

We make IT Work for You

# IT Radix

# Resource

Take a vacation from IT Worries



Summer 2010

### Wish You Were Here!

- Taking technology on the road
- Confidentiality—know your legal obligations
- Safe from summer surges

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## On the Road Again—Mobile Technology

Summer is here, and for most people that means vacation time. While it's important to get away from the office and work, there are times where it's appropriate and necessary to keep in touch. Today's mobile technology is making it easier and easier to do just about anything and everything from the road.

So, what do you need to go mobile? It usually boils down to a few basic tools. . .

Internet and email access usually tops the list. Getting access to the Internet anywhere is easier than ever. You can take advantage of the free or paid Wi-Fi hot spots that are popping up literally all over the world. Most smartphones can provide basic email and text messaging without any other tools required. If you're not sure your destination will have Wi-Fi access and you need more than just email access, a good alternative may be a mobile broadband card from one of the cellular providers. With increased cell phone coverage, increased broadband access has come along for the ride. Some of our clients have even invested in broadband cards that can support up to 5 users simultaneously—a very effective choice for families or team members who travel together.

Another very obvious necessity of going mobile is a device to access the Internet and whatever applications are needed to get

your job done. The options, however, are not limited to just laptop computers. You can work online practically anywhere using all types of devices: smartphones, PDAs, netbooks, iPads, and more. Though the majority of work will best be done on a regular computer, the other mobile devices are extremely useful for quick work on the go.

Although it may not seem that high-tech, the phone is one of the most essential tools for a mobile user. It's the easiest and quickest way of keeping in contact with the office and clients. Telephone systems today, especially VoIP-based ones, make it easy for calls to be routed where you are, freeing you from the desk. Many VoIP phone services allow you to use just a headset with your laptop for making outbound calls online. Except for the sound of rolling waves in the background, the person will never know you're not in the office!

Another tool to consider taking with you on the road is a USB hard drive. You can use a USB hard drive to keep emergency information and current project files always at hand or bring along your favorite browser and other program settings with you for secure use on any computer with a USB port.

Finally, it pays to educate yourself on the wealth of applications available today that make going mobile even easier. Mobile applications are available either for USB keys, on the Web or for smartphones to do just about anything including remote desktop, VPN access, file synchronization, portable "sticky" notes, PDF viewers, note taking, bookmark access and much more. Think BIG—if you'd like to have it, most likely there is a mobile application out there that can make it happen. Looking for something in particular? *IT Radix* would be happy to recommend some of our favorite mobile solutions.

**A few words of advice:** Carefully consider what sensitive information is stored on your mobile device, perform regular essential maintenance on the device including a backup if appropriate,

and finally, take extra precautions to protect any sensitive data and the device itself. Thousands of laptops, smartphones and USB keys are lost or stolen every year.

Go ahead and hit the road with mobile technology, but we hope you'll plan some time to take in the sites along the way.



## Sleep Easier this Summer

Our Managed Service clients sleep easier knowing that IT Radix never takes a vacation! In New Jersey, disaster doesn't always come in the form of fires and floods. For many of our clients, disaster is when email doesn't work or when critical files are lost due to power outages.

It's imperative that companies take a proactive approach to maintaining their business-critical computers and network—constantly monitoring their systems to make sure things are up and running. Every day it's important to check the health of your servers, check for errors in all the logs, check to make sure you are not running out of disc space and more. These are some of the daily maintenance tasks that will ensure you don't have any unexpected problems. This type of preventative maintenance ensures that

you're proactively able to treat problems and plan ahead.

Does your small business have the manpower to devote to this important maintenance routine? Is it the best use of a seasoned IT veteran's time and expertise to spend his days doing low-level tasks like reading server logs? What happens if this employee decides to leave? Who's going to monitor your network while you're in the process of recruiting a replacement?

That's where IT Radix can be your lifesaver! By signing up for one of our three Managed Service plans, you'll get a live person off-site, ready to fix remotely any problems that should arise. In short, you get all the benefits of a dedicated employee without the cost.

IT Radix provides fully outsourced IT support for small- to medium-sized businesses. We do everything that an

internal IT department would do—only better and for less. We handle all aspects of your IT department including server/desktop administration, networking, end-user support, vendor management, IT strategy, budgeting, and more. Simply put: *We run your IT department.*

In addition to offering much-needed maintenance and monitoring, IT Radix can also step in and take a more active role on special projects. IT Radix knows our clients' networks; we know their key players and their business as well. We're able to provide them with resources they'd have to hire someone for or spend a lot of time trying to figure out on their own.

