



We make IT Work for You

# IT Radix Resource

Reflections of the Past... Visions of the Future

Winter 2012

## Technology Then and Now

- Malware's newest target
- Office space of the future
- Steve Jobs...remembered

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## How IT Has Changed the Face of Business

The world of technology is fast-paced and constantly changing. Keeping up with it is a full-time job! Today's state-of-the-art technology will be obsolete tomorrow. Is your head spinning?!?!? Change may feel uncomfortable at first, but remember...change is good!

Being flexible and embracing change is necessary for the success of today's small businesses. I'm reminded of a famous quote by Clarence Darrow—"It is not the strongest of the species that survive, nor the most intelligent, but the one most responsive to change." Companies who can't keep up with the rapid pace of today's ever-changing technology, are not destined to survive in tomorrow's marketplace.

We're in the midst of the Information Age. Over the past 50 years, Information Technology (IT) has changed the way businesses are run—mainly, the automation of existing processes. Industry has moved from labor and manual skills to knowledge and information management. The key to the future success of a business is understanding the dynamics of the information age and adapting to it.

### IT linked to productivity

Organizations need to incorporate more IT and realize the

importance of information and how it relates to productivity. In order for information to be used effectively, it must flow easily through the organization. Computers are used to connect different departments together and automate the passage of information necessary to conduct day-to-day business.

New communication strategies are being designed around the individual, allowing workers and management to conduct business across many miles—electronically. If businesses are to remain competitive, it is important for management to spend the money required to provide the tools to increase the productivity of all of its workers.

Many of our IT Radix valued clients have seen quite a bit of changes in their businesses over the years due to advancements in technology:

**Ian Sequeira**, Executive VP of Exhibit Surveys, a marketing research consulting organization located in Redbank, NJ, has seen first-hand how technology has changed the way they collect data and deliver results to their

clients. Established in 1963, surveys were typically conducted at an event with a good, old-fashioned clipboard, or post event via a paper survey. For onsite surveys, Exhibit Surveys staff typically spent a good part of the evening tabulating the results (with hash marks) to deliver the report to their client the next day. Today, surveys are conducted via iPads and results and reports delivered at the end of the day. "Technology has made it possible for us to deliver results faster to our clients," states Ian. "We rely on IT Radix to be our trusted technical advisor—a visionary of what technology advancements are around the corner

and an aid to our planning and budgeting. They keep our servers running and make sure we are always at the cutting edge of technology."

**Nick D'Apolito**, owner of D'Apolito and Company, a CPA firm located in Little Silver, NJ, has seen a huge improvement in how technology has helped automate his business and increase his efficiency. Nick reflects how they used to use a comptograph (adding machines) to add long columns of numbers. This was such a

(Continued on page 3)

*Continuity gives us roots; change gives us branches, letting us stretch and grow and reach new heights. —Pauline R. Kezer*



# Mobile Devices...Fast Growing Target of Malware

OUR CLIENTS  
SPEAK OUT:

*"IT Radix has helped Grey Sky Films to be more productive. Recently, they helped us out with our new telephone system from complete installation, setup and training...a total time saver for us. It works great and we could not be happier. The staff is patient and helpful. As a small business, knowing that they are a phone call or email away definitely gives us peace of mind!"*

- Chris Vaglio  
Grey Sky Films

## Welcome!

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

Anzelone Associates LLC  
Centerline Partners  
DMC Associates Inc.  
Mountain View Development  
Peace of Mind Care  
Management Services  
Selco Associates  
Sharpe Kawam Carmosino & Company, L.L.C.  
Tronex Company

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

Mobile devices such as smartphones and tablet computers (e.g., iPhone, iPad, Android, etc.) are all the rage these days! No longer are mobile devices limited to only data storage and display as with Personal Data Assistants (PDAs). The new generation of mobile devices has revolutionized the way information is processed and communicated.

An increase in device functionality naturally leads to an increase in the amount of information stored on a device which is potentially interesting to a malicious hacker. In contrast to standard mobile phones which typically have little more than an address book stored on them, a smartphone memory can contain files typically stored on a computer's hard disk, placing confidential data at risk. As smartphones have grown more powerful and complex and used in interactive environments with large amounts of

data exchange, users have become more vulnerable to attacks from viruses and other forms of mobile threats. People are still looking at smartphones like they are just phones and not realizing that they are actually small, handheld computers. "They need to be aware of what app they are downloading because it is an access point into anything that they think is secure," stresses **Pat Brennan**, Network Field Engineer. "A friend of mine downloaded an app to his smartphone without a second thought—it had his bank logo and information, but the bank never made a smartphone app."

Mobile devices are the new favorite target of hackers. The number of security threats to mobile devices in 2011 has more than tripled that of 2010, and is expected to increase in 2012. Initially, when vendors rolled

out the first wave of intelligent handheld devices, security was not on the top of their list—more focus was given to functionality. Even now, many mobile phone vendors don't push out security updates for their devices. Users must take a proactive approach to managing their own security for their mobile devices, much in the same way that they do for their personal computers.



In the words of Stan Lee, "with great power comes great responsibility." IT Radix recommends that your business consider acquiring mobile security software to provide protection in our multi-device world.

