

# microTECH Times

Welcome Back  
To School!

Covered I.T. 24/7—Never Worry Again!



## Do You Really Know What's Happening Within Your Network? Educate Yourself!

*It's easy to skip on budgeting for IT in order to control expenses because it is so difficult to see the whole picture. Do you really know what's happening inside your network? Are you sure you have all the right pieces in place to keep your company on track?*

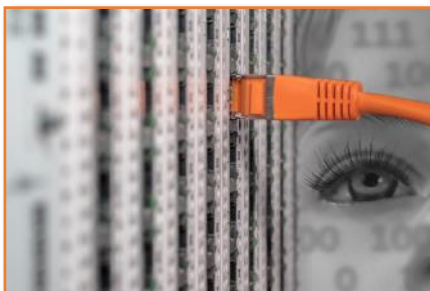
### Educate yourself to stay competitive.

Most of the time business owners do not really watch their network or know what's going on within it. They do not stay on top of routine and preventative maintenance. When you run a business it is important to keep track of everything going on in your computers and make sure your network is safe. Otherwise, you may be caught off-guard when your systems are attacked with a computer virus, malware, or ransomware.

### What to look for inside your network.

There are so many things to worry about when evaluating IT needs, but really it all comes down to this: is your technology available, scalable, efficient, and safe? Employ someone with the knowledge to help you stay on top of all of these

needs. Here are just a few quick questions to help you review your systems. If you can't answer "yes" to each one, it's time to get some help with your technology needs:



⌚ Is all of your hardware and software up-to-date?

⌚ Is your firewall updated and properly configured?

⌚ Are your systems regularly scanned to make sure you do not have any viruses, malware or spyware?

⌚ Is all your data backed up regularly offsite and available to restore when you need it?

### It's tough to stay on top of all of these things.

If you don't have time to do it your-

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### Learning

"If you are not willing to learn, no one can help you. If you are determined to learn, no one can stop you."  
~ Unknown

"Never stop learning; for when we stop learning, we stop growing."  
~ Loyal "Jack" Lewman

"Love challenges, be intrigued by mistakes, enjoy effort and keep on learning."  
~ Carol Dweck

"Intellectual growth should commence at birth and cease only at death."  
~Albert Einstein

## Back To School Is Big Business

It's an annual tradition this time of year for many: lugging the kids around for clothing and other supplies at back-to-school time. But where does all the money go? You may be surprised to hear, it isn't gadgets.

**It's big business,** with this time of year ranking only behind the holidays for spending. In a survey conducted last year by the National Retail Federation and Prosper Insights and Analytics, total spending for K-12 and college combined was projected to reach \$82.8 billion.

**Averages.** A story out of Denver reported that back-to-school spending had surpassed Christmas shopping for a number of retailers there. Families with children in elementary through high school planned to spend an average \$684.79 each, while college students and families of those in college planned to spend an average \$942.17 each.

**In an era dominated by tech,** it was an old

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234 N Broadway Ste 2,  
Pennsville, NJ 08070

877-540-6789  
www.microent.net

## Do You Really Know What's Happening...



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self, hire a tech team to monitor your systems and come onsite for regular maintenance and repairs. We understand, like many businesses, you may be trying to operate on a tight budget. However, when it comes to data protection and security, that is just not enough these days. There are really no corners to cut. You are either monitoring, updating, securing, and backing up... Or you're not! Don't wait until an attack or break down happens to react.

**Educate yourself and be proactive about your IT needs.** Take a look at these three areas to consider to protect your organization.

### 1. Leverage managed services.

I know this is the sales pitch here, but it's so true in every area of business. As a business owner, you're wearing so many hats and it's difficult to remember the depth and breadth of each part of your company. So, like most business owners, you hire professionals to manage the day-to-day and you oversee their work. IT should be no different. Leverage a team of IT professionals to manage your network and use their talents and knowledge to secure and grow your business.



"These true or false questions...do you want the real truth or the truth according to social media?"

### 2. Implement standard security measures to ensure your company is safe.

This goes hand-in-hand with the first point. Security is of the upmost importance with regard to IT management. As a matter of fact, I would say it is truly the basis of all your technology needs. Think about it... any time you put a new piece of technology (software or hardware) in place, what is the first thing you need to do? Be sure it is safe for your company to use. Put a standard security platform in place that includes a firewall, antivirus, regular monitoring, backups and scheduled updates so you know without a doubt your company is safe.

