

HERE'S TO A GREAT NEW YEAR

IT Radix Resource



January 2009

Win the Technology Superbowl with a Balanced Offense and Defense

- Score a touchdown with proactive managed services.
- Protect your privacy from computer and telephone SPAM.
- Protect your computer from hackers with strong passwords.

The Best Defense is a Strong Offense

Recently we notified many of you about the critical security update that Microsoft released. If you are an IT Radix managed service client, we were able to proactively roll out this patch on your behalf. In short, our managed service plan was your best offensive play on the "computer security" football field and we can prove it (ask to see our sample "scorecard").

If you are not a managed service client, please, please, please, be sure to check your

PC defensive scorecard and verify that all PCs, laptops and servers are updated; even if you have to sit at each computer and check it manually. Be sure to keep score as you go. Since early 2007, there has been a twentyfold increase in the number of threats! You may be visiting your PCs frequently to ensure that you stay protected.

Or you can play the odds like one prospect I met with recently who unfortunately fell victim to this particular

security flaw. They ended up spending over \$2000 rebuilding two PCs and part of their website and lost 2 days of productivity while everything was being sorted out. Naturally, they have opted for a more reliable strategy and are now an IT Radix managed service client.

If you're like most of our clients, you are seeking ways to cut costs, increase your agility, and focus your resources on core

(Continued on page 3)

Inside this issue:

The Best Defense is a Strong Offense	1
Password Protection	1
Defending Your Turf—Protecting Your Privacy	2
3 Simple Ways to Conquer Computer Clutter	2
Introducing: Jo Ann Post	2
Unusual Ways that Technology has Impacted "The Game"	4
Trivia Contest	4

Password Protection

Passwords, passwords, everywhere! How do we manage the clutter without jeopardizing security?

Managing the Clutter...

If you are like us, you are probably swimming in a sea of userids and passwords. Keeping track of them can be

an ongoing battle. There are a number of password management software options available. One that we use ourselves is called SplashID and can be used to secure and backup passwords, credit card numbers, registration codes, PINS and much more. Be sure to check out the Trivia Question on the last page of

The #1 thing you have to do is protect your quarterback, oops, we mean your password!

this newsletter for a chance to win your own copy of SplashID!

Building Strong Passwords...

To an attacker, a strong password should appear to

(Continued on page 3)

Defend Your Turf—Protect Your Privacy

ALERT!

As you are probably aware, the *National Do Not Call Registry* gives you a choice about whether to receive telemarketing calls at home. However, do you know that you can also register your cell phone as well?



Telephone numbers placed on the *National Do Not Call Registry* will remain on it

permanently due to the Do-Not-Call Improvement Act of 2007, which became law in February 2008.

After you register, your phone number will show up on the registry by the next day. Telemarketers have up to 31 days

to remove your phone number from their call lists. If you still receive phone

calls, you can file a complaint at this same website. To register for the first time or confirm that your number is already registered, access their website online at www.donotcall.gov or call the registry's toll-free number (1-888-382-1222).

OUR CLIENTS
SPEAK OUT:

"What I like most about

IT Radix is Cathy Coloff

and her personal and

immediate attention. I

was pleased to speak with

the same person directly

each time I called."

—Laura D'Avella
NJ State Opera

3 Simple Ways to Conquer Computer Clutter

1. Think about files and categories: Mimic your paper filing system if appropriate.

2. Sort and weed out your programs: Uninstall programs that you no longer use or the trial versions that

came pre-loaded on the PC.

3. Clean off your desktop: Create shortcuts to the programs and folders you use most often and remove everything else. Customize the Quick Launch toolbar while you're at it.

Need help? Call us! We'll be happy to help you create a less stressful and more efficient desktop. *Courtesy of Carla Boissonault, CDB Organized by Design.* Check her out at www.organizednj.com.

Introducing: Jo Ann Post

Who is that friendly voice behind that phone? If you have ever picked up the phone to call us, you more than likely have had the privilege of talking to Jo Ann. We, at IT Radix, take pride in offering the best customer support available anywhere in our industry. We believe that having real, live people answering our support line is critical and is the preferred mode of communication for many of our clients.

