

Happy Father's Day!

June 2018

# microTECH Times

Covered I.T. 24/7—Never Worry Again!



## 3 Pieces of Fatherly Advice To Transform Your IT Management And Empower Your Business

*Growing up, my father always gave very practical advice. He wanted me to have a firm foundation under my feet to jump from when I was ready to be out on my own. A successful IT management policy and support team creates this firm foundation for your business. Take a look at these three pieces of advice to transform your IT management, build a firm foundation and empower your business to grow.*

**What is IT management?** Let's start off at the very beginning. All companies these days are reliant on some level of technology to conduct business. So much of our existence is based around communicating on cell phones, through email, chat or even social media. It's no surprise that businesses have moved to these modes of communication too. This movement to the technological world over the past few decades opened up a whole new world for business owners to consider.



How can I manage all the technology I need? IT management is a structured approach to maintaining all the technology you use for your business and keeping your company information safe. So, here is our Fatherly advice to take your company's IT management to the next level.

### 1. Identify roadblocks and turn them into opportunities for growth.

"You're never too old to set new goals." My father always encouraged me to follow my dreams. In business, this is true too. Always shoot for the stars. Your technology is a fantastic tool, set a new goal to structure your IT in a way that will encourage your staff to be more productive. Explore your current IT solution, identify roadblocks and set a plan in motion to main-

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### Dad Always Said

"Whenever I was about to do something foolish or dangerous—or something, I suppose, that simply displeased my father—he would say, 'Don't let a little fear and common sense stop you.'"  
~ Todd

"My Dad has given me lots of great advice over the years but this one most often comes to mind 'Hard work never killed anyone'... It hasn't killed me yet!"  
~Robin Clouser

"The older you get the more intelligent your parents become."  
~Chuck Kish

### Happy Father's Day

*Sunday, June 17th, 2018 is the 108th Father's Day celebrated in the U.S. Take a look at these fun historical facts about Father's Day and some great ideas for you to celebrate.*

**Historically.** Father's Day was not met with the same enthusiasm as Mother's Day. Some people say, fathers are just not as sentimental as mothers, therefore the holiday is not as meaningful. However, in July of 1908, a West Virginia church sponsored the nation's first event focused on honoring fathers. At a one-time church event, a sermon was delivered to commemorate 362 men who lost their lives in the Fairmount Coal Company mine explosion. This ceremony is recognized as the 1st Father's Day celebration.

**The first real push for recognition** came in 1910 when Sonora Smart Dodd, one of six children raised by her father alone, went to local churches, shop keepers and even the YMCA to raise support

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## Quick Password Tips

Just a few quick tips to remember about your logins.

1. Banks, manufacturers, and technical support representatives will never ask for your password.
2. Set strong passwords with a combination of 8 or more letters, numbers and characters.
3. Change your passwords every 3-6 months for all your accounts.
4. Setup two-factor authentication and login notifications when available.

## 3 Pieces Of Fatherly Advice To Transform Your IT...

(Continued from page 1)

tain your network regularly. This will help keep your company running more smoothly with less downtime and more productive working hours for all your staff. In order to build a solid framework for your business you first must eliminate the pain points holding you back and make goals for the future that will support your growth strategy.

**2. Determine the ideal technology for your business now and in the future.** My father's best advice when I became a parent was, "Be there and be available." This goes for your business tools too. The best thing you can do for your staff is provide the right tools when they need them most. This will empower them to work through any obstacle with your clients that may arise. There is nothing worse than telling your customers you cannot deliver their invoice, quote or services because a piece of software is throwing a tantrum or your network has been compromised. Review your current tools, software and hard-

ware, to determine if an investment in something new could help stabilize your daily operations.

**3. Put all the pieces together and deploy a complete technology solution.** Anytime I ran into a problem, my father would remind me, "There is no 'one size fits all' approach to life. Always look outside the box and see what's available." This also goes well with our discussion about IT for your business. There truly is no "one size fits all" solution for technology. Even in the same type of business, there are a variety of solutions that fit successfully. We suggest conducting a full network audit to evaluate the state of your technology infrastructure. Then develop a start-to-finish strategy that transforms your IT into a better foundation for your business. Aligning your IT infrastructure with your operational needs, company culture and business goals will empower your business growth now and in the future.