Contact us today! Let IT Radix manage your computers and network...so you can manage your business!

OUR CLIENTS  
SPEAK OUT:

*"What can I say about IT Radix's service? I love it, I love it, I love it! They make sure everything is running the way it's supposed to so I don't have to worry about downtime, data loss, viruses, and other problems."*

—Bill Gerber,  
OSI Business Services

*The average American  
eats around 5 1/2 gallons  
of ice cream a year!*



## Introducing...Marybeth Smith

The staff at IT Radix enjoys a good challenge. Our COO, **Marybeth Smith** is no exception. Marybeth is responsible for a wide-range of activities: business planning/strategy, continuous process improvement, product and service development, operational oversight, managed service agreements and proposals. And, she is always available to work with clients to resolve specific issues or concerns. As with everyone at IT Radix, her most important goal is to make sure that every client has a quality experience.

Marybeth has 20+ years of business background specializing in finance, operations and project management—first as a VP with Manufacturers Hanover and The CIT Group, and for the last 10 years working with small- to medium-size businesses as an advisor and business manager. She excels at getting things done successfully and profitably. Marybeth has managed

operations for corporate mergers and reorganizations and led major systems implementations.

Truly passionate about smooth-running business operations and well-planned projects, Marybeth likes to look ahead for implications or various outcomes of a strategy or process. She's a great planner and has a knack for visualizing potential pitfalls. Of course, not all problems can be foreseen, but

Marybeth loves the challenge of fixing the problem and getting everything back on track.

When not working, Marybeth enjoys volunteering as the Cultural Arts Coordinator at her youngest son's elementary school, where students are exposed to performances and artistic experiences to broaden their horizons. Marybeth

enjoyed a childhood filled with music and arts—something that she strongly believes sticks with you when you're exposed to it at an early age.

Fun for Marybeth is all about family and friends—an evening spent laughing is the best antidote to a day's worth of stress! An avid reader, Marybeth reads everything she can get her hands on—books, newspapers and magazines. She also enjoys traveling and gardening. Marybeth's favorite place to be is at the beach with her family.

A self-proclaimed "city girl" with roots in NYC and Boston, Marybeth now enjoys life in the Jersey suburbs with her husband and three great kids! You can't beat the gardening in the Garden State!

Marybeth's personal philosophy: "I believe in karma—if you put good things out into the world, good will come back to you."



# Stay Safe from Summer's Sizzle

Can your business take the heat? The summer months are notorious for increases in electrical disturbances—from spikes and surge fluctuations to the occasional blackout. You may not realize, however, that even the slightest electrical glitch is a potential danger to electronics such as computers, telephones and servers. If these items no longer work after a power surge, they most likely won't be covered by the manufacturer's warranty.

Over time, even minor power fluctuations can cause damage to computer components. The chips and circuits inside PCs and peripherals are highly sensitive. Unless these components receive a steady current, they won't perform as designed and their lifespan can be dramatically shortened. Small power fluctuations can also corrupt or erase data stored on hard drives.

## What's a business to do?

All important electronics should be connected to a surge protector! Most surge protectors resemble power strips, but they also contain additional circuitry designed to absorb excess electrical energy and prevent it from reaching connected equipment. Some models feature telephone/modem, coaxial and Ethernet jacks, which provide surge protection on those lines as well.

Surge protectors are the best power protection option for equipment that does not require battery backup, including printers, scanners, fax machines and more.

## What to look for...

Joule rating – A joule is a measurement of energy. The higher the joule rating, the longer your protection will last.

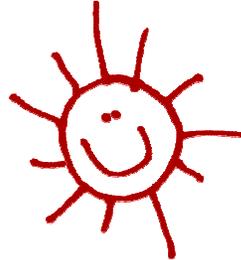
Telephone-line protection – Surges can enter your home or office through telephone lines. Using a surge protector with telephone-line protection is the only way to ensure the safety of your telecommunication devices.

Coaxial cable protection – Surges can also enter your office through coaxial cable lines. Using a surge protector with coaxial cable protection is the best way to protect your audio/video equipment and cable modems from surges and spikes.

