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Volume 14, Issue 3

March 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 Holzager,  
IT Director

Holzager Technology Services  
and

Publisher of

*The Tech Insider*

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#### Snapple Real Fact #292

“Heavier, not bigger, lemons produce more juice.”

**GO GREEN:** To help save a tree, please send us an e-mail to request electronic delivery. Kindly submit your request to [subscribe@tech4now.com](mailto:subscribe@tech4now.com)

# The Tech Insider



## The IT Services Model Where Everyone Wins – And The One Where You Lose Big

If you’re a business owner, there’s probably a good chance you spent time figuring out the IT needs of your business. It’s not as easy as searching online and picking the cheapest option or the company with the best reviews. The cheap option may not provide the services you need to keep your business at the top of its game, and the best-reviewed business may be too expensive or offer services that are completely unnecessary for your business.

To put it simply, if you want to get the most out of your IT support services, you must do some research. If you haven’t spent a lot of time in the world of IT, it can be difficult to figure out where to even begin with your research. If you’ve found yourself in this situation previously or are preparing to open a new business and are interested in your IT support options, we’ve got you covered. We’ve put

together the three most common forms of IT support and explain the benefits and drawbacks of each so you can confidently decide on the best option for your business.

#### Managed IT Services

In this option, the IT services company takes over the role of your in-house IT department for a fixed and agreed-upon monthly rate. They’ll install, support and maintain all the users, devices and PCs connected to your network on a routine basis. They will even take care of your hardware and software needs for an extra cost. If you’re trying to plan for a monthly budget or want routine maintenance and IT support, this option will work wonders for your business.

It’s my sincere belief that the managed IT

*(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 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

*“Obstacles do not block the path, they are the path.”*

—Zen Proverb

*“Anything that gets your blood racing is probably worth doing.”*

—Hunter S. Thompson

*“My mission in life is not merely to survive, but to thrive; and to do so with passion, some compassion, some humor, and some style.”*

—Maya Angelou

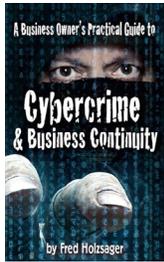
*“I hated every minute of training, but I said, “Don’t quit. Suffer now and live the rest of your life as a champion.”*

—Muhammad Ali

*“Smart people learn from everything and everyone, average people from their experiences, stupid people already have all the answers.”*

—Socrates

## 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)

**“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 IT Services Model Where Everyone Wins—And The One Where You Lose Big

*(Continued from page 1)*

approach is undoubtedly the most cost-effective and smartest option for any business. With managed IT services, your business will be protected from IT-related problems, and they will keep your systems up and running. They can prevent common “disasters” such as lost devices, hardware failures, fires, natural disasters and a host of other issues that can interrupt or outright destroy your IT infrastructure and the data it holds.

### Technology As A Service

Another option that might work really well for your business is using a company offering technology as a service. With these companies, you’ll get everything managed IT services offer but with the addition of new hardware, software and support. This service ensures your business is always up-to-date with the newest software and hardware. The greatest benefit of technology as a service is you’ll avoid the heavy cost of new hardware and software when you need it, but you will be paying far more for the same hardware and software over time. You’ll also need to pay attention to the services they offer to ensure they can provide what you need and that it does not cost extra.

### Time And Materials

Time and materials are often referred to as the “break-fix” method. This essentially means you



pay an agreed-upon hourly rate for a technician to “fix” a problem when something “breaks.” It’s a simple and straightforward way to pay for IT services but often doesn’t work in your favor and can lead you to pay more for basic services.

I would only recommend the time-and-materials approach if you already have an IT team and you need additional support for a problem your current IT team doesn’t have the time or expertise to handle. Under the break-fix model, the IT company has no immediate need to stabilize your network because they are getting paid hourly. The break-fix model is unable to supply ongoing maintenance and monitoring, which computer networks need to stay secure.

Choosing the right IT option for your business can take time and is certainly not something you want to rush into. Take your time and do your research to find the best option to fit your needs. If you’re unsure of where to even begin – or need some help navigating the sometimes confusing world of IT support – give us a call. We would be glad to help you find the IT support you need.

**“If you want to get the most out of your IT support services, you must do some research.”**

## It Isn’t Luck, It’s SEO – Improve Your Conversion Rates Using SEO

**Search Engine Optimization (SEO)** and conversion rates go hand in hand. SEO helps bring people to your website, but **Conversion Rate Optimization (CRO)** helps make those visits more meaningful. If you aren’t getting the desired conversion rates for your website, there are a few tips you can implement to get more from your SEO and CRO.

