



We make **IT** Work for You

IT Radix Resource

Let Freedom Ring...

July 2009

Freedom at Work

- ★ Freedom of choice
- ★ Stress-free IT support
- ★ Technologies that promote peace of mind

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Let Managed IT Services Set You Free!

Are you ready to free yourself from expensive repairs for small issues that became large problems?

Would you like peace of mind knowing that the “gremlins at the gate” of your network are being kept out?

Would you like faster performance, fewer error messages and less downtime?

Perhaps it's time to consider IT Radix's Managed IT Services.

What exactly does managed IT services mean? Basically through proactive device and performance monitoring, IT Radix can identify and correct issues on your network, servers and desktops before they create downtime and respond immediately to service requests.

How does it work? Through a combination of tools, IT Radix monitors real-time the health status of your servers, workstations, network devices and applications, such as your email server or

Internet connection. In most cases, we install a software program on your machines to assist us, but for components like your firewall, we are using other technical solutions. With these tools, we know if your server hard drives are filling up, if your FTP site is down, if your internal mail server has stopped or if your Internet connection is down.

In addition to monitoring for problems, we are able to manage and monitor the installation of software updates and patches. This past April we were able to easily verify that all of our *Cornerstone* and *Foundation Managed IT* clients were protected from the Conficker virus (referred to as the April's Fool Day virus) with just a few clicks of the mouse. Those without managed IT services were forced to sit at every computer and verify that the correct patches were installed. IT Radix *Cornerstone* and *Foundation* clients had FREEDOM from worry about

Conficker. Did you?

Another great benefit of managed IT services is regular tune-ups of your machines—system defrags and temp file and registry cleanups are scripted to run on a regular basis. We all know we should maintain our computers but most of us never take the time to actually do it. FREE yourself from routine computer maintenance and let IT Radix handle it.

Still not convinced of the benefits? Through proactive 24x7 monitoring we were able to detect a failing hard drive in a server and replace it before it became a problem, without any downtime—for an accountant during the waning tax season, this was critical. For another client, we detected that the anti-virus software had stopped running without the user's knowledge and we were able to correct the problem before it became a problem. While this may not seem all that impressive, the cool part was

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OUR CLIENTS
SPEAK OUT:

"The decision to outsource something as important as IT is never easy. What swung it for

IT Radix was their professionalism and responsiveness. Their

experience has meant that they

could anticipate some of the pitfalls we might face. Above all they

are business solution focused

rather than simply dwelling within

their IT comfort zone—a huge

comfort to people who just want

their computers to work seamlessly."

—Nicholas A. D'Apolito, CPA
Nicholas A. D'Apolito & Company

REWRITING
THE RULES

Q: Which 3 presidents died on July 4th?

A: Thomas Jefferson, John Adams and James Monroe

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Parental Controls Bring Peace of Mind



Are your children...

- ★ Visiting inappropriate websites?
- ★ Chatting online with child molesters?
- ★ Spending too much time on MySpace?

Did you know that 20% of teens admit that they've posted nude photos on the Internet. Are you sure your children are safe?

Computers are very much a part of our children's everyday lives. Whether it's our 2nd grader researching a project on dinosaurs or our teenager socializing with friends, parents are faced every day with the challenge of balancing the freedoms we give our children with using

the Internet while protecting them from the dangers lurking amidst the World Wide Web. However, there are many computer-based products available today that can help you grant your children more freedom with the ability to monitor your children's safety.

One such product that IT Radix recommends is **Spector Pro**. Compatible with both Mac and Windows Operating Systems, Spector Pro records emails, chats, websites, plus provides screen snapshots, Internet blocking and danger alerts. It records every exact detail of your children's PC/Mac and Internet activity.

However, what if you want to monitor their computer

activity remotely? A companion product for Spector Pro is **eBlaster** (recently released as a Mac version as well). This software allows you to receive copies of every email sent and received on the monitored PC/Mac. Plus, you receive a complete transcript of all chat conversations and instant messages that take place on that PC/Mac—all sent to YOUR email address. Knowing everything they do online is as easy as checking your email!

Note that this software can be used in a business environment as well. To learn more about these and other computer monitoring software options, call IT Radix today!