Jo Ann is our front-line of service to our customers. Like a Quarterback, she's here to make the call by either answering your question or handing it off to a team member who would be best equipped to help you. Jo Ann

also assists with the marketing side of our business. She enjoys the challenge of uncovering opportunities where IT Radix can meet the business needs of prospective clients.

Jo Ann has a strong background in administration and finance, having worked at Dean-Witter in Client Services and in Operations for 10+ years. She also worked as a legal secretary for 3 years as well as for her local school district for 7 years.

When she's not working, Jo Ann enjoys spending time with her husband and three children. Born and raised in NJ, Jo Ann is a true "Jersey Girl" who loves relaxing at the Jersey Shore (or, any beach for



that matter). She enjoys reading historical fiction as well as watching old, black-and-white movies.

Jo Ann's personal philosophy: Our attitude and how we treat people is very important. "Something that I've valued throughout my career is that I must feel confident and believe in the people and services that I am recommending. I truly believe that Cathy and the team at IT Radix are the best!"

"No act of kindness, no matter how small, is ever wasted."

—Aesop

A Strong Offense

(Continued from page 1)

competencies. If this sounds like your business, perhaps it's time to go on the offense and take a look at the benefits managed IT services can offer (see the Side Bar).

Whether you choose one of IT Radix's managed service plans or play with another team, make sure your plan includes some of these key "players":

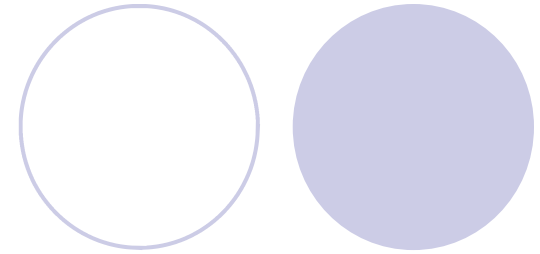
- Managed Anti-Virus/Anti-Spyware Protection
- Data Backup
- Help Desk/Technical Support
- Managed Microsoft Windows and Office

Software Patching

- Remote Systems Administration
- Systems Monitoring
- PC Auditing
- PC Discovery

So when you hit the playing field of business, you can be confident that your IT offensive players are in place and well-managed.

To introduce you to our Managed Service Plans, we'd like to offer you **ONE MONTH FREE** and a Free on-site network audit. Simply give Cathy a call at 973-298-6908. You are under no obligation to do or buy anything!



7 Benefits of Managed IT Services for Your Business

1. Predictable and recurring cost structures
2. Increased reliability and availability
3. Higher levels of service
4. Lower costs
5. Less concern about routine day-to-day operations
6. More focused on productivity, agility and strategic growth
7. Maximum Uptime for Critical Equipment

Wow!

- In 2008, the number of viruses, worms and trojans in circulation topped the **one million** mark.
- Microsoft released 77 critical security patches in 2008. This does not include bug fixes, service packs or enhancements.

Protect that Password!

(Continued from page 1)

be a random string of characters. The following criteria can help your passwords do so:

Make it Lengthy – Each character that you add to your password increases the protection that it provides exponentially. (Shoot for a minimum of 8 characters.) Many systems also support spaces in passwords, so you can create a "pass phrase" that is often easier to remember. If your system does not support a phrase, convert it to a password. For example, the phrase "In

the beginning God created the heavens and the earth" would be "itbgcthate".



Combine Letters, Numbers and Symbols --

The greater variety of characters that you have in your password, the harder it is to guess. For example, you can use a capital "G" and replace "ate" in the above password with "8" to become "itbGcth8".

Substitute Special Characters – You can use symbols that look like letters, combine words (remove spaces) and other

ways to make the password more complex. For example, replace an "o" with the number "0" or an "s" with the symbol "\$".

