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XperText

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

XPERIENCE THE DIFFERENCE. WE'LL MAKE ALL OF YOUR COMPUTER PROBLEMS GO AWAY WITHOUT THE COST OF A FULL TIME IT STAFF

The Stagefright Exploit: A Threat That Affects 950 Million Mobile Devices

Cybersecurity firm Zimperium announced in July 2015 that it had discovered a major vulnerability in Google's Android mobile operating system. The flaw potentially allows hackers to access approximately 95% of all Android smartphones and tablets. That adds up to around 950 million mobile devices that are at risk.

A Uniquely Dangerous Threat

The threat uncovered by Zimperium is especially dangerous because it doesn't need a victim to make any mistakes.

A hacker using this newly discovered vulnerability only needs to hide malware inside of a video and then send it to someone in a text message. When the recipient views the message, their phone will automatically process the infected video, and allow the hacker into the phone's system.

Once they've gained access to the target's mobile device, the attacker would be able to do anything.

In addition to stealing data, the attacker could remove all traces of the attack itself and use the device's microphone and camera to spy on the target.

The flaw is part of Android's Stagefright media playback engine, which is used for playing both audio and video media files. It is believed that, in order to reduce video-viewing lag time, Stagefright's developers chose to have the playback engine automatically process the video before a user decides to start watching it. This opens the door for malware hiding in videos.

Zimperium's Fix and the Problem with Android Patches

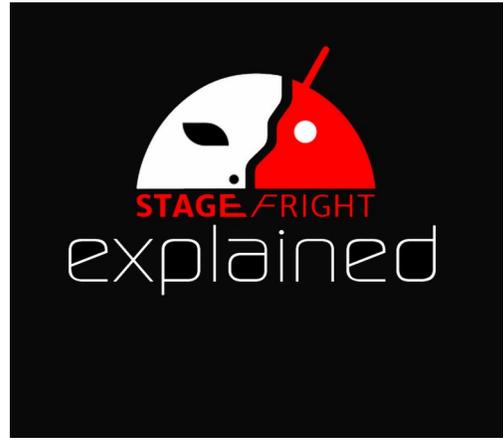
Drake has already created patches for the flaw, and sent them to Google. Unfortunately, the tech giant isn't the one who is ultimately responsible for fixing users' phones and tablets. That burden rests with device manufacturers that typically tweak Android's source codes after receiving them from Google.

Drake predicted that only 20% of vulnerable devices would end up getting patched, but added that the figure could get as high as the optimistic number of 50%." Even this best-case scenario still leaves up to 475 million devices susceptible to a Stagefright-exploiting attack.

What Users Can Do to Protect Their Devices

While the only way to get the patch may be to pressure your device's manufacturer, you can mitigate some of the risk by blocking text messages from unknown senders. This will only work for Android versions that are older than Lollipop, the latest iteration of the operating system.

There is no way to block unknown senders in Lollipop, but you can turn off the automatic retrieval function for multimedia messages. While this won't protect you entirely, it will prevent the malware from automatically deploying after your mobile device receives an infected message.



MasterCard's New Selfie Verification



With facial recognition technology becoming both more advanced and more mainstream, selfies have now found their way into the online security world. MasterCard is the most recent global corporation to join in on the trend.

To use this technology, users will have to download a dedicated app, which they can then use to take a photo of themselves at checkout. But how does MasterCard prevent a thief from using a photo of you to fake your verification? Simple - the app requires you to blink to prove that you're a living, breathing human being.

Check out more articles featuring the latest trends in technology on our blog!

www.XPERTECHS.com/blog



Congratulations to our August Starbucks Gift Card Winner, Chantell Brooks from Abato, Rubenstein & Abato

If you are a current XperCARE customer, and would like an opportunity to be entered into our monthly drawing for a **\$25 Starbucks gift card**, start filling out the survey you receive each time your support ticket is closed. We perform the drawing at the close-of-business on the last day of each month.

Cybercriminals Now Have A Bull's-Eye On Small Business... Is Your Company's Data At Risk?

In a December 2014 survey by the National Small Business Association, 61% of small businesses reported being victims of a cybercrime within the past 12 months.