### 3. Monitor regularly and update often.

I cannot say this enough. Monitoring your network to keep an eye on the activity is critical these days. Nasty little infections can creep in at any moment and live in the background without ever truly halting your work. Attackers are highly skilled at covering their tracks so regular users going about their daily tasks cannot detect them. They just lay low and absorb your data.

**What's the first step?** Oh, I am so glad you asked. Ok, well you really didn't but, I'm sure you want to know. The first step is to get a clear picture of what is really going on within your network and we've got the perfect solution. Give us a call today for your Network Security Assessment and we will review your entire network. This assessment takes only a few hours of your time, but the results may be a life saver for your company. We will show you a full picture of your internal network and give you our best suggestions to protect your company data and improve your technology.

### So, what are you waiting for?

Don't wait until you're in crisis mode. Educate yourself on the in's and out's of your network. Give yourself an edge on your competition. Your customers are happy to go to your competition when you're company is down for any reason. Call today!

Micro Enterprises LLC

877-540-6789

## New Tech For The 2019 School Year

Take a look at the best new tech on the market.

### Need a new phone?

These are essential in business and most students carry a phone these days too. Google's Pixel 3a, Apple's iPhone XR and Moto G7 from Android are the three top new phones on the market. Each offer an elegant and durable design with amazing cameras, industry-leading power and performance as well as enhanced battery life.

**Charge it!** Not on a credit card... charge your devices with Belkin's new Boost Up wireless charging pad. Always on the run? Take your charger on the go with a Mophie Power Station PD XL and never lose touch due to a dead battery.

### Laptop upgrades.

Take a look at the new HP Envy Windows 10 Notebook or even a new Apple MacBook Air. These handy computers are perfect for school or work with 12 hour battery life, light weight design and a ton of built-in features you cannot go wrong.

### Need a new printer?

There are a slew of new all-in-one and multi-function printers with robust feature sets to serve your business. Cannon and Brother are at the top of the list for 2019 sales.





## Back To School...

(Continued from page 1) standby that nevertheless ruled the day. Families spent the most on clothing. NRF posited that gadgets have become such a staple in everyday life that they are purchased year-round now rather than being an item that consumers save for and buy at a certain time of year.

### There are still great deals on technology.

Even though many consumers now buy tech stuff throughout the year, there are some great deals on laptops, cell phones, and printers if you look for them. Many online retailers and brick and mortar stores offer deeper discounts this time of year because of their hopes to increase sales to parents.

### It all started last month.

Consumers also start fairly early, at an average of three weeks before school begins. This can make for a lengthy retail season, as the start of the school year varies by about a month across the country (anywhere from the beginning of August to the beginning of September). So, if you're looking to buy some new equipment, it's time to scope out your dream laptop or printer today. Browse online or give us a call to see what's new for your business.

## Why Do You Need To Know Technical Terminology?

*Everything is based around tech today. You need to make sure that your system is safe from harm and one way to do that is knowledge. It's important for you to know most tech terms so that you know what you're dealing with on a day-to-day basis.*

**If my computer is attacked, isn't it a virus?** I understand completely. It can be an intimidating thing to deal with so many technology terms, but you will need to know them to understand the depth of issues that arise. Most people just call any attack on their computer system a computer virus, however, there are different types of infections. Any software that is designed to destroy or access a network and data is considered malware, not a virus. Ransomware is similar to malware, the major difference is that the person accesses your computer system and demands money for the return of your data instead of just stealing your data. This can be a much more serious and expensive infection.

**What other types of dangers should know about?** Social engineering is the act of tricking someone to give you their password or account information. This type of attack is where someone tricks a user into thinking they are a coworker, security company, or vendor. They push the user into changing their password or entering sensitive information into a bad website in order to copy the data and use it themselves. One way to make sure that you don't fall for one of these schemes is to never give your password or personal data out over the phone, e-mail or any type of online chat or messaging system.

**Isn't antivirus all I really need to be safe?** Antivirus protection is "so last season" as my teenage daughter would say. These days, a more robust security protection programs are essential. Generally, these programs come standard with firewall services, antivirus protection, malware detection, VPN options, and even protection for your mobile devices.

