



We make IT Work for You

IT Radix Resource

Here's What's Cooking...

Fall 2011

Food for Thought

- Take a byte...or a nibble
- Blend taste with technology
- Whip together key techy ingredients for success

A Technology Recipe for Success

In today's fast-paced environment, it's difficult to follow all the developments in technology. We'd like to share our recipe for technology success and some of the basic best practices that we use and look for in our Technology Assessment and Reviews with clients and prospects.

First and foremost, we assess the business' technology needs. Does the business rely heavily on email? Is everything driven and run through a specific line-of-business application, e.g. legal software, accounting software, or ERP system for manufacturing? In many industries, most users simply need email, Web access and basic file sharing. Once the needs are identified, business application selections are made which leads to decisions about in-house vs. cloud-based servers.

Assuming an in-house solution is selected, IT Radix recommends using virtualization on servers combined with a strong backup solution. Virtualization allows your business to efficiently leverage server hardware resources and gives you flexibility for future changes and disaster recovery.

A strong backup solution should include first and foremost all critical business data. Second, it should run automatically with as little user intervention as necessary. And, lastly, it should proactively notify you of any

potential issues that may occur.

We recommend well-thought-out data storage practices. These days, business data follows the Paerto principle, 80% of the data is "there" and not used. Only 20% of the data is meaningful to your business. By thinking through your data storage practices, you can save time and money.

When it comes to your users, we emphasize the following:

- Business-class desktop or laptop models with adequate memory and CPU speeds, generally less than 3 years old, and running a current operating system, be it Windows 7 or Snow Leopard/Lion
- Anti-virus and anti-spyware software
- Regular security patches
- Proper power protection with either a quality surge protector or UPS
- Training, particularly on productivity tools like Office and core business applications

a minute, rapid data access) and experience less downtime which results in better productivity.

A good technology environment is prepared from the ground up. This includes:

- Proper network cabling
- Business-class gigabit network switches
- Business-class firewalls
- Locked-down wireless networks
- A reliable Internet connection with redundancy especially if a cloud-based solution is in heavy use

By following these basic best practices, your business can cook up success using technology to operate and grow.

Interested in a free Technology Assessment and Review? Call IT Radix today.



Get Your Hands on Technology!
Fri, Dec 2

If a user is given the above, they will experience better performance (e.g., boot times less than

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Keep a Can on Twitter SPAM...

Unwanted Twitter messages can be down right annoying! The recent streams of Twitter direct messaging SPAM scams are probably the worst. Innocent people are getting their Twitter accounts hacked and their computers phished. This will certainly leave a bad taste in anyone's mouth!

Hackers are sending random SPAM direct messages with an attached link. When some unsuspecting person clicks on this link, their Twitter account can be compromised. Even if you're smart enough not to fall prey to such tactics, your innocent tween and teen may not think twice about taking a nibble of such a link. Here's a sampling of a few recent SPAM direct messages:

*"thought you might like to see this...<http://t.co/laMfP3DE>"
<or>*

"someone is making really bad updates about you on twitter, user is <http://t.co/lemDolhr>"

One of the red flags of this latest direct message SPAM is the use of "t.co" in their links, as well as some weird upper and lower case naming conventions.

Following are seven tips to avoid being bitten by the Twitter SPAM scam:

1. Don't open any message links that ask questions or start with "hey" (especially links that end in ".info" or that have "t.co" in them). Trust your gut...don't open anything that seems even remotely weird.
2. Use common sense. If you see "xsporn.something" in a link, it's probably not a good idea to click. The most recent Twitter SPAM scam relates to humor...avoid any links with laughter in it (e.g., "lol, this is funny" or "haha, you look silly here"). Ask yourself if your Twitter friend really talks like the tweet reads. Even if it's not a direct message, avoid links that look questionable, even in @replies.
3. Never log into anything with your Twitter account information unless it has a Twitter oath login (such as, logging in directly from Twitter.com or a trusted third-party application).
4. Change your password every couple of months (and immediately after opening any of the links mentioned here).
5. Follow @spam, which is Twitter's official spam account. You can send them direct messages reporting SPAM problems that you are experiencing.
6. Let your friends know if their account has been hacked (i.e., unintentional SPAM).
7. Block and report intentional spammers.

The key ingredient when it comes to avoiding Twitter SPAM is not to open questionable links, PERIOD! Please share this with your teens and tweens! **IT Radix** is here to help you take a bite out of SPAM!