**Transform your IT.** We all have growth on the brain. We start out in the working world as wait staff, labor workers, cooks and cleaners. Then one day, we want to take life to the next level and we go to college, get certified, become a doctor, lawyer, and/or open our own business. All in all, we want to be successful individuals and we want success for our business. Your technology needs to be aligned with your growth goals to provide the availability, scalability, speed and flexibility you need for success.

**Worried about cost?** Just like manners, your Network Security Audit will go along way and won't cost you a dime. Give us a call today to schedule time for your audit. We will review all the in's and out's of your IT infrastructure to uncover roadblocks weighing you down, determine the best technology for your business, and show you how we can help you build a firm foundation for your company.

## Claim Your \$200 Visa Gift Card

*We are constantly racking our brains trying to think up a grand new way to ask for referrals because we know you ARE our best resource for quality leads. So, we'd like to throw in a little incentive. Here's how it works...*

**Refer a friend and claim your \$200 Visa gift card.** That's right, we will give you a \$200 Visa gift card to spend on anything your little heart desires. Don't miss out on this free money.

### It's really simple.

Don't worry, we don't believe in harassing your friends to get sales. We will simply give them a call to let them know you've referred them to help them grow their business. If they don't see the value, no problem, we'll leave them alone.

**If they see the value and become a client you get \$200!** That's right, they don't have to sign up for some lengthy agreement since we are month to month. They don't have to purchase a new computer, we just want the opportunity to show them our services. When they sign up, we'll mail your \$200 Visa gift card.  
**Call today! Offer Valid through 8/31/2018**



"I'll need your username and password..."

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## Happy Father's Day...

(Continued from page 1) for an official Father's Day. She drummed up substantial backing and her idea finally came to fruition June 19th, 1910 when Washington State celebrated the nation's first statewide Father's Day.

### The proclamation.

After over two decades of small statewide celebrations and location dedications, President Calvin Coolidge urged all the state governments to observe Father's Day in 1924. Finally, 58 years after Mother's Day was put in place, President Richard Nixon signed the actual proclamation to make Father's Day a federal holiday in 1972.

### Celebrations today.

Show your friends, family members and coworkers how much you admire and appreciate their role as a father. Widely accepted Father's Day celebrations include things like family breakfasts, special dinners, sporting events (it is Basketball season), fishing, and gift giving. New technology seems to be the biggest seller for Father's Day gifts. So, take a look at com-passes, speakers, laptops, tablets, or even cell phones. There are always fabulous deals on electronics on Father's Day weekend and the few weeks leading up to it.

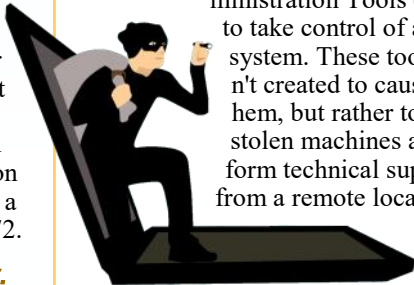
## Crafty Hackers Can See You Up Close And Personal!

*In the 'always on' modern age, it should come as no surprise that your computer's webcam might be on too, only without your knowledge.*

**FBI warning.** According to Engadget, this issue is so widespread that even the former director of the FBI, James Comey, recommended that everyone cover their webcams with tape in order to prevent being spied upon unaware. It might be easy to dismiss the comment as paranoid, but other people such as high-profile Facebook founder Mark Zuckerberg has also been seen taping his laptop's camera and microphone.

### How are webcams compromised?

"Make Use Of" explains that one of the easiest is to use Remote Administration Tools (RATs) to take control of an entire system. These tools weren't created to cause mayhem, but rather to track stolen machines and perform technical support from a remote location.



By installing these programs on unwitting users through e-mail attachments, nefarious websites, and other methods, hackers can gain full access to an entire computer or network leaving no trace.

**Risky cameras.** Some hackers have discovered that they don't have to do much to gain access to webcams that have faulty or buggy software too. Cameras used for business or home security and baby monitors have merely required a remote user to know the public IP address of the camera to gain control without even inputting a password. With this in mind, research any security cameras you're thinking of purchasing to look for any inherent flaws or weaknesses that could be easily exploited.

### Protect yourself and your business.

In addition to covering the camera, be sure to use a reliable antivirus scanner and keep it up to date. Keep your operating systems, browsers, and other general software updated as well so hackers can't gain access through unpatched vulnerabilities. As always, avoid clicking any links or emails (especially with attachments) that you weren't expecting.