NEW

Introducing...Richard Russell

Here at IT Radix we're *rewriting the rules*! Who says that PCs and Macs can't get along? In fact, we see the benefits that both systems bring and believe in giving our clients the freedom of choice when it comes to incorporating either a PC or a Mac environment that meets the needs of their individual businesses. That's why we've expanded our expertise to do just that—support both PC and Mac environments.

For this reason, we are excited to welcome **Richard Russell** to our IT Radix Team! Richard comes to us with close to 25 years of Mac, PC and general IT experience and knowledge. The experience Richard has gained from owning his own IT company for the past 17 years is invaluable and helps him understand the short- and long-term goals of our small business clients. Excelling at taking on the "unknown" and solving problems, Richard brings certainty to things that are uncertain. Affectionately known

as "*The Mac Wizard*," Richard is also proficient in the Microsoft world. His professional credentials include being certified for A+ *Technical*, *AG Group Networking*, *Filemaker Pro*, *Netopia*, *Fluke Network* and *Tektronix*, as well as being a registered *Apple Solutions* expert and *Microsoft* and *Cisco* business partner. In addition to his technical expertise, Richard has extensive experience with the graphic arts industry, CRM and file/workflow management.

When he's not working, you'll find Richard mountain biking and "hanging" with friends. A NJ transplant, Richard hails from both the Lone Star State and the San Francisco Bay area, where he remembers his High School years growing up near a small, start-up company called Apple Computer. He has fond memories of enjoying apricots grown in the orchard that is now the current site of Apple Computer's campus. Richard also



enjoys cooking and spending time camping and hiking in the great outdoors.

Richard's personal philosophy: "I pride myself in being a 'Big Picture' thinker and not shying away from a good challenge. My parents always said that there was

nothing that I couldn't do once I set my mind to it. Often, seeing the big picture can give one the perspective to make solutions easy to visualize."

Richard's philosophy is consistent with IT Radix' desire to be not only your IT department but also a trusted business advisor.

Richard's Favorite Quote:

"What would you attempt to do if you knew you could not fail?"


— Robert H. Schuller

Office Communications...Know Your Rights!

You may be interested in a recent case in NJ, which essentially removes the confidentiality of all emails sent by an employee to their attorney from a computer at work...

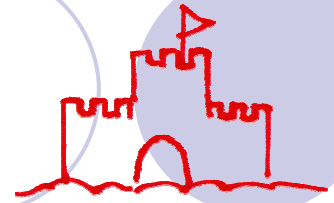
Maria Stengart v. Loving Care Agency, Inc., No. BER-L-858-08 (N.J. Super., Law Div., Feb. 5, 2009)

The court considered whether an e-mail communication sent by an employee to her attorney using her personal Yahoo web-based e-mail account during work hours on her employer's computer is protected by the attorney-client privilege. The employer's written policy states that all Internet use, communications and computer files are considered part of the company's business records and not considered private or personal to any individual employee.

 The court held that, when an employee has knowledge of the employer's electronic communication policy which adequately warns that any and all Internet use and communication conducted on the employer's computer is not private to the employee, such e-mail communications to the employee's attorney constitutes a waiver of the attorney-client privilege.

As a consequence of this holding, attorneys are now cautioned to assume that a client's employer has enacted such policies, and they should inform their clients not to communicate with the attorney by email using their work computers, or any other work device (including telephones or hand held devices belonging to

the employer). Similarly, attorneys should not direct email to clients' work related e-mail addresses if they want to preserve the attorney-client privilege.



Whatever Happened to Boomboxes at the Beach?

The July 4th holiday brings thoughts of fireworks, BBQs with family and friends, and the beach...



Today, we hear a lot of noise about **MP3 players** and **iPods** and personal music players; but, whatever happened to beaches filled with **boomboxes** on July 4th?

Yes, they are loud and often play music we don't want to hear, but they do foster a sense of community when you're at the beach with friends.

Are there still **"No Radio Playing"** signs at your local beach?

Hosted Voice Over IP—Free Yourself from the Binds of a Premise-Based Phone System

by Scott Kushel, Safari Telecom

Q: Which president, to show disdain for ceremony, would greet ambassadors in his pajamas?