OUR CLIENTS
SPEAK OUT:

"We are very pleased with the computer support services we receive from IT Radix. Their staff is pleasant, efficient, and professional. They make sure we get the right solutions to meet our needs. We consider IT Radix to be a trusted business partner."

*- Kathy Keat
Templar Food Products*

Welcome!

A warm welcome to our newest **Managed Service** Clients:

Compensation Resources Inc.
DM Wolff Everglades Assoc.
Newton Country Club
Stonegate Brokerage, LLC

Remember, **IT Radix** is here to service all of your technology needs!

Introducing...Kris Swain

Here at **IT Radix**, we offer a variety of services to our clients, encompassing all of their IT needs...from soup to nuts!

Kris Swain, is our key ingredient when it comes to managing it all.

Kris has worked in the technology industry for over 38 years—the most recent 14 years supporting clients and their IT needs. At **IT Radix**, Kris works closely with our clients managing their individualized services and agreements. A multi-tasker extraordinaire, Kris prides herself on building strong, trusting relationships with our clients. Her down-to-earth approach to managing always keeps our clients' best interest in mind.

Born in Brooklyn, Kris' family later moved to Pearl River, NY, where she grew up. Kris now resides in Milford, PA, and enjoys spending her free time taking car rides and exploring the countryside with her husband of 22 years, Phil, who is an avid abstract photographer. A self-proclaimed "crafty lady," Kris enjoys making handmade gifts for family and friends. Her favorite pastime is relaxing with her handy work: needlepoint, cross stitch, crocheting, and quilting. Kris enjoys reading, but forget those popular vampire and werewolf novels. Kris prefers



mysteries and good, old-fashioned "nice" stories. Currently, Kris is enjoying learning more about the Amish Community in a series of books by author, Beth Wiseman.

Kris' personal philosophy:
"Do the best you can and be kind and caring."

*"Be someone you would be proud to know."
—Author Unknown*

Brand Aromatics—Blending Taste With Technology

We are pleased to introduce you to **Brand Aromatics** located in Lakewood, NJ.

Incorporated in 1997, the Brand name has been synonymous with the food industry for over 50 years. Developing innovative and cost-effective flavors comes naturally to their staff, which enables their customers to gain a strategic advantage in the food manufacturing industry.

The Brand Aromatics team of flavorists, culinary technologists, and research and development chefs specialize in creating customized savory flavor solutions for their customers. Their group of experts focus on designing exceptional flavor systems that meet today's demanding flavor trends. Their culinary team works with customers to develop unique flavor systems that help solve the challenges that food product developers face every day.

Tech Savvy Refrigerators

Refrigerators are getting a whole lot smarter! Models will be entering the market with features that allow them to be synchronized with a PC or Smartphone from anywhere in the house. Designs include touchscreens and various apps, including a notepad and weather tracker. These Smart Fridges will keep an inventory of what's in your refrigerator as well as alert you when a product inside has expired. They will also recommend recipes based on the ingredients currently in the fridge.

And you thought technology like this could only be found on **The Jetsons!**

Brand Aromatics' customers are a confidential group of large industrial manufacturers of prepared meals, soups, broths, salad dressing and condiments—throughout the United States as well as Canada and Mexico.

The owners of Brand Aromatics, Karl and Barbara Brand and Dennis Shea, Jr., contribute much of their success to their #1 goal of making research and development (R&D) solutions easier for their customers. Great tasting products begin with quality ingredients. Brand Aromatics' goal is to source

“Brand Aromatics relies heavily on IT Radix as a trusted IT advisor and implementer for all of their technology needs.”

the finest of those ingredients and provide superior quality for their customers' specific applications. Their R&D group consistently develops low-cost, high-impact concentrated flavors. Innovative leaders in food science and technology, their flavorists and food technologists work directly with their R&D chefs to blend taste with technology. Their expertise ensures that the flavors they create meet their customers' demands in an ever-changing marketplace. Brand Aromatics is committed to designing flavor profiles that not only fit customers' individual formulation, but their processes and demands, as well. Brand Aromatics is committed to delivering exceptional flavor systems and the technical resources to create the most successful products—first time, every time... they guarantee it.

Without an in-house IT staff of their own, Brand Aromatics relies heavily on IT Radix as a trusted IT advisor and implementer for all of their technology needs. Back in 2007, they expanded their business into a new 50,000 square foot facility across the street from their initial plant. This was no small undertaking. “Cathy Coloff and her team of experts spearheaded the

entire operation,” states Shea. “From setting up the new infrastructure for the expanded facility to upgrading the existing software and servers, Cathy's team truly made it a seamless transition.” IT Radix also provides SPAM filtering, server maintenance and daily backups of their business software and email.