- ◆ **Speed Up Web Page Load Times:** If your website does not load within three seconds, there’s a good chance that customers won’t wait for your site to load.
- ◆ **Improve Your Visuals With Cre-**

**ative Designs:** You want your website to grab a user’s attention and encourage them to click through the site.

- ◆ **Utilize Videos And Visual Aids:** If users are not staying on your website for a long period of time, add some videos. Users are more likely to stay on your site if there are things for them to watch or look at.
- ◆ **Use Strong Calls To Action:** A call to action is a great way to connect with your customer base and will make it easier to track the return on your investments.



# Wordplay

This month, we consider some witty & humorous lines compliments of *Indian Hills Community Center and Sign Facebook page*.

- 🐾 I'm starting a flight company exclusively for bald people. It's called... Receding Airlines.
- 🐾 Pasteurize: What is just too far to see.
- 🐾 Looks like the cannibal late for dinner got the cold shoulder.
- 🐾 So, a magician driving down the road... turned into a driveway.
- 🐾 Not sure if my sister knows any geography, but Alaska.
- 🐾 My Grandma said her joints are getting weaker, so I told her to roll them tighter.
- 🐾 Why do teachers fart in class? Because they're not private tooters.
- 🐾 They say, "Money talks." All mine ever says is "Goodbye."

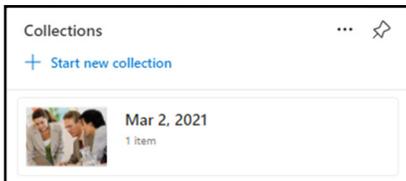
- 🐾 Outside of a dog, a book is one's best friend. Inside a dog it's too dark to read!
- 🐾 Autopsy Club meets Thursday: Open Mike Night.
- 🐾 So, we weighed a rainbow... turned out it was pretty light.
- 🐾 Got wiper fluid? Flying Pig one mile ahead!
- 🐾 The Boss told me to have a good day... so, I went home.
- 🐾 Khakis: What people in Boston use to start their car.
- 🐾 People are making Apocalypse jokes like there's no tomorrow.
- 🐾 My new stair lift is just driving me up the wall!
- 🐾 If you are in it up to your ears, keep your mouth shut!
- 🐾 Do gun manuals have a trouble-shooting section?
- 🐾 A few puns make me numb, but math puns make me number.
- 🐾 After my friend turned vegan, it was like I'd never seen herbivore.
- 🐾 Norwegian ships have bar codes, so you can scan da Navy in.
- 🐾 First restaurant opens on the moon. Great food! No atmosphere.
- 🐾 If ignorance is bliss, there should be more happy people.
- 🐾 Huge fight at local seafood diner! Battered fish everywhere.
- 🐾 I scream, you scream, the police come, it's awkward.
- 🐾 A bike in town keeps running me over. It's a vicious cycle.
- 🐾 Despite the high cost of living, it remains popular.
- ... **and last, but not least...**
- 🐾 A joke doesn't become a Dad Joke until it's fully groan.

# Quick Tech Productivity Pointers

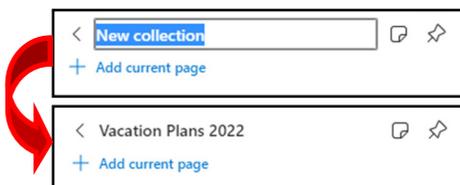
Since Microsoft released their Edge Browser, there have been a number new features introduced which give you greater control over your Internet experience. The first one that we would like to help you with is the **Collections** feature.

1. Open your Edge browser. 
2. On your navigation bar, Select the icon between your Favorites and your Profile icon. Click on the Collections icon.   
**NOTE:** The keyboard shortcut is **Ctrl+Shift+Y**

3. The new Collection window now appears.

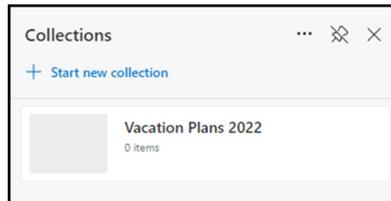


4. For the sake of learning, please click on the "+" to start (create) a new collection. Left click with your mouse on the words "New Collection". The line will become highlighted. Now, you may rename the Collection with a relevant name for the collection (e.g., "Vacation Plans 2022").