The average cost to recover from a cyber-attack skyrocketed from \$8,699 per attack in 2013 to \$20,752 per attack in 2014. And, of the businesses targeted, 68% said they'd been hacked more than once.

Experts agree, as cybercrooks become ever more sophisticated, the threat to small businesses is going to get worse before it gets better...

So what can you do to beat the bad guys?

Here are three common ploys used by hackers – and how you can fend them off:

- **Phishing** – A really legitimate-looking e-mail urges you to click a link or open a file that triggers a malware installation on your computer.
Best Defense: Don't let anyone in your company open files or click links in an e-mail unless they're certain who it came from.
- **Cracking Your Password** – Hackers can run programs 24/7 testing password combinations. The easier your password is to guess, the more likely it is they'll crack it.
Best Defense: Consider using a password manager that generates and stores tough-to-crack passwords. For extra security, use unique passphrases for financial accounts in case the manager gets hacked.
- **Drive-By Download** – You visit what appears to be an innocent site; yet when you click, your device gets hacked – and you may never know it, until it's too late.
Best Defense: Make sure your browser is up-to-date, or use one that updates automatically, such as Firefox or Chrome. Internet Explorer users have been found to be most vulnerable to these attacks.

Unfortunately, these three examples are just a small sampling of the dozens of ever more ingenious ways cybercriminals are breaking down the doors and destroying unprepared businesses.

Let us help! Through September 30th, call our office and receive a FREE 15-Point Cyber-Security Audit to uncover gaps in your company's online security. We will come to your office and conduct this comprehensive audit and prepare a customized "Report Of Findings" that reveals specific vulnerabilities and a Prioritized Plan Of Attack for getting any problems addressed fast.



Baltimore Business Journal Ranks Areas Top Network System Integrators

Congratulations to XPERTECHS for ranking 12th on The List compiled by The Baltimore Business Journal and ranked by 2014 Baltimore-area revenue for Network System Integrators.

We are honored and humbled to receive this recognition!

Shiny New Gadget of the Month



Nest Cam: Keeping An Eye On Things While You're Away

Have you ever worried about what's happening at home when you're away? The Nest Cam can keep you informed. This wide-angle camera streams sound and video to your smartphone. It will even warn you about any unusual activity.

If the Nest Cam detects sudden movement or loud noises, it instantly alerts you by phone. The video feed lets you see what's happening and even scold kids, pets or burglars through a speaker.

This product integrates with other Nest equipment. For example, smart smoke alarms can activate the Nest Cam. It also saves alerts and footage in a convenient archive. The camera even makes it easy to share fun video clips online.

If you already have WiFi, setup is a breeze. This gadget comes with a stand that lets you put it on any flat surface. It also sticks to metal objects or screws onto a regular camera tripod.

A Note From Michael's Desk...

Back to Focusing on Business

I can hardly believe that summer vacations have ended and once again we are refocusing on our business goals and objectives for the final stretch of 2015. If you are like me, summer vacation was very relaxing but the summer ended much too quickly and I haven't accomplished all I set out to this summer. But time waits for no one and I need to begin to focus my energy on the things I can accomplish these next four months.

As I look at the end of the year that is fast approaching, I realize that XPERTECHS has accomplished a number of our goals already by adding new toolsets, increasing staff, improving our position on MSPmentor's 501 Global Edition, and purchasing a second office to double our space. Yet, there is much more to achieve during these last 4 months. My most important objective is to keep my clients informed as to how they can eliminate the operational hassle of technology while improving their efficiency and performance.

I also want you to know that September is a GREAT time to start planning to upgrade your technology. Here are 4 reasons to start **NOW**:

1. **You get to take the investment off your taxes THIS YEAR!**
Thanks to a tax deduction titled "Section 179 Election," you can buy new office and computer equipment and services, and write off that entire amount on this year's tax return even if you pay for it over time.
2. **We can get the work done FAST this time of year.** Now is the best time to get started because our schedule is lighter and we can get your project scheduled and completed faster than other times during the year!
3. **You get the BEST discounts and savings.** Because most manufacturers are trying to make quarterly and yearly sales numbers, they are willing to give even bigger discounts on products and services.
4. **We're giving away huge discounts on our XperCARE Proactive IT Services plan and Cloud Xperience.** All computer networks need regular ongoing maintenance – and if you hire us to do any network upgrade or project this month, we'll throw in 2 FREE months of on-going support or a FREE laptop/tablet to give your child or grandchild to go "Back-to-School".