Brand Aromatics welcomes IT Radix's collaborative team approach to keeping up with new technology trends—educating them on new technology advancements that will help them continue to grow their business. Knowing that telecommunications and having information at their fingertips is key to their daily operation, IT Radix was quick to recommend and implement a new Blackberry Enterprise Server to integrate their emails, contacts and Outlook.

IT Radix continues to support Brand Aromatics with ongoing business challenges. Recently, Brand Aromatics set up a branch office in Palm Beach, Florida, to better serve their customer base. With the help of IT Radix, a smooth relocation and transition was achieved remotely, without requiring on-site technical support in Florida.

Brand Aromatics credits IT Radix in helping them grow from a small, 5-person company to a staff of now almost 50 employees in 14 short years. “IT Radix provides the best IT support in the industry, and their response time is phenomenal!” states Shea. “I truly rely on IT Radix to handle my technology needs, so that I can concentrate on my business.” Similar to Brand Aromatics' #1 goal, IT Radix's goal is to make IT easier for all of our clients!

To learn more about Brand Aromatics and their tasteful business, visit them at www.brandaromatics.com.

SPECIAL OFFER

Put on Your Baking Cap for a SWEET Deal!



Sign up for a **NEW** IT Managed Service contract in the months of **October, November** or **December** and get a *Baker's Dozen*—that's 13 months for the price of 12!

All three IT Radix Managed Service plans are eligible:

Capstone
Cornerstone
Keystone

Visit www.it-radix.com to learn more about what's included in each of these proactive maintenance plans.

We'll bring the donuts!!!

- 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?



Key Ingredients for Online Banking

Managing personal and business finances have never been easier! Direct depositing of employee paychecks has become the norm. Account monitoring and fund transfers can be accessed online at the touch of a button. Do the tellers at your neighborhood bank even know what you look like? Hmmm...this in itself is pretty scary!

This convenient approach to conventional banking doesn't come without risk, however. It's more important than ever to be super savvy on best-practices to keep your accounts and funds secure from online thieves. Following are some key ingredients that we've whipped together to help you avoid being a victim:

Use Strong Passwords

Avoid using passwords that hackers can easily guess (e.g., 123456, abc123, password). Use a unique password that has a combination of letters (upper/lowercase), numbers and symbols. Tips for building strong passwords can be found in the January 2009 issue of our *IT Radix Resource* newsletter accessible online at www.it-radix.com. Never share passwords with anyone, and use

different passwords for all of your accounts.

Use a Secure Network

Avoid using public WiFi to access financial accounts. Be suspicious of all computers (even the library or your friend's computer), as they may have viruses and spyware installed.

Be Wary About Sharing Personal Info

Revealing too much about yourself online only helps potential hackers (a constant concern in today's social networking world). Seemingly innocent information such as pet/children names and past schools can easily be linked to account passwords or security questions. It should go without saying that you should never reveal the following online: your mother's maiden name, your social security number, bank and other financial account numbers or your username/passwords for any account.

Review Monthly Statements

Don't be lax about periodically

reviewing your online statements. Comparing your online statement with a log of transactions, such as receipts or an Excel spreadsheet, will quickly alert you of suspicious activity.

Maintain Anti-Virus Software

Keep virus protection software up to date. Viruses may record keystrokes and other tactics to obtain account information.

Know Your Bank's Communication Policy

If you receive an email from your bank asking for personal information, don't

reply! In general, financial institutions will never solicit members for personal information via email. It's best to pick up the phone and call your bank associate directly to discuss the inquiry, as it is most likely someone trying to hack into your account.

As Ben Franklin said, "an ounce of prevention is worth a pound of cure!" Remember, *IT Radix* is here to be your trusted resource when it comes to IT!



Fresh Baked Cookies

Who doesn't love a batch of warm, gooey cookies? But, when it comes to computers, many of us get a taste of them every day without even realizing it.

A computer cookie is a message given to a web browser by a web server. The message is stored in a text file. The message is then sent back to the server each time the browser requests a page from the server.

The main purpose of cookies is to identify users and possibly prepare customized web pages for them. When you enter a website using cookies, you may be asked to fill out a form with information about yourself. This information is packaged into a cookie and sent to your web browser which stores it for later use. The next time you access this website, your browser will send the cookie to the web server, so that a custom web page

will be displayed (e.g., instead of a generic welcome page, you might see a page with your name on it).