Important! Each component of your computer system should be plugged into a surge protector. If one peripheral piece of equipment is not plugged in, it can send a surge through every other piece of equipment that is connected to it...causing permanent damage to them all.

## When a surge protector isn't enough...

Protecting important files and data against permanent loss due to insufficient power requires a UPS battery backup device. A UPS (Uninterruptible Power Supply) device provides both surge protection and emergency backup power. The backup power gives a computer user time to save critical files and properly shut down the computer until power is restored. There are different types of UPS systems:



Standby UPS Systems – (Good) These provide basic power protection in the form of battery backup plus surge protection. They do not provide protection against brownouts.

Line-Interactive UPS Systems – (Better) These feature Automatic Voltage Regulation (AVR), which corrects power fluctuations. If the UPS detects a brownout, it draws on its battery to boost power. If it detects a surge, the UPS automatically reduces power. This assures that connected equipment receives a properly regulated flow of power at all times.

Online UPS System – (Best) These convert incoming AC power to DC, then convert it back to clean, regulated AC. This process removes most power imperfections.

Important! Many UPS devices have several sockets, but sometimes only half of those will have backup power. The others will have surge protection. Be sure to connect your computer and monitor to the sockets with backup power. Also check which UPS device offers the best warranty for your equipment. Since your equipment will most likely not be covered by the manufacturer's warranty due to damage by power surges, the warranty of the UPS manufacturer becomes even more important.

Don't be burnt by this summer's sizzle! Call **IT Radix** today...we'll be happy to help you determine the best protection for your business!

## Power Problems

Here are the most common types of power problems and how they can damage your computer:

**Blackouts** – Total loss of utility power (primarily storm-related)

- ◆ The sudden loss of power can crash the system and erase data.
- ◆ A momentary surge may result when power is restored.

**Brownouts** – Decrease in voltage level. Brownouts happen when unusually high demands are made on the power grid or when large electrical devices are turned on nearby.

- ◆ Hardware damage
- ◆ Systems crash
- ◆ Data loss
- ◆ Performance problems

**Spikes and Surges** – Increase in voltage level. Often caused by lightning strikes, spikes are brief but extreme (they can literally fry computer components). Surges are less intense than spikes, but tend to last longer. Surges can...

- ◆ Cause incremental damage that gradually degrades system performance
- ◆ Erase or corrupt valuable data

*Earth is struck by more than 100 lightning bolts every second.*

*Talking on the telephone is the leading cause of lightning injuries inside the home?*

- 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?



# Legal Peace of Mind

by Mike Reuter, Esq. — Fein, Such, Kahn & Shepard, P.C.



What are the legal obligations of New Jersey businesses and professionals to protect personal health and financial information they collect about 3<sup>rd</sup> parties? What are the potential liabilities they face for failing to do so properly?

In recent years, the government has become increasingly strict about the care people and companies take to protect 3<sup>rd</sup> party confidential information. The topic is extremely broad and certainly impossible to cover in a short article such as this.

However, it can be said with relative certainty that if you collect such personal information, there is a high probability that you will face significant liability if you allow (intentionally or otherwise) an unauthorized 3<sup>rd</sup> party to gain access to that information. This liability can and will probably arise after someone has hacked into your computer or stolen your laptop or PDA.

periodically to ensure that it is sufficient, if that device were to be lost or stolen. IT professionals such as IT Radix can determine whether you have adequate protection on your computers, laptops and PDAs. Failure to act can subject you and your business to significant liability.

The laws that regulate the protection of personal identity, health and financial information are broad. The laws that regulate the protection of personal health information can be found within the Privacy Rules of the Federal **Health Insurance Portability and Accountability Act (HIPAA)**, which contains clear rules for the protection of personal health information, and the enforcement of those rules through the Department of Health and Human Service.

For those businesses and individuals doing business in New Jersey, the protection of identity and financial information is further regulated by the **New Jersey Identity Theft Protection Act**. This Act encompasses broad regulations on the storage, protection and transmission of personal identity and financial information in unsecured transmissions. The simple act of faxing or emailing an attached document containing someone's drivers

license, credit card or social security number without appropriate encryption can subject you or your business to civil liability.

