

We make **IT** Work for You

# IT Radix Resource

*Falling for Technology...*

October 2009

## Tech Tidbits

- **Technology Trends**
- **Protecting Your Business**
- **Snow Leopard on the loose**
- **Windows 7 Debuts**

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## Today's Technology Trends

With the fourth quarter of 2009 upon us, we thought it was time to look back at technology trends that our clients have been "falling for." It's clear that companies with a forward-thinking approach and solid grasp of technology trends have a distinct competitive advantage. We've found that the following technology trends have positively shaped their business. Haven't checked them out yet? Don't worry, these same technologies can give your company the tools it needs to do business in this challenging economic environment.

### Cloud computing or Software as a Service (SaaS)

To some, it seems like we've come full circle—from the world of mainframe computing to distributed PCs and now back to cloud computing where a third party hosts and supports your business software. Some examples of cloud computing include the basics like hosted Exchange and anti-SPAM email filtering or more sophisticated applications like ERP, CRM or HR management systems. The benefits to you:

- Shift large-scale software expenses from a capital budget to an operating expense
- Better security
- Improved uptime
- Ubiquitous access across desktops, notebooks and mobile devices.

One **IT Radix** client who shifted to our hosted Exchange solution was able to improve its mobile workforce access to information, eliminate wasted time deleting junk email while at the same time add two new important features to their email usage—encryption and archiving. Having email encryption and archiving allowed our client to bid on and win a large contract because they immediately had the required technologies in place, unlike their competitors.

### Virtualization

The initial goal of virtualization is to reduce server sprawl while at the same time enable needed business functionality. We've seen virtualization expand to the desktop as well—making it possible to run legacy applications, improve security and more. One of our engineering clients invested a bit more upfront on

server hardware, but was able to upgrade both their basic file server and their accounting system on a single server using virtualization. This easily saved our client \$5k or more on server hardware. In addition, virtualization is a fantastic green IT solution, reducing electrical and HVAC requirements and upgrades, not to mention the ongoing savings on actual utility expenses.

### Mobility

It's easy to forget that only a few years ago the typical office worker was bolted to a desk and connected to data by wires, cords and cables. Over the last few years, wireless



technology—including 3G cellular data networks and widespread Wi-Fi—has opened the door to an anytime, anywhere business model.

*(Continued on page 2)*

## Today's Technology Trends (cont.)

OUR CLIENTS  
SPEAK OUT:

"The services we receive from IT Radix as a whole are wonderful, but what we like most is their prompt response. If our problem isn't solved by phone, within hours someone is in our office.. Without a doubt, the biggest benefit we receive from having IT Radix handle our IT support is **peace of mind!**"

—Christina Liccardi  
Holiday Express

Several of our clients are using business-specific applications on devices such as an Apple iPhone to conduct business basically anywhere. Some things to consider:

- Is your sales team positioned to collaborate, share leads and land the deal at any time and any where?
- How can your business processes be optimized and extended by mobile computing to give your SMB the dexterity to run circles around your larger, more inflexible competition?
- How is your firm positioned to work from anywhere, to minimize lease and utility expenses, and to obtain state and local tax benefits for

reducing carbon emissions?

Technology is constantly changing. These are just three of the technology trends that have helped our clients continue to grow and enhance their products and services and in some cases, "rake away" their competition.

Want the same benefits as our clients, just ask! We'll make sure you "fall for" the right technology for you!

"Blackberry Jam"

Congestion on the sidewalk caused by someone walking sloooooowly as they tap-tap-tap on their Blackberry.

### Time Saver



When cruising the Internet, you can save yourself some keystrokes!

The next time you want to link to a website, type the site name and hit Ctrl+Enter— [http://www.\\*\\*\\*.com](http://www.***.com) will automatically be inserted around the word you typed.

How many keystrokes will that save you over the course of a year?!?!?

## Introducing...Mike Oster

Here at IT Radix, we still make "house calls." **Mike Oster** is a familiar face to our IT Radix clients. As our Senior IT Consultant, Mike is in the forefront of IT Radix serving our clients out in the field! Whether it be troubleshooting a problem or performing routine maintenance, our



clients have the stress-free piece of mind knowing that their IT needs are in Mike's more than capable hands.