Cookies do not act maliciously on computer systems. Cookies cannot be used to spread viruses or access your hard drive. They are merely text files that can be deleted at any time. Cookies will only contain information that you freely provide to a website; however, in this way they do promote a risk to your privacy.

Some food for thought...

If you have problems accessing a website, there may be corrupt cookies on your computer that may need to be deleted. Similarly, some cookies might need to be enabled to access some websites. Visit us at www.it-radix.com/cookies for detailed instructions on how to delete and manage cookies on your computer.

Thanks
for the
referrals!

Referrals are the best form of compliment! We would like to thank the following for referring us to their friends and colleagues:

Angela from Bluebird Auto Rental
Arnie from AWR Business Concepts
Bill from Rank Magic
Deb from DNS Computing
Debbie from SKG
Dennis from Bankers Financial
Frank from Frank A. Boffa & Co.
George from Senior Home Care Services
Mark from Superior Mortgage
Michael from Menza & Beissel Homes
Michelle Cicchini from Cicchini & Assoc.
Tina from VoiceCom
Valerie from Tag Online

Visit us at www.it-radix.com to learn more about our Referral Rewards Program!

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Time Saver



Create Email Shortcut

Do you find yourself wanting to send a quick email to someone when you're not currently logged into your email account? You can save time by creating a shortcut on your desktop that will open a new email window automatically.

To set this up, right click the mouse on your desktop and select <New> then select <Shortcut>. Then type in "[mailto:your contact's email address](mailto:your_contact's_email_address)" (e.g., <mailto:support@it-radix.com>) and name the shortcut something like "Email to IT Radix". Now anytime the shortcut is launched your default email program will open with the email address already filled in. To send an email to multiple contacts, just separate each email address with a semi-colon.

Microsoft Mixes it Up in the Clouds

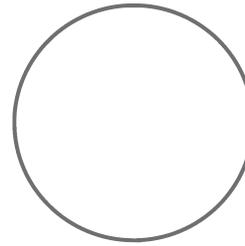
On June 28, Microsoft officially launched Office 365, a major entry into cloud computing solutions.

The Office 365 service is comprised of cloud-based versions of Microsoft Office, Exchange email, Sharepoint and Lync. It is proving to be a promising solution for Windows-based businesses.

End-users have access to Office 2010 document editing via the cloud or through a local installed Office 2010 client, for an additional cost. It is compatible with Windows XP, Vista, and Windows 7. If you wish to use the

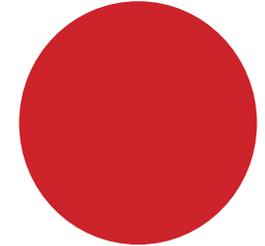
Office software locally, be sure to check your systems' resources to ensure acceptable performance.

Sharepoint provides Intranet features including shared documents, lists, calendars and more. Lync is a communication platform which includes instant messaging. Currently, setup and administration in a business environment is not for the faint of heart with lots of screens to navigate and quirky offline file syncing, and limited mobile integration.



All in all, Microsoft has mixed up a tasty cloud-solution for many small businesses.

Call us today to learn more.



An Apple a Day...

Apple's cooked up a new operating system this summer...OS X Lion! The new operating system packs 250 new features and comes on every new Mac (also available as a digital download).

Clicking, scrolling, installing and saving have traditionally been done the same way for years. OS X Lion challenges the accepted way of doing things by introducing new features that change the way you use your computer. Here are some key reasons you may want to whet your appetite:

Multi-Touch Gestures
OS X Lion transforms the way you interact with your Mac, making it more intuitive and direct. Enjoy more fluid and realistic gesture responses, including rubber-band scrolling, page and image zoom and full-screen swiping.

Full-Screen Apps
OS X Lion offers system-wide support for full-screen apps that use every inch of your Mac display.

Mission Control
Mission Control brings together full-screen apps, Dashboard, Exposé, and Spaces that gives you a bird's-eye view of everything on your system. View everything and go anywhere with just a click.

Mac App Store
Just like the App Store on iPad, the Mac App Store lets you browse and download thousands of free

and paid apps that you can start using right away! New apps install in one step right to Launchpad, and the Mac App Store keeps track of your apps and tells you when updates are available.

Launchpad
Launchpad gives you instant access to all the apps on your Mac. And, when you download a new app from the Mac App Store, it automatically appears in Launchpad.

