

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



Volume 13, Issue 11

November 2021

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**Fred Holzager,
IT Director**

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

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Snapple Real Fact #1014

**"Forty is the only number
whose letters are in
alphabetical order."**

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The Tech Insider

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

A Proven Method To Secure Your Business's Network

People don't usually think about small businesses when discussing cyber security. The media covers breaches in governmental and big-business security in excess. These entities usually have lucrative targets that attract the attention of hackers but are often backed up with an extremely protective network security system that's difficult to crack. When hackers can't break the big system, they turn their attention to easier targets.

While most hackers want the opportunity to crack a high-risk target, these situations are few and far between. Instead, they turn their attention toward much lower-hanging fruit. This is where small businesses come in; they still have access to money and data but have much lower defense than a governmental entity. Luckily, many average cyber security strategies can keep the would-be hackers away.

Their methods are always changing, though, and it helps to be one step ahead of the game.

These are the best current cyber security strategies you can put into place.

Cloud Security

Cloud security is the protection of data stored online via cloud computing platforms from theft, leakage and deletion. As more and more businesses switch from hard-drive data storage to remote databases, this practice is becoming more and more commonplace. Methods of providing cloud security include firewalls, penetration testing and virtual private networks (VPN), to name a few. While many people feel that their data and information are better stored on a hard drive on their own network,

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Quotations

"If someone offers you an amazing opportunity and you're not sure you can do it, say, "Yes"—then, learn how to do it later."

—Sir Richard Branson

"I prefer peace. But if trouble must come, let it come in my time, so that my children can live in peace."

—Thomas Paine

"Originality is the fine art of remembering what you hear but forgetting where you heard it."

—Laurence J. Peter

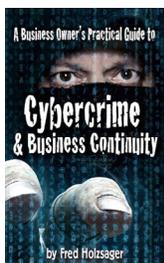
"Tell me and I forget. Teach me and I remember. Involve me and I learn."

—Benjamin Franklin

"Thanksgiving dinners take eighteen hours to prepare. They are consumed in twelve minutes. Half-times take twelve minutes. This is not coincidence."

—Erma Bombeck

Read Fred's Book!



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Protecting Your Business From Data Disasters

(Continued from page 1)

data stored in the cloud may actually be more secure, depending on the system's defense strategy. Be wary, though: not all cloud securities are made the same. Do your research and pick one that will best protect your data.

Network Security

Network security is the protection of the underlying networking infrastructure from unauthorized access, misuse or theft. This is what your network administrator will need to put into place in order to keep your devices and data secure. The best approach to protecting your network is to create a strong WiFi password. Random numbers and letters work best for a small business since nobody but those who need it will be able to guess the password. In addition to a strong password, you'll also have to anticipate any type of internal attack.

VPNs And Firewalls

A VPN can help protect your security by masking your IP address. This essentially means that you'll be connected through a different server, making it much harder for the government or websites to pinpoint your location. It also encrypts all network data by creating a secure tunnel. A firewall is simply a shield that protects your computer from the Internet. Firewalls can help restrict access to sites that could be damaging to your network. Both of these

tools can be highly effective when used properly, but they do not protect against all threats.

Updates And Upgrades

While it might seem simple, consistently updating and upgrading your technology tools can keep you much more secure. The developers of many of these tools are constantly looking for new threats that pose a risk to their program. They'll issue patches to make sure any holes are filled. You just need to make sure that all of your tools are updated in a timely manner and verify that the updates are installing.

Data Backups

You should always have multiple backups of your business's data. You never know when a power surge or some type of natural disaster might cause your current files to be deleted. You can prevent this issue by regularly backing up your data.

Employee Training

It's important to limit employee access to systems and data owned by your company. Not everyone needs to have access, so only give it to those who can't work without it. There should also be some type of security training for all employees. Phishing schemes and weak passwords create just as many issues as hackers do. Finally, you should make sure everyone in your workplace is security-conscious. A single breach could critically hurt your business. Your employees need to understand this so they can be proactive as well.

No matter which route you take, the most important thing you can do for your small business is protect its network. Governmental entities and big businesses do not suffer from security lapses nearly as bad as small businesses. A security lapse could even stop your business dead in its tracks.

"Many average cyber security strategies can keep the would-be hackers away."

Storytelling Is More Important Than Building A Presence Online

Social media has become an ever-important tool in the business world. It can help build customer loyalty while also being an essential marketing strategy. However, simply having an account is not enough.

In order to grow, you need to understand your customers and what motivates them. Provide them with an experience they won't be able to obtain anywhere else. Be sure to do this while also making your social media content relevant. If your account does not focus on your products or services, it will prove useless.

Build connections with and focus on your customers. Without trying to approach a specific type of customer, your message can get lost. It can be difficult to attract all of your custom-

ers at once.

More important than the rest is to make your presence authentic and accessible. Keep the big picture in mind and don't get lost in the weeds.



Wordplay

This month, we consider some witty and humorous lines and sayings. Credit given when known. Enjoy the quips!

☞ I was born a male and identify as a male, but according to Stouffer's Lasagna, I'm a family of four.

☞ G-d grant me the senility to forget the people I never liked, the good fortune to run into the ones I do like, and the eyesight to tell the difference.