## Malware Accounts For 20% Of All Security Incidents

*Malware has become the greatest external threat for businesses these days. What can you do to protect your company? Take a look.*

### What is Malware?

Malware, also known as malicious code, is a program that covertly dives into another program with the intent to extract or destroy data. Classic categories of malware include: viruses, worms, trojan horses, malicious mobile code, and most often blended attacks.

**Protect your company with incident prevention.** The first step in protecting your system is to educate yourself on how your data security could potentially be compromised. From there, develop and implement an approach to prevent Malware incidents. Preventative methods like awareness programs for your staff, vulnerability

scans, and threat mitigation as well as good security measure will reduce exposure for your organization.

**"Remember, it's truly impossible to prevent your systems from all types of infections but, it is possible to position your systems to recover as quickly as possible."**

**Be prepared with incident handling procedures.** Don't wait until you're cornered by an attack. Put a standard procedure in place so everyone in your company knows what to do if Malware hits. The

most difficult part of recovering from an incident is identifying the infection, containing it and then eradicating the malicious code. These types of infections can get into all the little crevasses of your network.

**Malware just keeps graduating!** Unfortunately, today's malware is very difficult to detect, is more damaging than ever and is harder to remove. Take a proactive approach to security and prevent incidents before

## Hidden iPhone Features

Here is a quick reference list of the new iPhone features hitting this fall with iOS 13:

- o Personal Hotspot family sharing features to allow family automatically or have them ask for approval.
- o Apple has finally created their own swipe keyboard and it will be in the default options on the built-in keyboard.
- o Long-press on the home button to view and select your Wi-Fi network. This shortcut is a great new addition so you can avoid digging through the control panel.
- o Share your ETA easily in Apple Maps. It will even send automatic updates if you get stuck in a traffic jam. Supper handy.



***“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...

### **How to Share Your Calendar And Schedule Appointments More Efficiently.**

Busy days and appointments can be hard to keep track of when you are not organized. Most people use calendars to keep track of upcoming appointments and day-to-day tasks. When using calendars you sometimes need to share schedule with other people so that you can sync up your day or allow others to view your availability to find time for a meeting. Now you can do that easily with Office 365 or a handy new application online.

**Share your calendar with O365** In order to share your calendar with someone specific then you need to hit the share button at the top of the calendar from the home menu. By doing so you'll open up an e-mail window and this will allow you to enter the specific person's e-mail address. Also, in that window, you can limit how much the person can see. You can give them full access or you can give them limited access to your calendar.

**Share editing power with your staff.** Often times you have assistants who schedule meetings for you, so you need to have them have full access and editing rights to your calendar. With Office 365 you can do this too. Simply go into the account settings after sharing your calendar with that person and click on delegate access. This window will allow you to choose who has access to your calendar from your shared list.



### **Need online scheduling for clients and other contacts?**

You don't have to share your entire calendar with everyone to get things scheduled. Take a look at our three favorite online scheduling assistants.

**1) Calendly:** This online scheduling program is cloud-hosted and integrates directly with Google Calendar, Outlook and even Office 365. This great little tool can help you manage your time better with your staff and may be used as a customer-facing tool too. It is particularly handy when nailing down the details and attendees for group events.

**2) Time trade:** This appointment app fits a variety of businesses like retail and sales organizations. It offers multiple scheduling channels if you're looking for a more robust solution. The concierge feature even allows you to queue customer bookings and manage query inflow. It integrates with Salesforce too so you can keep all your lead information in one place.

**3) Pulse 24/7:** Are you in the service industry too? Pulse 24/7 is perfect for legal professionals, salons, therapists, accountants, real estate agents, and more. Pulse 24/7 includes instant online booking and can integrate with a payment processing program too. In addition, the app plugs into social media pages to give your clients even more booking options. You're sure to enjoy the intuitive algorithm too. It actually learns your weekly trends and suggests trade guides to help you increase your revenues.



**234 N Broadway Ste 2,  
Pennsville, NJ 08070**

**877-540-6789**

**www.microent.net**

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## Ready for an upgrade or new equipment?

Have you been considering a new server, upgrading your laptop, or adding some new computers for your growing business? Not sure what improvements will really help your company?

**Give us a call today to schedule your  
Network Audit**

Let's get started today planning your upgrade or improvement project so we can implement it before the year end.

**Micro Enterprises LLC 877-540-6789**