A: Thomas Jefferson

Does your business still rely on the telephone to service your clients, find new business and communicate with your suppliers?

Is the cost of keeping your existing phone system operational continuing to grow while you pay an annual maintenance contract plus the cost of a technician to make changes as needed?

Are you tired of the blame game when you have a service issue and the phone company and phone system technician point fingers at each other as to why the phones are not working?

Do you look at your local, long distance and Internet bill and wonder where all the savings are?

Is your telephone system lacking in advanced features and the cost to upgrade or replace will

require you to spend thousands of dollars?

If you have had any one of these issues, an answer exists which will not only provide you with an advanced telephone system, but may also lower annual operational costs. It is time to free yourself of conventional thinking and see how—at a fraction of the upfront costs of a traditional phone system—a Hosted VoIP solution can be the perfect fit for your organization.

Hosted VoIP was introduced to the market several years ago and today is providing business owners with the freedom of implementing a system which provides you with advanced applications, the ability to communicate seamlessly between offices or home workers and, in most cases, lower annual operational costs. Companies large and small are benefiting from this technology

and are amazed at how easy it is to make changes and how flexible these solutions are.

For example, a New Jersey-based membership organization would realize a 19% reduction in telecommunication costs annually and receive a much needed new phone system. The upfront cost would be less than \$500, and many of the advanced features would help increase the productivity of the staff.

To see if this is a worthwhile business solution for your organization and what types of savings can be realized, please contact Scott Kushel, Safari Telecom, directly at 201-258-0151 or scottk@safaritelecom.com.



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- When you are done with this document, would you please recycle it properly?



SPECIAL OFFER

Disaster Recovery Checkup

For FREE we will come in to your office and conduct a thorough audit to determine:

- ★ How fast could you be back up and running in the event of a disaster?
- ★ How secure is your data . . . really?
- ★ Is all of your critical data being backed up, every day?
- ★ Are you really protected from hackers, viruses and human error?
- ★ Do you know what steps and costs would be involved to rebuild your server and recover your data if you had to?

Declare Freedom from Changing Tapes

Most business owners don't really know what they would do if a major virus or hacker attack destroyed their data... or if a natural disaster, fire, or flood wiped out their server... or if a hard drive failure or software malfunction corrupted their data. They are literally walking a tight rope without a net and won't realize it until it's too late.

One of IT Radix' first priorities is to ensure our clients have an appropriate backup solution in place. Historically, the only and best solution was tape backup. The average failure rate for a tape backup is fairly high—all tape backups fail at some point. Fortunately, there are many new options available.

To make sure you never have to experience extended downtime, data loss or corruption, take heed of these 3 easy, but critical steps:

3 Critical Things You Must Have In Place Now To Guarantee That Your Business Could Be Back Up And Running In The Event Of A Data-Erasing Disaster.

★ Keep an on-site AND off-site copy of your data. You never want to rely solely on an on-site backup. If a fire, flood, natural disaster or burglary happens, you're out of luck. Plus, it's smart to have a backup of your backup—especially when it comes to your business' data!

★ Consider throwing your old tape-drive backups out the window! If you're still using tape drive backups, you could be in for a surprise when you try to pull the data off of them. Tapes and tape drives are highly volatile. All tape drives fail at some point, and often without warning. Plus swapping tapes is a major pain! If you're using tape backup, be sure to test your tapes regularly. Now days, there are far easier and more reliable ways to back-up your data. If you want some suggestions, please call our office.

★ Consider imaging your server and workstations. Imaging your server and workstations is

similar to taking a "snapshot" or "picture" of your hard drive. Not only does it make a copy of the information (data) that is stored on them, but it also makes a copy of all the software programs, personal settings, favorites, desktop icons, network settings, printer configurations and EVERYTHING exactly as it is in your current computer. This will enable you to be back up and running in minutes versus days because rebuilding a server that has crashed, burned or been otherwise incapacitated takes time.

Fortunately, there are ways to guarantee that your data can be restored quickly and easily. To celebrate July 4th, we're giving away free "Disaster Recovery Checkups" to all our clients and prospects. Call us today to schedule yours!