If you have further questions about the laws referenced in this article and the impact they may have on your business, please contact Michael S. Reuter, Esq. at 973-538-4700 x242.

The average cruise ship burns approximately 1 GALLON of fuel to move just 6 INCHES!

## 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 Roadside Emergency Kit.

Q: How many gigawatts of electricity did Doc Brown need to generate, to power the De Lorean in [Back to the Future?](#)

### Spring 2010 Trivia Challenge

The Earth Day flag is a NASA photograph of planet Earth taken from space set against a dark blue field. On what Space mission was the photograph taken? (Answer: *Apollo 10*)

Congratulations to our winner, George Decker, from Molly Pitcher Inn, now the proud owner of a Bluetooth wireless speaker!

When the personal information is saved on a laptop or other portable device, in particular where it contains financial or medical information, the information should be **encrypted** and **password protected**. The level of protection provided by the encryption should be reviewed and updated

## Over 3 Tons of E-Waste!

Wow! IT Radix partnered with Dialogic this past spring—collecting and properly recycling **OVER 3 TONS** of our clients' old and unwanted electronics!

Altogether, we collected over 150 computers and over 50 monitors, along with miscellaneous printers, fax machines, cables and other peripherals!

Did you know there are 2 lbs. of lead in every CRT? Please recycle your electronics responsibly.

Here at IT Radix, we're always looking for ways to protect our environment!



## SPECIAL OFFER

### We Got Your Backup!

Do you realize that tape drives fail an average of 100%? That means ALL tape drives fail at some point and do NOT offer complete protection for your data if a natural disaster, fire, or attack destroys your office and everything in it.

Now's the time to seriously consider forming an offsite backup strategy! *Carpe diem—Seize the day!*

During the months of **July, August** and **September**, sign up for IT Radix's Online Backup service and take a vacation from paying for one month (that's ONE month of free, valuable backup services)!

Enjoy a stress-free summer knowing that your data is safe and secure no matter what the tide drags in!

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Unsure how your company fares in this area? Visit us at [www.it-radix.com](http://www.it-radix.com) and schedule your FREE backup audit today!



## Time Saver

### Take a vacation from SPAM!

Don't you hate returning from vacation to a cluttered in-basket? What a waste of time weeding through all the SPAM just to identify which emails are actually important!

One SPAM-blocking idea is NOT to set up an "out of office" reply on your email. When spammers receive such a message, that's actually confirming to them that they have a "live" email address. We realize that keeping clients notified when you're not in the office may be critical to your business—so, this may not be a viable option. However, there are other ways to greatly reduce SPAM.

Call **IT Radix** today to learn how we can help you filter your junk email.

## Managing Windows, Windows 7 that is...



Who says you can't teach an old dog new tricks?

With Windows 7, there are a lot of new and improved window management features. While some of these may be old hat to Mac users, here are a few of our favorites:

- Easily "dock" a window to the left or right half of the screen by simply dragging it to the edge. Keyboard alternative: *Win + Left Arrow* or *Win + Right Arrow*. The side-by-side docking feature is particularly invaluable on widescreen monitors!
- Maximize a window by dragging it to the top of the screen. Keyboard alternative: *Win + Up*

Arrow to maximize, *Win + Down Arrow* to restore or minimize.

- Maximize a window vertically in the same horizontal width. Keyboard alternative: *Win + Shift + Up Arrow* to maximize and *Win + Shift + Down* to restore the vertical size.
- Want a peek at the Desktop? Check out the small rectangle in the bottom right hand corner. That's "Aero Peek" and it enables you to see any gadgets or icons you've got on your desktop. Keyboard alternative: *Win + Space*.
- Cut Out The Clutter. Working on a document in a window and want to get rid of all the extraneous background noise? Simply hit *Win+Home* to minimize all the non-active

background windows, keeping the window you're using in its current position. When you're ready, simply press *Win+Home* again to restore the background windows to their original locations.

These are just a few of the tips and tricks that make Windows 7 fun. More to come in our next issue!

Share your favorite on our Facebook page.

## iPads & Small Businesses—Perfect Together

Unveiled this past April, the iPad, Apple's mobile tablet computer, has quickly gained popularity from the get-go. Its primary appeal centers around mobility, offering Internet browsing, media consumption, gaming and light content creation. The iPad runs a modified version of the iPhone OS and is controlled by a multi-touch LCD sensitive to fingertips, not a stylus. It runs iPad-specific applications as well as those written for the iPhone and iPod touch, including e-book readers.

