So, the wife offered to donate some of her own skin. However, the only skin on her body that the doctor felt was suitable would have to come from her buttocks.

The husband and wife agreed that they would tell no one about where the skin came from, and they requested that the doctor also honor their secret.

After all, this was a very delicate matter. When the surgery was completed, everyone was astounded at the man's new face.

He looked more handsome than he ever had before! All his friends and relatives just went on and on about his youthful beauty!

One day, he was alone with his wife, and he was overcome with emotion at her sacrifice.

He said, 'Dear, I just want to thank you for everything you did for me. How can I possibly repay you?'

'My darling,' she replied, 'I get all the thanks I need every time I see your mother kiss you on the cheek!'

### Why Did You Retire?

Three elderly men were relaxing on the beach in Florida. One said "I owned a factory in New York state. One winter, the

heat didn't come on, the pipes froze and got water everywhere, and everything was ruined. I decided I was too old to start over, so I took the insurance money, sold the place, and retired to down here."

The second man said "I had a big store, in Philadelphia. One night, it caught fire, and burned to the ground. I didn't want to go through all the work of rebuilding, so I sold the property, took the insurance money, and moved here, too."

The third man said "I owned a huge car dealership in Miami. Two years ago, a hurricane blew through, and destroyed everything, even the buildings. I, too, decided to take the insurance money, and retire."

His companions looked at him in awe. After a few moments of silence, one asked "How did you start a hurricane??"

### Playing it Safe

Two old bulls were standing on a hill, looking down towards the barn. They had watched the rancher unload a younger bull, from a trailer, and were watching that bull as he worked his way through the cows, one by one.

One bull was shaking his head, thinking he was going to be out of a job. The other began to snort, and to aggressively paw the ground.

"Come on, now," the first bull said. "You aren't really going to fight him, are you? He'll kill you!"

"No," the other bull replied; "I just want him to know I'm not a cow!"