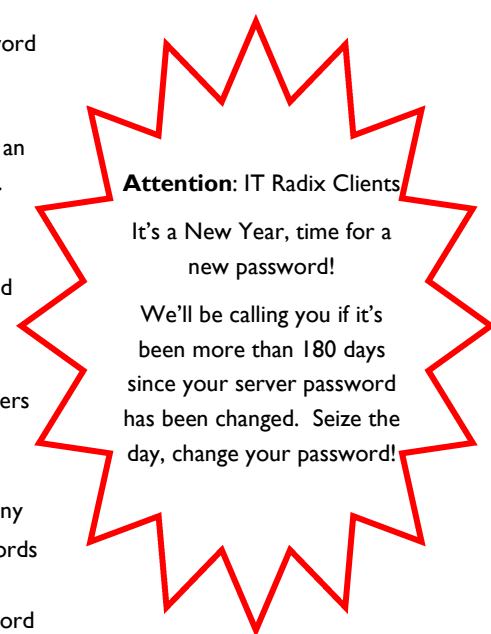
Strategies to Avoid:

- Sequences or repeated characters
- Only using look-alike substitutions of numbers or symbols
- Your login name
- Dictionary words in any language (including words spelled backwards)
- Only using one password everywhere

Attention: IT Radix Clients

It's a New Year, time for a new password!

We'll be calling you if it's been more than 180 days since your server password has been changed. Seize the day, change your password!





IT Radix, LLC

P. O. Box 454
Mt. Freedom, NJ 07970

Phone: 973.298.6908
Fax: 973.298.6909
E-mail: resource@it-radix.com

**We make IT
work for you**

CHECK US OUT ON THE
WEB!

WWW.IT-RADIX.COM

From the desk of: Cathy Coloff

Subject: Introducing a new and easy way to stay connected with us!

Happy New Year! With the start of a new year, I'm pleased to officially launch our new Service Tracking and Invoicing System. In an effort to better serve you, IT Radix has implemented a new Service Tracking System which makes getting help as simple as sending an email. The next time you have a service request or even a question, instead of picking up the phone, send an email to: SERVICE@IT-RADIX.COM. All emails sent to this address automatically generate a service ticket that immediately alerts us of your request for service. An email confirmation will be returned to you along with an assigned Ticket Number. If you have any additional correspondence related to this same request, you can simply respond to our email or include the Ticket Number in the subject line of the note to link it to this same service request (otherwise, a new Ticket Number will be generated).

Of course, we ourselves understand that sometimes talking to a real, live person is better than any new-fangled technology. Feel free to contact us using whatever method of communication you prefer – be it the phone, email or through the web. It's our goal to make IT work for you.

I welcome any feedback on the new system — as we continue to flex our muscles and leverage this new tool.

P.S. Coming soon...your own web-based *Customer Portal* to view and monitor your company's service requests from your PC.

Enter and Win!

The first person to send an email to resource@it-radix.com with the correct answer to our trivia question will win SplashID software to help manage their passwords!

Q:

What revolutionary product was introduced in a "creepy" Superbowl ad in 1984?

November Trivia Challenge

What was the password to the game "Global Thermonuclear War" in the movie *War Games* with Matthew Broderick? (Answer: Joshua)

Congratulations to our winner, Walter Mattingly, from *Partnerships for People, Inc.*, now the proud owner of a wireless keyboard and mouse.

Unusual Ways that Technology has Impacted "The Game"

In 2007, Super Bowl XLI ushered in a new era of coverage that included all the comforts of home. With the advances in technology, Reuters photo editors were able for the first time to watch and edit the Super Bowl pictures real-time at home. Using a proprietary software program, photographers transmit pictures directly from their cameras to their editors. The program eliminates the need for runners, who shuttle picture-laden memory cards between photographers and on-site editors, but rather leverages the Web to transmit the images directly to the remote editors.

© 1998 Randy Glasbergen. E-mail: randy@glasbergen.com



"I'm the Clutter Fairy. I'll come back ... I'm gonna need a much bigger wand!"

Not only will the Reuters' editors enjoy the comfort of working from home, but they'll be working more efficiently. The result: reduced costs including no travel costs, improved editing conditions including multiple PCs and full sized screens instead of

working on a small laptop in a trailer, and most importantly the ability to focus on what matters -- the photographs.