Resume
Now you can restart your Mac and return to what you were doing—with all your apps in the places where you left off. And, when you install software updates, you no longer need to save your work, close your apps and set everything up again.

Auto Save
Now your Mac automatically saves what you're working on so you don't have to.

Versions
This new feature takes snapshots of your documents in time and displays them side by side with the latest versions. You can review past iterations, restore previous versions, or copy and paste from an old version into a new one.

AirDrop
AirDrop is a new fast way to share files with people nearby...no Wi-Fi network required! When you click

on the AirDrop icon, your Mac will automatically discover other AirDrop users within about 30 feet of you. To share a file, simply drag it to that person's name.

Mail
Mail features a widescreen view consisting of a full-height message and a message list that includes snippets. Messages from the same thread can be viewed in a timeline showing each communication as it was sent while hiding redundant text. Mail also features search suggestions and tokens, which help you find the messages you're looking for fast.

This is just a taste of the 250 new features available in OS X Lion. "Developers seem to really have made a great effort to get their apps ready for Lion and, as far as OS upgrades go, the compatibility has been good overall," states Marybeth Smith, Chief Operating Officer of IT Radix. "Still, that doesn't mean that there aren't any issues so it is always a good idea to check compatibility of your key applications before you upgrade!"

Give **IT Radix** a call to learn more about how OS X Lion can enhance your work environment.



Two nibbles
Make a Byte!

A byte in
computer terms
is 8 bits.
A nibble is
half that.





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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 2 lb. tin of David's Cookies!

Q:
When Vernon Tejas made his solo winter ascent of Mount McKinley in 1988, he took a picture of himself holding what?

Spring Trivia Challenge

Microserfs by Douglas Coupland first appeared in short story form as the cover article for which magazine? (Answer: January 1994 issue of Wired magazine)

Congratulations to our winner, Mike Macchia, from American Fuji Technical Services, the proud recipient of a \$20 gift certificate to Barnes & Noble book store!

From the desk of: Cathy Coloff

Subject: Hey Good Look'n, Watcha Got Cook'n?



With an earthquake and a hurricane behind us, I'm looking forward to cooking up some new technology solutions. Our clients continue to challenge us with changing business needs that require technical solutions, as well as continually improving our internal processes and service delivery.

For our valued clients, we're whipping up a *Get Your Hands On Technology* event which will give you an opportunity to see, taste, touch and feel some of the latest technical solutions in action.

Currently on the menu are tablet/mobile devices, social media tools, and virtualization/cloud computing solutions. Have something you'd like to test-drive? Let us know and we'll see if it can be added to our menu or alternatively, work with you directly. In the meantime, I hope our latest newsletter whets your technology appetite.

Finally, as the holidays approach and the wealth of opportunities it provides us to share time and yummy treats with our families, I'd like to wish you a safe and happy holiday season.

Cathy

Get Organized in the Kitchen

Whether you're hosting a dinner party or a quick and easy home-cooked meal at home with your family, getting organized in the kitchen has never been easier thanks to today's technology! Following are some tips and techniques to help you get organized in the kitchen.

Microsoft Office

Office has some great organizational tools right at your fingertips. Whether you're in the market for some personalized recipe cards and menus (Word), grocery lists and planners (Excel), recipe database (Access), and address book and contact lists (Outlook), check out the free template downloads that are available at www.office.microsoft.com.

Recipe Planning Sites/Apps

Some of our favorite planning and recipe sites and Apps are:

www.shoprite.com – Easily view weekly circulars and build a printable shopping list by clicking on the picture in the circular. Printable recipes are also available online, and items from the ingredient list can be easily

added to the shopping list at the click of a button. Online coupons are also accessible.

www.realsimple.com – Print out a master grocery list for each issue's recipes.

www.allrecipes.com – Meal Planner allows you to choose your favorite recipes and create shopping lists automatically.

Dinner Spinner Pro – An AllRecipes iPhone App where you can spin the categories to get meal ideas catered to your ingredient or time constraints.

Shop for Groceries Online and Save Money

Why stand in line at the supermarket when you can order groceries with the click of a button from the following sites:

www.alice.com/
www.fresh.amazon.com/
www.shopfoodex.com/

Our IT Radix team loves good company and good food too! Visit us at:

www.it-radix.com/DishItUp

and check out our IT Radix team members' favorite dishes!

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"I found 1837 web sites about 'alternative medicine' but none of them recommend pizza or chocolate for lowering our cholesterol."