☞ "Start every day off with a smile and get it over with." —W.C. Fields

☞ "My wife dresses to kill. She cooks the same way." —Henny Youngman

☞ "I am not afraid of death, I just don't want to be there when it happens." —Woody Allen

☞ "If Stupidity got us into this mess, why can't it get us out?" —Will Rogers

☞ "Get your facts first, then you can distort them as you please." —Mark Twain

☞ "If it weren't for the *last minute*, nothing would get done. —George Bernard Shaw

☞ "Never interrupt your enemy when he is making a mistake." —Napoleon Bonaparte

☞ "She got her good looks from her father. He's a plastic surgeon." —Groucho Marx

☞ "The equation for ego is: One over knowledge." —Albert Einstein

☞ "I have never killed anyone, but I have read some obituaries with great satisfaction." —Clarence Darrow

☞ "I cook with wine, sometimes, I even add it to the food." —W.C. Fields

☞ "There is more stupidity than hydrogen in the universe, and it has a longer shelf life." —Frank Zappa

☞ Never turn your back on a charging turtle.

☞ "If everything seems under control, you're just not going fast enough." —Mario Andretti

☞ "The only time a woman really succeeds in changing a man is when he is a baby." —Natalie Wood

☞ "All right everyone, line up alphabetically according to your height." —Casey Stengel

Quick Tech Productivity Pointers

Last month was Cybersecurity Awareness Month, so I wrote about concerns to for you to address. This month, I want to present some reasons why you should seriously consider getting Cyber Insurance to protect your business.

Closure?

At a recent conference, I asked a direct question to an FBI Cybercrimes agent: "If one of my clients is hit with ransomware or a scam, what can I say or do to give them solace?" His reply may bother you, but he responded as such: "If your parent or child dies and someone comes to extend their condolences, what can they say to comfort you knowing that you will never see that person again? Think about it."

Capture?

As in death, after a theft is perpetrated over the Internet using cryptocurrency, the likelihood of you ever recovering your loss is slender to none. The advantage for the thief being paid using Bitcoin means, being an anonymous currency, their tracks are hidden. Acknowledging this aspect of the crime may make you more realistic and give you the motivation to take a more significant stance on security for your business.

Confidentiality?

If your Personally Identifiable Information (PII) is released onto the Dark Web as the result of a breach, you may not see an attack coming, however, if you subscribe to a service that checks for vulnerabilities regularly on the Web, you may be notified of the compromise of a password and change it in a timely fashion to avoid being impersonated by someone accessing your savings, investments, e-mail or confidential access to accounts of a secure or private nature.

Conned?

Online scams are effected using e-mail and the web, but they aren't triggered until an innocent person clicks on an attachment or a link that

directs them to the compromise. *How can you prevent this from occurring?* The obvious reply is to EDUCATE the end user. If a person sees something that does not look right or make them feel right, they will question or resist clicking on the link knowing that it may create an issue for them once they "enable" the socially engineered scheme to do its thing.

Capability?

There are options available to you to keep these threats away you can do today. Do you have an antivirus, antimalware or firewall on your computer or network? Is it configured properly and is the subscription and support active? Have you run the updates on your computer's operating system and applications? Is Windows on your computer a supported version, if not, will you upgrade it? Do you use a password manager or write them down in a securely stored place? Do you work with a Managed Service Provider (MSP) to maintain your network on a consistent basis? Finally, do you have Cyber Liability insurance for your business?

Competence

The organization that addresses the items listed above (and more) exhibits a professional profile others want to engage with. What would you do if your business were "hit" with ransomware? Do you have an *Incident Response Plan*? Do you have an automated backup that won't be compromised by a bad actor looking to seize your life's work from your grasp? Will others still do business with you if you erode their trust regarding your integrity to deal with them? If you consider applying for insurance, you will have to respond to directed questions that may alarm you by the requirements *they* mandate BEFORE *they* will pay your claim. Now is the time to consider what you need to do to assure your future and your business. The truth is, it's not a matter of IF, but a matter of WHEN cyber-crime may affect 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

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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

November 2021

The Lighter Side...

For Entertainment Purposes ONLY!

Airplane Conversation

A stranger was seated next to a little girl on the airplane when the stranger turned to her and said, "Let's talk. I've heard that flights go quicker if you strike up a conversation with your fellow passenger."

The little girl, who had just opened up a book, closed it and said to the stranger, "What would you like to talk about?"

"Oh, I don't know," said the stranger. "How about nuclear power?"

"OK," she said. "That could be an interesting topic, but let me ask you a question first. A horse, a cow, and a deer all eat grass, the same stuff. Yet, a deer excretes little pellets, while a cow turns out a flat patty, and a horse produces clumps of dried grass. Why do you suppose that is?"

The stranger thinks about it and says, "Hmmm, I have no idea."

To which the little girl replies, "Do you really feel qualified to discuss nuclear power when you don't know sh*t?"

Aging

I know you have been lying awake at night wondering why baby diapers have brand names such as "Luvs", "Huggies", and "Pampers", while undergarments for old people are called "Depends". Well, here is the low down on the whole thing.

When babies crap in their pants, people are still gonna Luv'em, Hug'em and Pamper'em. When old people do it in their pants, it

"Depends" on who's in the will!

Glad I got that straightened out so you can rest your mind.

Reminiscing...

When I was little, I didn't care about things like what to wear, my parents dressed me.

Looking back at some of my old pictures, it's obvious that my parents didn't care either.

An Observation

One big difference between men and women is that if a woman says, "Smell this," it usually smells nice.

Perception

Some call it Multi-tasking, I call it doing something else while I try to remember what I was doing in the first place.

The Blind Date

"How was your blind date?" a college student asked her 21 year old roommate. "Terrible!" the roommate answered. "He showed up in a 1932 Rolls Royce." "Wow! That's a very expensive classic car. What's so bad about that?" "He was the original owner."

Whatever the job calls for

Two Mafia hitmen are walking deep into a forest in the middle of the night. One of them says, "I gotta admit, I'm scared out here." The other replies, "You're scared... I gotta walk back alone!"