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January 2022

Celebrating over
TWENTY 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 Holzsager,
IT Director

Holzsager Technology Services
and
Publisher of
The Tech Insigher

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Snapple Real Fact #306

"In the Middle Ages, chicken soup was considered an aphrodisiac."

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The Tech Insighter



The Best IT-Related Resolutions For The New Year

The past couple of years have been difficult for just about everyone. Business owners and entrepreneurs have had to adapt and evolve to survive in an ever-changing climate. There's no telling when or even if things will go back to what we once thought was "normal." As we enter a New Year, many business owners are putting their resolutions in place to survive and, hopefully, thrive in 2022.

People will focus on plans for growth and ways to bring more profit in for their resolution, but it's important to include tech- and IT-related resolutions as well. Technology might not be an obvious approach to growing a business, but it goes a long way toward making your clients and

employees feel more secure about everyday interactions. This can inadvertently lead to growth as you improve customer relationships as well.

Here are a few tech-related resolutions that we think can greatly improve any business.

Use Multiple Layers Of Cyber Security Protection

There is no security approach that covers every hole or flaw that cyber security threats are looking to exploit. The best way to keep your defenses protected is to put in place multiple approaches to cover every possible gap. By using multiple programs and layers, you will ensure

(Continued on page 2)



"We Love Referrals" 2022 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 Holzsager 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**



Quotations

"We didn't lose the game; we just ran out of time."

—Vince Lombardi

"There's a world of difference between truth and facts. Facts can obscure the truth."

—Maya Angelou

"Failure is the key to success; each mistake teaches us something."

—Morihei Ueshiba ("O Sensei")

"Once you replace negative thoughts with positive ones, you'll start having positive results."

—Willie Nelson

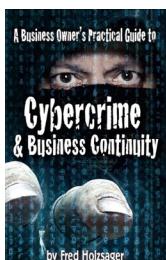
"Celebrate what you want to see more of."

—Tom Peters

"Be at war with your vice, at peace with your neighbors, and let every new year find you a better man."

—Benjamin Franklin

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!

The Best IT-Related Resolutions For The New Year

(Continued from page 1)

every individual component of your cyber security program has a backup to counter any issues.

Your first line of defense should be a firewall. Firewalls help monitor incoming and outgoing traffic and work as a barrier between networks you trust and don't trust. They essentially shield you from malicious or unnecessary network traffic. Multifactor authentication is an important layer as well. This prevents cyber attacks that come from weak or compromised passwords. With multifactor authentication, you and your employees may have to receive a text to your cell phones to verify the correct person is trying to access the network. This will help prevent the unauthorized use of employee passwords being exploited to gain access to sensitive information.



your job more difficult. If some of your equipment goes down, think about replacing it with something new rather than repairing it. While it might be more expensive at first, this decision will save you time and money in the long run.

Employee Security Training

If you want to run a cyber security-aware business, you'll need to train your employees in security awareness and create a culture that ensures information security. Providing your employees with training related to information security can make them more comfortable and confident in their decision-making and overall employment. This rubs off on your clients and makes them feel more comfortable about doing business with you. According to information from the UK Information Commissioner's Office, human error is to blame for 90% of cyberdata breaches. Getting your employees trained in cyber security awareness can help reduce the chance of human error.

As you lay out plans to make your business more successful throughout 2022 and beyond, ensure that your tech and information security practices are updated. There are simply no downsides to improving your technology and cyber security. Adopting these practices can go a long way toward making your employees and customers feel more comfortable and confident in their decisions.

Back Up Your Data And Replace Old Equipment

Unfortunately, preventive measures don't always work. An unexpected disaster could cause your network to go down or someone could accidentally delete some important files. Plus, if your data is not backed up, you could lose sensitive information as well as time and money down the road. Customers will also be upset if you lose information pertaining to them. This could devastate your brand's reputation and cost you customers. If you do not have a backup plan or program in place, you should definitely get one for 2022.

In addition to backup plans, it's important to have equipment that is up-to-date. Using slow and outdated technology can take away from productivity and will make

"If you do not have a backup plan or program in place, you should definitely get one for 2022."

The Keys To Quality Content Marketing

If you're interested in starting a marketing campaign, you're probably wondering how to make the best possible content. A strong marketing campaign does not rely solely on flashy images and strong keywords. There are a few things you need to do to ensure that your marketing content is quality.

Start by deciding on a few potential topics and performing extensive research. Use Google Trends or similar sites to find related keywords that will expand your search. You also need to brainstorm ideas related to your keywords and research. It's

also very important to focus your research on areas that relate to your clientele. A marketing campaign will never be strong if your customer base can't connect with it. In addition to this, your title should be clear and thought-provoking while using strong keywords that drive search engine optimization. Put your content together and design it before finding the perfect place to publish. Take advantage of social media to also help expand your audience. By following a proven system, anyone can create widespread and meaningful content for their campaign.

Wordplay

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

Q When I was little, my Mom used to feed me alphabet soup, claiming I loved it. I didn't really. She was just putting words in my mouth.

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

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

Q ARBITRAITOR: A cook who leaves Arby's to work at Burger King.

Q . BERNADETTE: The act of torching a mortgage.

Q BURGLARIZE: What a crook sees through

Q AVOIDABLE: What a bull-fighter tries to do.

Q COUNTERFEITER: Worker who puts together kitchen cabinets.

Q LEFT BANK What the bank robbers did when their bag was full of money.

Q HEROES: What a man in a boat does.

Q PARASITES: What you see from the Eiffel Tower.

Q PARADOX: Two physicians.

Q PHARMACIST: A helper on a farm.

Q RELIEF: What trees do in the spring.