New Technology Lights Up the Skies

There's more to fireworks than chemical collisions. "Computers have revolutionized the way we design firework shows," says expert Philip Butler of **Fireworks by Grucci**. Grucci is a fireworks company headquartered in Brookhaven on New York's Long Island. It has been a family run business since 1850. Computer programs help coordinate the synchronized firing of thousands of fireworks from just one or two stations called firing panels. Computers also help trigger explosions faster and with more precision. "Only a computer is fast enough to send a firing signal every millisecond," says Butler. In fact,

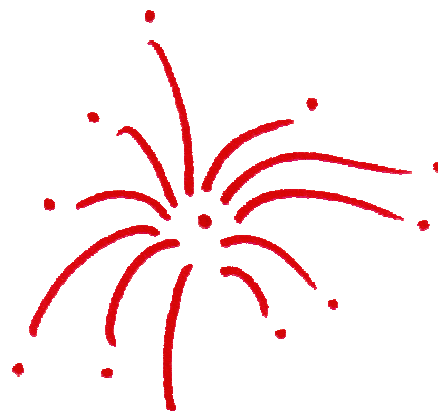
computers are so fast and precise they allow technicians to match individual firework explosions to notes in a song!

The spectacular **Macy's July 4th fireworks** display is moving across town in 2009. To celebrate the 400th anniversary of the exploration of the Hudson River by Henry Hudson, Macy's will stage their annual show stopping pyrotechnics over the Hudson River instead of the East River this year.

The 2009 Macy's fireworks show will feature more than 40,000 shells exploding at a rate of more than 1,500 per minute. The 26-minute display will be set off from six barges positioned between 24th and

50th Streets on the Hudson River. The fireworks display will be synchronized to a score of patriotic standards, classic river-themed works, and original music.

This year, the best views will be from Manhattan's West Side and New Jersey. For a list of best places to view the fireworks visit <http://manhattan.about.com/od/eventsandattractions/a/nycjulyfourth.htm>



Q: Eleanor Roosevelt made news in 1939 when she served what dish to visiting King George VI and Queen Elizabeth?

A: Hot Dogs

Let IT Radix Managed IT Services Set You Free (Cont'd)



Freedom through **IT Radix**...

- Flexibility—We grow with you
- Great prices for *Keystone*, *Cornerstone* and *Foundation IT* Service Plans
- Rapid Response
- Powerful software on our dime
- 24x7x365 Monitoring and Support

(Continued from page 1)

that the machine was a laptop for a sales rep and we were able to detect and fix the problem even though he was on the road visiting clients in California—FREEDOM from the office and yet still protected, how cool is that?

Do you have Mac computers and servers? Perhaps you're wondering if managed IT services are available for you? The answer is 'yes'; however, some of the benefits are not fully available on Mac machines. Ask us and we'll give you the full scoop on Mac managed IT services.

Proactive maintenance and end-to-end management means enhanced performance, fewer interruptions and better productivity for your staff. Instead of using IT as a competitive business tool, many businesses

waste valuable time and money struggling to keep their networks, computers and email running. FREE your business from this routine...IT Radix guarantees a reliable and secure network running at peak performance...all the time.

IT Radix offers three plans to best suit your needs. If you'd like to learn more, contact us today!

Q: On the first U.S. flag, why were the stars displayed in a circle?

A: So no one state would be above another.

How Can Having a Great Website Give You Freedom in Your Business?

by Amy Gideon, TAG Online



As a business owner, finding ways to save time and money, improve efficiency and be able to focus more on the success of your business are invaluable. We all know that having a great website these days is an essential tool in running your business, but there may be some basic ways you can fine tune this tool that will give you more freedom to focus on your business.

Ask yourself these questions to see if your website is doing the most it can for you and giving you the freedom you deserve in your business:

Can you update your website easily?

Updating your website should be easy and painless. Whether it's your hosting company, a consultant, yourself or someone in your company, it is always a good idea to keep your website fresh and up to date.

Can you access your website statistics?

Can you easily find out how many hits or page views your site is get-

ting? Can you see how people are finding you and what sites are sending you the most traffic? All of this information can be found through reports that your hosting company should provide. Knowing which pages people are looking at and how they find you can tell you which pages you should update frequently.