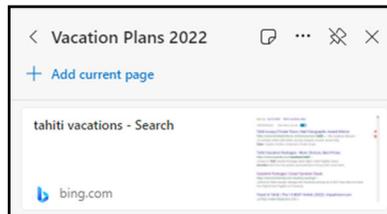


5. When you are ready to work with your Collections, simply select it from your list of collections (now you only have one), and click on the pushpin to "pin" it to the right side of your browser. You will note that once you have pinned it to the side of the sites window, the top of the collections box will change. It now displays three different icons. Your choices now offer the ellipses (options menu), the unpin icon and the close collections box. If you

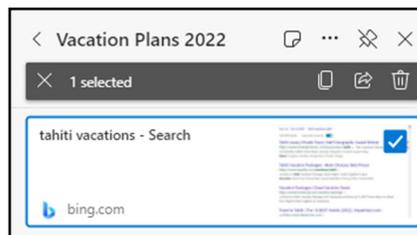
close the box, it only hides the collection, it does not delete it and, of course, your "Vacation Plans 2022" appear ready for items.



6. Open the websites and contribute to your heart's content. To get started, click on the blue bar in the Collections windows displaying "Add current page."



7. The current page now appears. If you hover over the new entry, you will see a box in the upper right of the entry, Click in it and a checkmark appears. You may now use the menu above it to copy it, share it or trash it. If you decide not to do any of those options, click on the X to dismiss the options.



8. You now have a start. Play with the drag and drop feature, then try the options menu to expand your adventure and discover more on your own. **Enjoy!**



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](http://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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## 5 Reasons To Choose A Hosted VoIP Phone System

1. COST SAVINGS
2. ANSWER CALLS ANYWHERE
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4. WORLD-CLASS FEATURES
5. ENHANCED PRODUCTIVITY

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- ✓ Network Security and Online Employee Security Training
- ✓ Mobile and Hosted "Cloud" Computing
- ✓ E-mail & Internet Solutions
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- ✓ Spam Filtering and E-mail Archiving & Encryption 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*

March 2022

## The Lighter Side...

*For Entertainment Purposes ONLY!*

### Enroute to Europe

*On an overseas flight, a lawyer and an older man were in adjoining seats.*

*The lawyer asked the senior if he'd like to play a little game. The older man was tired, and he told the lawyer he only wanted to sleep. But the lawyer insisted the game was a lot of fun.*

*"Here's how it works," he said. "I'll ask you a question. If you can't come up with the answer, you have to give me a dollar. Then it's your turn to ask me one. But if I can't answer it, I have to give you \$20." The senior figured if he just got this over with, maybe he could get some sleep. So he agreed to play.*

*The first question from the lawyer was "How far apart are the earth and the moon?"*

*The senior stayed completely silent, reached for a dollar, and gave it to the lawyer. Then he said, "My turn. What walks upstairs backward and comes downstairs forward?"*

*The lawyer was stumped. He thought and thought. He tried to remember all the riddles he knew. He searched every corner of his brain. He even cheated and asked the flight attendants and other passengers.*

*Finally, he gave up. He woke up the older man and gave him a twenty. The senior stuffed the twenty in his coat and went immediately back to sleep. The lawyer couldn't stand it. He woke up the older man and said, "I have to know. What walks upstairs backward and*

*comes downstairs forward?"*

*The senior got out his wallet, gave the lawyer a dollar, and went back to sleep.*

### Stop Complaining!

*If a man says he will fix it, he will. There is no need to remind him every six months.*

### The Home Invader...

*A burglar broke into a house one night. Looking for valuables, he shone his flashlight around the room, when a voice in the dark said, "Jesus knows you're here." He nearly jumped out of his skin, clicked his flashlight off and froze. When he heard nothing more, after a bit, he shook his head and continued. Just as he pulled the stereo out so he could disconnect the wires, clear as a bell he heard a voice say, "Jesus is watching you." Freaked out, he shone his light around frantically, looking for the source of the voice. Finally, in the corner of the room, his flashlight beam came to rest on a parrot. "Did you say that?" he hissed at the parrot. "Yep!" the parrot confessed then squawked, "I'm just trying to warn you that he is watching you." The burglar relaxed. "Warn me, huh? "Who in the world are you?" "I'm Moses." replied the bird. "Moses?" the burglar laughed. "What kind of people would name a bird Moses?" The bird replied, "The same kind of people that would name their Rottweiler - Jesus!"*