The iPads' lightweight, compact size is very mobile, making it a useful tool for small business owners who are on the go:

- **Presentation Device:** The iPad is tailor-made to connect to a video projector. This, in combination with

iWork's Keynote presentation software, can make impressive conference-room presentations.

- **Portable Portfolio:** Graphic artists, photographers and website designers can use the iPad as a cool way to display work to clients. Instead of lugging around an art portfolio or laptop, artists can use the iPad as a portable portfolio.



capable of holding a ton of high-definition photos and music files.

- **Digital Sign-Up Sheet:** Small stores often keep a sign-up sheet strategically placed near their front register where customers can sign up for their mailing list. A securely-fastened iPad could replace this paper list, making it easier for customers to key in their contact information directly into a data management application such as Bento for iPad. Not only would it solve the problem of deciphering poor handwriting, but it makes it simpler for the store owner to create mailing lists cross-referenced by customer purchases.

Call **IT Radix** today to learn more ways how iPads can further enhance your everyday business functions.



The #1 favorite  
popsicle flavor is  
CHERRY

- **Sales Tool:** Sales people and real estate agents may decide to ditch their notebooks for the featherweight 1 ½ lb iPad to display forecasts and spreadsheets to their clients. Plus, Apple offers optional 3G connectivity, enabling files and emails to be sent/received when outside of Wi-Fi range.
- **Multimedia Storage Device:** Musicians and photographers carry a lot of equipment around with them already, and require a lot of space to store their multimedia. The 64 GB model iPad is lightweight and compact, and still



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We make IT  
work for you

CHECK US OUT ON THE  
WEB!

WWW.IT-RADIX.COM

NEW  
CONTEST!!!

How do YOU use  
technology while on  
vacation?



During the months of **July** and **August**, send your response to the above question to us at [resource@it-radix.com](mailto:resource@it-radix.com). We are looking for unique, clever, and useful ideas to share with our IT Radix client circle.

All entries will be reviewed and the winner announced in our IT Radix Resource newsletter this fall. The winner will also receive a \$20 gift card to a local ice cream shop. All participants will be featured on our website.

Looking for the Trivia Contest?  
See page 4!

Hi ya!

Hope you're enjoying a worry-free summer wherever your travels take you knowing that your networks are safe and secure.

I've been relaxing in Vermont and enjoying the great outdoors. Thankfully, Vermont finally got decent broadband service, so, I'm able to stay connected while kicking back on the deck enjoying the beautiful green mountains.

Wish you were  
here!



TO:

IT Radix's Client Circle

123 We-Got-Your-Backup Way

Capstone, NJ USA

## Simplifying Summer Getaways

Whether you're planning a romantic vacation abroad, a relaxing stay at the beach or a jam-packed family road trip reminiscent of National Lampoon's Vacation, the vast majority of us have turned to the Internet when planning our travels.

Remember the days when making travel arrangements required a lot of running around. There were really only two options back then: hiring a travel agent or making a huge number of phone calls and trips to the local library. The Internet has greatly simplified how we plan our travels today. Booking hotels is facilitated by well-designed websites that allow users to compare different places side-by-side. Destinations can be examined from thousands of miles away thanks to online ratings and virtual tours. Instead of waiting on hold with the reservations desk at various hotels, people can now book their own stays easily and conveniently.

Moreover, online booking services allow you to score the best travel bargains. Destination guides and tourism websites allow you to plan your itinerary

right down to the last detail, and blogging software allows you to post your travel journal and photos in real time.

There are a plethora of trip-planning websites available today that are useful for both leisure and business travels. To name just a couple...

**Triplt** – A handy site for organizing your travel information, Triplt collects all of your information and consolidates it into a single, easy-to-read layout you can access on your iPhone. You can use Triplt to confirm your flight's status, locate your

hotel's phone number, and pull up a map to guide you to your meeting location across town. ([www.tripit.com](http://www.tripit.com))

**Fodor's** – Well known for their international presence, Fodor's online service offers free reviews of restaurants, hotels, entertainment, shops and area sites with direct links to their websites. ([www.fodors.com](http://www.fodors.com))

So where are your travels taking YOU this summer?

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