## Is Microsoft Office 365 Right For Your Business Needs?

*Are you ready for Microsoft Office 365? If you haven't reviewed this product, it is hot on the market for business use today. This platform offers a one-stop-shop for all your business tools and online real time collaboration.*

### Office 365 tools for businesses.

Microsoft Office 365 Business Premium includes a handful of useful business tools from e-mail to document editing, real-time collaboration and calendaring. These tools will help you conduct business smoothly and share information with ease.

**Real-time collaboration.** Microsoft Office 365 has taken document editing to the next level. You can get things done co-authoring documents saved in OneDrive with your teammates. You can even see changes from your team in real time while others are updating details in Word or workbook online.

**Streamline communications.** Tools like Outlook groups and Microsoft

Teams will keep you connected with your coworkers now matter where you roam. Outlook groups allow multiple users to share inboxes, manage shared calendars, documents and even tasks. Microsoft Teams offers a chat platform as well as video conferencing with all the bells and whistles. You can share screens and even offer up control to your coworkers so they can make changes right on your screen. Teams even allows you to share files, send images, and calendar meetings for video conferences and invite multiple members to attend.

**Can't we just buy it online?** Sure, but what's the fun in migrating e-mail all by yourself? If you're ready to make the change to Office 365, let us know. We can help you to migrate over to Office 365 with ease and we will ensure your entire team is up and running, ready for work. Office 365 Business Premium is everything a business needs at an affordable price. Let us know today if you'd like to get started with Office 365.





***“We make all of your computer problems go away without adding additional full-time I.T. staff!”***

Ask about our fixed price service agreements — Computer support at a flat monthly fee you can budget for, just like payroll!

## Inquiring Minds...

### What Is 'Inbox Zero' And Is It A Good Strategy?

*Rather than letting e-mails accumulate over time without a system of organization, the 'Inbox Zero' principle says that people should empty their e-mail inboxes several times a day, according to Entrepreneur Magazine.*

**The strategy.** Proponents of this strategy say that it allows the user to respond to all critical e-mails quickly, avoid the stress of a massive list of messages, and focus attention on more creative or fulfilling tasks for the majority of the day. This is accomplished by effectively blocking out chunks of time to check messages and disabling notifications at all other times.

**Detractors.** Some say that many of the benefits of the system can be had without the time commitment of getting to zero multiple times per day, according to the New York Times. Merely disabling e-mail notifications and checking in only three times each day, for instance, had a stress-relieving effect that allows people to cope with their tasks more efficiently and do more.

**To get started, clean out your inbox.** From there, set your inbox to sort incoming e-mail with the oldest messages at the top so that nothing gets missed. While processing, do not skip any e-mails and be sure to reply to, archive, or sort each message into a specific folder or calendar item for later. Any e-mails that require an action that takes less than two minutes should be done immediately to avoid procrastination. Once the box is empty, close the e-mail software and don't open it again until the next scheduled time.



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**Maintaining an empty inbox.** Learn how to use keyboard shortcuts and set up filters to automatically archive messages into specific folders or delete them altogether. Unsubscribe from frequently unread newsletters and mailing lists too. This will remove a lot of incoming mail before it wastes your time.

**That's One Tough Cookie!** Oh, you will love this one... a police department in Maine decided to help their local Girl Scouts out this year with a little something extra on Facebook to bring the locals out for cookie sales. Their hilarious post preemptively warned citizens about the delicious diet and will-power breaking baked goods offered by the 'Cookie Cartel'. They offered to gladly receive these dangerous substances if one would like to drop them off at the police department for proper disposal.

**Clean out your cookies weekly.** While many of us may not be turning in our Girl Scout cookies when the time comes, we do highly recommend clearing your cookies regularly. Regardless of your browser preference, you can go into the browser settings and find the section to review your cookies and other site data pretty easily. From there, you will want to hit the option to Clear Data. This will help you browse faster with less interruptions from unwanted ads.

## Are You Ready To Slip Away This Summer?

*Worried about security and monitoring?*

**Is your technology hanging by a thread?**

**Concerned that parts of your network unstable?**

*Confused about updates, patches and antivirus protection?*

**Do you feel like a few days away may end in a disaster?**

Summer is suppose to be about camping, fishing and fun in the sun. If your technology has you tied to the office, quit making up excuses that you can't break free. Call in the experts to assess your current situation, build a solution to fit your company's needs, and keep an eye on your network 24/7/365 while you slip away on a summer get away.

*You deserve time to enjoy summer too!*

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