Can you restore a file if you accidentally remove it?

Mistakes happen. But your business should not suffer the consequences if you or a staff member accidentally deletes or damages a file on your site. Your website hosting company should make regular backups of all of the files on your site and be able to restore a file for you. If they can't, it is always a good idea to make backups of your files just in case.

Is your website a good resource for your target audience?

Does your website represent your company and provide the information your audience is looking for? Are there documents and answers to frequently asked questions that you can post on your site that address

common issues prospects and clients regularly call/email you about? If not, it is important to modify your site and see what would serve your target audience (as well as you and your clients) best: tips and articles, FAQs, or even surveys.

Can you reach your web provider on the phone immediately?

Do you spend a lot of time on hold or waiting for a return email from your web provider when you need something? If so, you may want to consider moving to a company that will give you the attention you deserve.

A website is your presentation out into the world and is very often people's first impression of your business. So, if you take care of these seemingly little things, it can have a big effect on the impact of your site.

Amy Gideon is President and Co-owner of TAG Online, Inc., located in Clifton, NJ, providing web development, design, hosting, co-location and consulting services for the last 15 years. For more information, please visit www.tagonline.com.



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**We make IT
work for you**

CHECK US OUT ON THE
WEB!

WWW.IT-RADIX.COM

Enter and Win! Trivia Contest

The first person to send an email to resource@it-radix.com with the correct answer to our trivia question will win a wireless keyboard and mouse!

Q:
What state-of-the-art computer feature debuted on Independence Day?

April Trivia Challenge

What is the fastest growing municipal waste stream (meaning, that people toss out) in the US? (Answer: Electronic Waste)

Congratulations to our winner, Julie Conway, from Homeless Solutions, Inc., now the proud owner of *GreenPrint* software.

From the desk of: Cathy Coloff

Subject: Freedom of Choice

In preparing for this section of the newsletter, I decided to look for quotes that might tie into the newsletter's "Freedom" theme. In doing so, I ran across the following quote: "There is a wonderful mythical law of nature that the three things we crave most in life—happiness, freedom, and peace of mind—are always attained by giving them to someone else." - Peyton Conway March. This really struck home with me on several levels—both personally and in the workplace. I started **IT Radix** because I truly enjoy working with businesses on their IT success and I wanted the freedom to shape an organization that is supportive of those who would help make it succeed—my colleagues and of course, myself. But the wonderful thing is that my efforts simultaneously can give others the freedom from worry about things like data backup, peace of mind of that "we've got their backs" when it comes to information technology, and most importantly, happiness in working with all of the wonderful people at **IT Radix**. Let's face it, it's always nicer to do business with people you like and I truly like my clients and colleagues—so, while I should be writing about how **IT Radix** gives you the freedom to choose either Windows or Mac technology, I'm exercising my freedom this month and instead, saying a big **THANK YOU!** to all my clients and colleagues for helping me achieve those three things I crave most in life.

P.S. I hope you and your family have a Happy Fourth of July

Freedom is NOT Free!



never take for granted.

Here at IT Radix we understand that *Freedom is NOT Free*, and it is something that we should

As we celebrate our independence this month, we want to take this opportunity to recognize all the brave men and women that we know and love who have served (or are currently serving) our country.

Thanks for making this world a better place for all of us!

"In the truest sense, freedom cannot be bestowed; it must be achieved."

—Franklin D. Roosevelt

Name	Branch	Service	Company Affiliation
Stan Coloff	Air Force	1966-1970	IT Radix
Morgan Flom	Army	1968-1988	Exhibit Surveys
Daniel Kopyscinski	Army	2000-2004	Doggie Styles & Kitty Too
Jack Myers	Army	1968-1972	Mortgage Express LLC
Donald Singer	Army	1945-1947	IT Radix
Martin Stamm	Air Force	1951-1955	IT Radix
Thomas Storey	National Guard	1980-2004	Omland Engineering
Richard Swandby	Army	1953-1955	Exhibit Surveys
Bill Treloar	Air Force	1967-1971	Treloar Associates

**LET US
NOT FORGET**

We realize this is just a few of our clients who have served our country. For those of you who did not respond to our email...
"Thank you for serving!"