With 25+ years of experience in PC, server and network support (both Microsoft and Novell), Mike has seen A LOT of changes! Mike rises to the challenge of staying ahead of the IT world's rapidly changing technologies. His real-life, hands-on experience with technology over the years has equipped

Mike to better understand the needs of our clients and better capable of helping them maximize their usage of these ever changing technologies. Mike's positive attitude and ability to communicate without sounding too "techy" have been a great asset to IT Radix and our personal relationships that we have with our clients.

When he's not working, Mike enjoys sleeping and spending time with his wife and three children. Affectionately known as *Coach Mike*, his free time centers around youth sports where he enjoys coaching football, wrestling and, most recently, his daughter's travel softball team. A life-long fan of the NY Giants, Mike also enjoys spending time camping and fishing in the great outdoors. An avid "online gamer," Mike relishes a good game of "World of Warcraft" with his wife, Jenny.

Mike's personal philosophy:  
**Have Fun!**

"I preach it to my children and repeat it over and over again to the kids that I coach—Have Fun! You can't go through life being too serious; you have to laugh and have fun. That's not to say that everything is funny or a joke, because it's not. We deal with serious issues every day; but you still need to smile and laugh. A good sense of humor and a smile can really go a long way to brightening someone's day."

"People rarely succeed unless they have fun in what they are doing."

—Dale Carnegie

Two nibbles make a Byte  
A byte in computer terms is 8 bits. A nibble is half that.

# Network Monitoring— Isn't Your Business Worth Protecting?

Think back to the last time your server went down or you were not able to access your email. Or, perhaps your computer was infected by a virus and you lost critical data. Remember the hours of time spent rectifying the problem? Talk about frustration!

There are very few business activities that do not heavily rely on your computer network, email and data. If any of these components stop working, business comes to a grinding, frustrating halt! With viruses and hackers becoming more sophisticated about accessing your network, you simply cannot afford to NOT monitor the health and security of your network on a daily basis!

A *network monitoring system* is simply a way for trained professionals to watch over your computer network for slow or failing components, security breaches, and red flags that signal that trouble is right around the corner. It can also detect signs that your backup is not working, that you are running out of space on the

server, or that a firewall is not functioning properly. Think of it like a security camera watching over your entire network 24/7/365.

So if network monitoring is SO important, why aren't more small businesses INSISTING that their IT person put a system in place? One of the biggest reasons we see is lack of knowledge. The reality is that many businesses DO have their systems monitored for problems; and the bigger and more sophisticated the company, the more critical this becomes. However, smaller businesses are often outsourcing their IT support; and, unless their computer guy offers this service, they may not even know it exists.

The second reason is complacency—the belief that, “If it ain't broke, why fix it?” Well, the reason that you have network monitoring is to take a proactive approach to ensuring that you DON'T have problems.

Network monitoring is included in all of **IT Radix'** IT

management plan options—Keystone, Cornerstone and Foundation. Call **IT Radix** today if you'd like to take advantage of this invaluable service!

*There are 6,000 computer viruses released every month!*

**SPECIAL OFFER**

**Announcing Our**

**NO TRICKS!  
ALL TREATS!**

**Halloween Special!**

Still undecided about Network monitoring?

Call us during the month of October to get one month **FREE** of this invaluable service.

We are confident that you will experience “peace of mind” in knowing that the health and security of your network is being checked daily. We are committed to making IT work for you!



## Syncing Bookmarks/Favorites

- This document was intentionally printed on two sides to save paper.
- This document was printed with eco-friendly solid ink.
- When you are done with this document, would you please recycle it properly?



If you are like most people, you probably have more than one computer. For example, you might have a desktop and a laptop and even separate home and office computers.

One of the challenges today's technology-dense lifestyle brings is having two or more sets of Bookmarks/Favorites on your Internet browser (e.g., Firefox, Internet Explorer, and Safari). If you are like most, you probably have 100's of them.

One solution that allows you to have the same set of bookmarks/favorites on any and all of your computers is called XMarks ([www.xmarks.com](http://www.xmarks.com)). It syncs them automatically, works perfectly, and best of all—it's free! You can even sync it across platforms (e.g., between Firefox on one computer and Internet Explorer on another)!

Check it out for yourself. Hope you find it as useful as we do!