Have a great fall and enjoy the beautiful weather!



XPERTECHS Introduces NEW VoIP Solution

XPERTECHS is pleased to offer businesses with 25+ PC's a new enhanced Business VoIP Solution as part of our IT services.

XPERTECHS' VoIP Solution enables its customers to connect their phone service via a secure Internet connection of their choice. Leveraging the power of an existing Internet connection, XPERTECHS delivers the solution through leading-edge cloud technology. The VoIP phone system management service features a response guarantee, maintenance, monitoring and security.

To learn more about how our VoIP system can eliminate your business phone headaches, call us today at 410-884-0225.

The Lighter Side

Great Starting Salary

Fresh out of business school, the young man answered a want ad for an accountant. Now he was being interviewed by a highly agitated, arrogant little man who ran a small business that he had started from scratch.

"I need someone with an accounting degree," the man said. "But mainly, I'm looking for someone to do my worrying for me."

"How's that?" the would-be accountant asked.

"I worry about a lot of things," the man said. "But I don't want to have to worry about money. Your job will be to take all the money worries off my back."

"I see," the accountant said. "And how much will my position pay?"

"I'll start you at 85,000," responded the owner decisively.

"Eighty-five thousand dollars!" the accountant exclaimed. "How can such a small business afford a sum like that?"

"That," the owner said, "is your first worry. Now get to work."

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5090 Dorsey Hall Dr. Ellicott City, MD 21042
(410) 884-0225 | www.XPERTECHS.com

Did Your Web Site Ranking Just Go In The Tank Because It's Not Mobile-Friendly?

As of last April, mobile-friendly web sites were given a big leg up on competitors. Known as "responsive" web sites, these sites instantly adapt to whatever device you are viewing them on.

As users were turning to smartphones and other mobile devices to surf the web, Google realized that most sites didn't display well on mobile devices. Therefore, Google updated the way they list sites, giving mobile-friendly sites a higher ranking.

Google hasn't removed all non-responsive pages from its top smartphone listings. But it's quickly heading in that direction.

According to Searchmetrics, many rankings have suffered as a result. Non-responsive yet high traffic sites such as SearchBug, Reddit and Webs.com lost visibility, while responsive sites such as Advance Auto Parts and Grist moved up in the ranks, gaining more traffic.

In addition to getting higher search rankings, responsive sites are easier for visitors to use. Happy visitors engage more, increasing the rate at which they turn into customers.

There are three ways to make your web site mobile-friendly:

- 1) Build a separate mobile edition that fits small screens and loads quickly.
- 2) Adapt your current web site design to be more mobile-friendly. In some cases it may be difficult to make such a design responsive on all devices.
- 3) Convert your current web site design into a responsive one. Going this route, you won't need a separate mobile version, and you avoid potential penalties from Google for having the same content on multiple domains.

Find out if your web site is mobile-friendly at

www.google.com/webmasters/tools/mobile-friendly

Dual Monitors Can Increase Productivity

Published studies indicate that having a dual monitor in a workplace setting can increase productivity by 20 to 50 percent.

1. Real multitasking requires enough screen space to keep two or more apps in full view at the same time. Dual monitors provide this advantage to a workspace.
2. Get more space for data-intensive projects; simultaneously view large spreadsheets, reference materials, documents or coding across two screens without feeling cramped for space.
3. Cutting and pasting between documents is much easier when you don't have to alt-tab between them and scroll up or down so much. If you create newsletters or PowerPoint presentations, you'll identify with this.
4. Picture and video editing is a whole new experience with dual monitors. You can have all of your editing tools on one screen while you work on the project in the other. You can compare before and after views of the same work, or supersize panoramic pictures.



Most laptops allow you to connect one external monitor. Desktop PCs usually allow up to two external monitors without the need for an expansion port or additional software, although HP PCs with HP Multi-Display Capable technology can easily support up to three monitors.