Q RUBBERNECK: What you do to relax your wife or girlfriend.

Q SELFISH: What the owner of a seafood store does.

Q SUDAFED: Brought litigation against a government official.

Q An invisible man married an invisible woman. Their kids were nothing to look at either.

Q I didn't think the chiropractor could improve my posture... but I stand corrected.

Q Studies show cows produce more milk when the farmer talks to them. It's a case of in one ear and out the udder.

Q My wife claims I'm the cheapest person she's ever met. I'm not buying it.

Q I told my contractor I didn't want carpeted steps. He gave me a blank stair.

Q What did the surgeon say to the patient who insisted on closing up his own incision? Suture self.



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

Do I Know You?

63% of identity deception-based email attacks impersonate a trusted individual or brand.
Security awareness training for all employees can reduce your risk significantly

Holzsager Technology Services, LLC

Quick Tech Productivity Pointers

For all the folks with cell phones. (This should be printed and kept in your car, purse, and wallet. It's good information to have with you.)

There are a few things that can be done in times of emergency. Your mobile phone can actually be a life saver or an emergency tool for survival. Check out the things that you can do with it:

FIRST (Emergency)

The Emergency Number worldwide for Mobile is **112**. If you find yourself out of the coverage area of your mobile network and there is an Emergency, dial 112 and the mobile will search any existing network to establish the emergency number for you, and interestingly, this number 112 can be dialed even if the keypad is locked. If you ever need it, you can try it out.

SECOND (Locked Keys in Car)

Have you locked your keys in the car? Does your car have remote keyless entry? This may come in handy someday. Good reason to own a cell phone:

If you lock your keys in the car and the spare keys are at home, call someone at home on their cell phone from your cell phone. Hold your cell phone about a foot from your car door and have the person at your home press the unlock button, holding it near the mobile phone on their end. Your car will unlock. Saves someone from having to drive your keys to you. Distance is no object. You could be hundreds of miles away, and if you can reach someone who has the other 'remote' for your car, you can unlock the doors (or the trunk).

Editor's Note: It works fine! We tried it out and it unlocked our car over a cell phone!



THIRD (Hidden Battery Power)

Imagine your cell battery is very low. To activate auxiliary power, press the keys ***3370#**. Your cell phone will restart with this reserve and the instrument will show a 50% increase in battery. This reserve will get charged when you charge your cell phone next time.

FOURTH (How to disable a STOLEN mobile phone?)

To check your Mobile phone's IMEI serial number, key in the following Digits on your phone:

***#06#**

A 15-digit code will appear on the screen. This number is unique to your handset. Write it down and keep it somewhere safe.

If your phone is stolen, you can phone your service provider and give them this code. They will then be able to block your handset so even if the thief changes the SIM card, your phone will be totally useless. You probably won't get your phone back, but at least you know that whoever stole it can't use/sell it either. If everybody does this, there would be no point in people stealing mobile phones.

And Finally....

FIFTH (Free Directory Service for Cells)

Cell phone companies are charging us \$1.00 to \$1.75 or more for 411 information calls when they don't have to. Most of us do not carry a telephone directory in our vehicle, which makes this situation even more of a problem. When you need to use the 411 information option, simply dial:

(800) FREE411 or (800) 373-3411

without incurring any charge at all. Why not program this into your cell phone now?

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Celebrating over NINETEEN YEARS of Service and Satisfied Customers!

IT Solutions for
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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Services We Offer:

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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!

"Utilizing Holzsager 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

January 2022

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

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www.tech4now.com/services/voip-phones



The Lighter Side...

For Entertainment Purposes Only!

A Reasonable Doubt

A top defense attorney was known for coming up with creative defenses for his clients. But on this day, the lawyer had an uphill battle. His client was on trial for murder. There was strong evidence indicating guilt, but there was no corpse. So, in his closing statement, knowing that his client would probably get convicted, the lawyer came up with a trick. "Ladies and gentlemen of the jury, I have a surprise for you all," he said as he looked at his watch. "Within one minute, the person presumed dead in this case will walk into this courtroom." He looked toward the courtroom door. The jurors, somewhat stunned, all looked on eagerly. A minute passed. Nothing happened.

Finally, the lawyer said, "Actually, I made up the previous statement. But, you all looked on with anticipation. I therefore put to you that you have a reasonable doubt in this case as to whether anyone was killed and insist that you return a verdict of not guilty."

The jury, clearly confused, retired to deliberate. A few minutes later, the jury returned and pronounced a verdict of guilty.

"But how?" inquired the lawyer. "You must have had some doubt; I saw all of you stare at the door."

The jury foreman replied, "Oh, we looked, but your client didn't."

The Search

The teenager lost a contact lens while playing

basketball in his driveway. After a fruitless search, he told his mother the lens was nowhere to be found. Undaunted, the mother went outside and in a few minutes returned with the lens in her hand. "How did you manage to find it, Mom?" the teenager asked. "We weren't looking for the same thing," she replied. "You were looking for a small piece of plastic. I was looking for \$150".

Lost boots

There was a little boy in kindergarten. At the end of one cold winter day, when all the other children were leaving, the teacher found him crying, so she asked him what was wrong.

He sobbed, "I can't find my boots."

The teacher looked around the classroom and saw a pair of boots. "Are these yours?" "No, they're not mine," said the little boy, shaking his head.

The teacher and the boy searched all over the classroom for his boots.

Finally, the teacher gave up, "Are you SURE those boots are not yours?"

"I'm sure," the boy sobbed, "mine had snow on them."

Stuck in Traffic?

It is said that if you line up all the cars in the world end to end, someone would be stupid enough to try and pass them.

Smile, make people wonder what you're thinking!