## Getting Reading to Snuggle up to Snow Leopard

### SPECIAL OFFER

#### Snow Leopard Consultation

For **FREE!** one of our Mac experts will work with you to evaluate your current business environment and assess your anticipated needs to determine whether or not *Snow Leopard* is the right choice for your business at this time.

Take advantage of this FREE offer. Make your appointment today!!!!

Apple's latest operating system, *Snow Leopard*, has been out since the end of August. If you are a Mac user, you may be wondering if it is time to start thinking about upgrading! Well, the answer to that is—it depends. Our resident Mac gurus, Brian and Richard, feel that upgrading to *Snow Leopard* right now is not absolutely necessary. In fact, since it is relatively new, Apple is still working out some "issues" and it may be wiser to wait for the next release. However, it does offer **two key benefits** to business owners:

- *Snow Leopard* is **smaller** than its predecessor by several gigabytes. On average, 7GB of disk space will be freed up upon installation.
- *Snow Leopard* has built-in compatibility with Microsoft's Exchange corporate email, calendar, and contacts service. This is great news to corporate Mac users and it opens the door for the small business owner who wants the same **flexibility and online collaboration** as Windows users by leveraging our hosted Exchange solutions.

For most Mac owners, the bells and whistles are under the hood; for

example, *Snow Leopard* gives you:

- A slight improvement in boot-up and shut-down times
- More convenient and refined Exposé with direct integration to the Doc
- More reliable, higher resolution iChat
- Automatic updates for printer drivers
- Automatic time zone set up
- Faster, more powerful Safari
- Easy PDF text selection
- A more advanced and nimble Finder

On the flip side, there are some reasons why you may not want to upgrade right now:

- Apple confirmed that *Snow Leopard* will only run on Intel Macs, dropping support of legacy PowerPC Macs.
- Adobe is currently not planning to support CS3 for *Snow Leopard* compatibility. This means you may need to upgrade your Adobe software with your operating system.
- *Snow Leopard's* Exchange client functionality works only with

Exchange Server 2007.

- Not all third party software is up-to-date for *Snow Leopard* compatibility. Check with your software manufacturer to see if they are "*Snow Leopard* ready."

What is it going to cost, you ask? Apple has made *Snow Leopard* available for a retail price of \$29.00. That's \$100 less than previous operating systems! Keep in mind, this price is only valid if you currently have *Leopard* on your computer. If you are a *Tiger* user looking to upgrade to *Snow Leopard*, you will need to purchase the Mac Box Set, which will cost you \$169.00. The Mac Box Set contains a version of *Snow Leopard* designed for *Tiger* users, a full version of iLife '09, as well as a full version of iWork '09.

Call **IT Radix** today! Our experts will gladly review your situation at **no charge** to help you determine if now is the right time for your business to upgrade to *Snow Leopard*.

*The first hard drive available for the Apple had a capacity of 5 megabytes.*

## Snow Leopard's Malware Protection

While malware has long been an almost daily annoyance for Windows PCs, Mac users have become accustomed to not worrying about malicious software. In fact, most Mac users these days are probably running without virus protection. However, with the release of *Snow Leopard*, for the first time the Mac operating system contains a built-in system that detects malicious software and attempts to protect users from corrupting their computers. *Snow Leopard* has enhanced *File Quarantine* to also check files against known malware, pulling from a list of malware definitions. This defined list of known malware will need to be updated on an ongoing basis via Software Update

as new malware is introduced. If you try to open an infected file, *Snow Leopard* will display a "stronger" warning, saying that the file may damage your computer and suggest you move it to the trash. This malware warning does not go away the first time you open a file—it will continue to appear each time you open it. *File Quarantine* seems to serve mainly as a gatekeeper for files downloaded from untrusted sources.

*Snow Leopard's* protection is more preventative than an actual cure for malware. The system appears to contain no way to clean malicious software off your Mac after it's been infected. As Apple told

Macworld, "The feature isn't intended to replace or supplant anti-virus software, but affords a measure of protection against the handful of known Trojan horse applications that exist for the Mac today." Therefore, you will still need to turn to third-party, anti-virus products.

If you would like to learn more about protecting your Macs from malware, call **IT Radix** today and ask to speak with one of our Mac specialists.

### What's Up With All the Cat Names?



This naming convention began in March 2001 with OS X *Cheetah*, Apple's long awaited next generation operating system. One observation is that since all five of the "wild cats" (*Cheetah*, *Jaguar*, *Tiger*, *Leopard* and *Snow Leopard*) are officially endangered species, Apple may be hinting about the future of its current operating system. Another observation is that all the cats are **fast, fierce and sleek** animals, which is how Apple designed each release to be. So while there's no definite answer to the wild cat naming practice, Apple users can now try to "tame" *Snow Leopard*!



# Windows 7 Debuts October 22!



## SPECIAL OFFER

### Windows 7 Consultation

**FREE!**

For one of our Windows experts will help you evaluate your IT systems and programs and determine if it is time to consider upgrading to Windows 7. Once you've made the choice to upgrade, our experts can install and customize Windows 7 add-ons to meet your business' specific needs.

Take advantage of this FREE offer. Make your appointment today!!!!

**Our opinion:** It's good news! If you've been stuck in a time loop using Windows XP, which is nearing eight years old, you can finally break free: Windows 7 is here. Microsoft has delivered a slickly designed, vastly improved OS that will warp you to the world of today. So, here's the scoop.

### Revamped Interface With Improved Presentation

Upgrading from Windows XP to Windows 7 will be like ditching your old Toyota Camry for a sexy, new Audi S4 convertible. Everything has been refined with some extra detail, polish and shadows. Microsoft has created a clean, modern look that competes with Apple's finely designed Mac OS X Leopard. To accompany the new look, there are three new features that make the Windows 7 interface pretty groovy: Aero Peek, Aero Snap and Aero Shake.

### Performance, Compatibility, and Usability

Speed is really one of Windows 7's major selling points. We immediately noticed Windows 7 feels a lot faster than its predecessors. Particularly on a netbook, Windows 7 turned a machine that was nearly unusable under Windows Vista into a quite potent workhorse.

We experienced some compatibility issues with business specific software, but the long and the short of it is that anything we found to work in Vista seemed to work just fine in Windows 7 (in some cases better!). Of course, we recommend checking to see if your business-critical software is compatible before upgrading.

Faster performance would be a waste if usability were not improved, too. Windows 7 will not disappoint. Remember in Windows XP when you hooked up an external hard drive and it was unrecognized, requiring you to search the web to find the

software driver?

Windows 7 includes up-to-date files, which should automatically recognize your device, and in most cases it will "just work." And if, for some reason, Windows 7 is not compatible with your device by default, it will do a search for you to find a file to install.

**In short:** It's what people said they wanted out of Windows: Solid, more nimble and the easiest, prettiest Windows yet.

We realize that System upgrades can be painful—especially when you need to worry about compatibility between your older applications and new operating system.

Call **IT Radix** today! Our experts will gladly review your situation **at no charge** and help you determine how to customize Windows 7 to best suit your business needs.

## What is Malware?

**Malware**, short for "malicious software," is software designed to infiltrate a computer without the owner's informed consent. It is a general term used by computer professionals to mean a variety of forms of hostile, intrusive, or annoying software or program code. The term "computer virus" is sometimes used as a catch-all phrase that includes all types of malware.

Software is considered malware based on the intent of the creator. Malware includes computer viruses, worms, Trojan horses, spyware, dishonest adware, crimeware and other malicious and unwanted software. Malware is not the same as defective software (i.e., software which has a legitimate purpose but contains harmful bugs.)

Results from Symantec published in 2008 suggested that "the release rate of malicious code and other unwanted programs may be exceeding that of legitimate software appli-

cations." Malware is typically transferred through the Internet (email and the World Wide Web).

The increase of malware as a vehicle for Internet crime along with the general inability of traditional anti-malware services to protect against the continuous stream of new and unique professional malware, has led to a new mindset for businesses operating on the Internet. Today's businesses are acknowledging that a large number of their Internet customers will always be infected for some reason or other, and that they still need to continue doing business with these infected customers. There is now a greater emphasis on systems designed to spot fraudulent activities associated with malware on customer's computers.

Contact **IT Radix** today to learn more about how we can help you in the fight against malware!

## Engarde!



There are certain precautions that EVERY computer user should take,

regardless of platform:

- Download files only from trusted sources
- Do not open email attachments from unknown senders
- Make sure you have strong passwords for your accounts (see **IT Radix** January 2009 newsletter to learn more about creating strong passwords)

Malware prevention software can keep you from being caught unaware, but don't be fooled with a false sense of security.

Call **IT Radix** today to learn about more ways to filter incoming email and protect yourself!



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**We make IT  
work for you**

CHECK US OUT ON THE  
WEB!

[WWW.IT-RADIX.COM](http://WWW.IT-RADIX.COM)

### Enter and Win! Trivia Contest

The first person to send an email to [resource@it-radix.com](mailto:resource@it-radix.com) with the correct answer to our trivia question will win a \$25 iTunes gift card.

Q:

What Rolling Stone hit song did Microsoft use to jump-start the Windows 95 roll-out?

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### July Trivia Challenge

What state-of-the-art computer feature debuted on Independence Day? (Answer: Direct keyboard input on computers debuted July 4, 1956.)

After stumping all of our readers with the July trivia question, we decided to honor one of our veterans, Morgan "Bud" Flom. Bud served for 20 years in the U.S. Army Field Artillery. Bud is now the proud owner of a wireless keyboard and mouse!

**From the desk of:** Cathy Coloff

**Subject:** The cutting edge vs. the bleeding edge

There has been a lot of buzz in the technology industry lately with the official launch of Apple's Snow Leopard and Microsoft's upcoming launch of Windows 7. One of the fun things about being in the technology industry is that it is constantly changing. As a result, we have many opportunities to try new things—whether it's an entirely new operating system or just a cool little widget that sends you real-time RSS feeds.

As a business owner, I sometimes have to force myself to resist the temptation to jump on the latest technology change because of the impact on our business operations. As your IT partner, we look ahead at new technologies, find ways to try them out, get "in the know" and evaluate the potential benefits for our clients. Why? So that our clients don't have to be on the "bleeding edge of technology" but can be rest assured that our technology recommendations are based on practical experience and knowledge.

So, next time if you see me or one of the **IT Radix** team with a bandage on their thumb, remember, like the cartoon below, we're willing to take the nicks and cuts of new technology so you don't have to.

Regards,

Cathy



## Standard Time Begins Nov. 1st!

In the United States, *Standard Time* commences at 2:00 a.m. on the 1st Sunday in November. This changeover time was originally chosen because it was practical and minimized disruption. Most people are at home, and this is the time when the fewest trains and planes are running. It is late enough to minimally affect bars and restaurants, and it prevents the day from switching to yesterday, which would be confusing. It is early enough that the entire continental U.S. switches by daybreak, and the changeover occurs before most early shift workers and early churchgoers are affected.

**United for the next 4 months!** Believe it or not, some areas of the U.S. and its territories do NOT observe *Daylight Sav-*

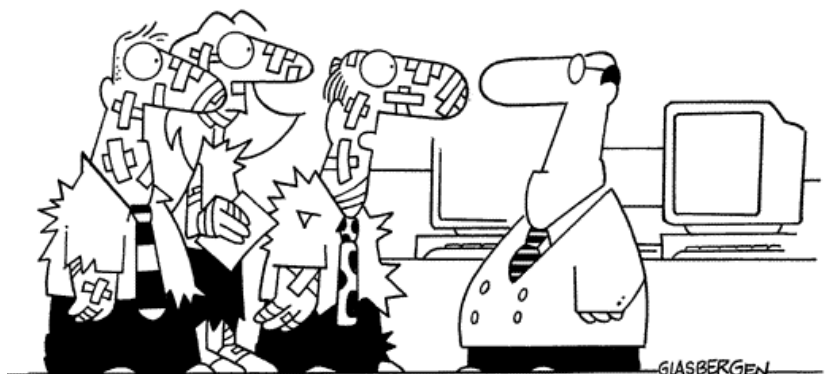
*ing Time*: Hawaii, Puerto Rico, the Virgin Islands, and Arizona. So, we are all united until the 2nd Sunday in March when most of us will once again "Spring Forward" to *Daylight Saving Time*.

### SAFETY REMINDER:

Many fire departments encourage people to change the batteries in their smoke detectors

when they change their clocks because *Daylight Saving Time* provides a convenient reminder. Statistics show that a working smoke detector more than doubles a person's chances of surviving a home fire. More than 90 percent of homes in the United States have smoke detectors, but 1/3<sup>rd</sup> are estimated to have dead or missing batteries.

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**"Frankly sir, we're tired of being  
on the cutting edge of technology."**