Let **IT Radix** help you harness the power of today's technology while protecting you from cyber criminals!

## Introducing...Max Kushnir

To best serve our clients, **IT Radix** strives to maintain our position at the forefront of today's constantly-changing technology. For this reason, we are pleased to have Network Field Engineer, **Max Kushnir**, on our team. Max's self-motivation and keen ability to quickly understand and implement new technology are two key strengths that Max brings to our **IT Radix** team.

Max came to **IT Radix** after having worked as a Senior IT Consultant for Bluebird Technologies. With an education in electrical engineering and over 5 years of PC, server and networking experience, Max is a well-rounded "IT" man that our clients can count on. At a very young age, Max was drawn to electronics. His first job at age 16 solidified his calling. As an employee at a Laser Tag facility, Max's employer quickly recognized his innate ability to

work with their electronics. Armed with a technical manual, Max quickly taught himself how to work the electronics behind the Laser Tag equipment. It didn't take long for his employer to rely solely on Max for installing and maintaining all their arena equipment...and he was just a teenager!!!

Born in the Ukraine, Max speaks fluent Russian and Ukrainian. After moving to the U.S. with his family when he was 7 years old, Max grew up in Brooklyn and later spent his High School years in East Brunswick, New Jersey. Max now enjoys life at home in Mt. Arlington with his two cats, Buddah and Katiya.

When not working, Max enjoys brushing up on new technology and fiddling around with his home server in an effort to stay abreast

of new technology. In fact, he hosts a game server for kids on his home server...never underestimate the eye-hand coordination benefits of video gaming! Albeit an avid video gamer, Max is no couch potato! He much prefers *playing* sports than watching them on TV. Max enjoys playing in a few adult leagues sponsored by *No Idea Sports*—flag football, ultimate frisbee and basketball.



### Max's personal philosophy:

"Something I learned from my parents is that if you get knocked down to just get up and keep going."

*"Adversity, and perseverance and all these things can shape you. They can give you a value and a self-esteem that is priceless."*  
—Scott Hamilton

# How IT Has Changed the Face of Business (cont.)

(Continued from page 1)

mundane, tiring task, that they would hire an outside company to do this when they were working out in the field. Today, they can easily manipulate columns themselves with a spreadsheet. Before computers, inventories were entered manually. Today, perpetual inventory services fully automate the inventory process—from order to invoice. Years ago, tax returns and all the required forms that went along with them were done by hand, and it was very easy to make a clerical error. Today, Tax Preparation software programs have totally automated the tax preparation process.

The field of accounting is known for its tremendous amounts of paper...forms, documents and numerous records required by the government to be kept long-term. Technology has helped D'Apolito manage this and truly become the paperless office that they are today. Tax Scanning

software saves trees and even automatically populates tax returns and other forms. Nick used to pay a small fortune to store 10-years of paper files. Now, everything is digitized and files backed up, both on- and off-site. "Technology has significantly automated the way we do business, thus increasing our efficiency," comments Nick. "We're able to perform the same amount of work now, with just two CPAs, that we did back in 1980 with six!" D'Apolito and Company relies on IT Radix for setting up, maintaining and monitoring their network as well as backing up their data (both on- and off-site),

**George Decker**, Controller at the Molly Pitcher Inn located in Red Bank, NJ, has seen the huge impact technology has made on the hotel industry since entering the business 25 years ago. Back in the 80's, rooms were equipped with a 2-line phone that could also accommodate a fax machine. Video on demand required a call down to the desk clerk with a movie request—the desk clerk would search their "bank" of VHS tapes and insert one into their VCR with a direct line to the guest's room. Due to copyright infringements (and the rise in guests requesting more risqué videos), hotels were required to move to "On Command" for in-room entertainment.

With the onset of the Internet in the 90's, some of the larger hotels began providing Internet access in their guest rooms (a service Molly Pitcher did not provide due to the rather costly expense of hard wiring each and every room). The introduction of wireless Internet made it much more cost-effective to provide Internet service to their guests. Initially, guests were charged for their Internet time. But this didn't last long...hotels soon began offering FREE Internet access to stay competitive (now it's the norm). Molly Pitcher Inn, along with their sister hotel, Oyster Point, boast a total of 18 meeting rooms where they host numerous corporate business events mandating the need for a quick, reliable signal. It didn't take long for speed to become an issue,

requiring upgrades to the lines coming into their buildings.

The future of the hotel industry is relying more and more on the latest and greatest in technology features designed to streamline the hotel check-in process—from kiosks in the lobby to apps accessible via mobile devices. One wonders, though, how this will impact the human interaction one expects from the service industry. George reflects on the importance of personal, face-to-face communication, "Apps are great, but there's something to say for having the opportunity to personally welcome a guest to your hotel upon arrival." Over the years George has come to rely on IT Radix to keep his business running smoothly and stay on top of advancements in technology that impact his industry. "If the servers were to go down, we'd be in a bit of a jam," states George. "We rely on the servers to do everything—check people in/out, make future reservations, etc. If the servers went down, we would not be able to operate our hotel. I can relax a bit knowing that IT Radix is there to resolve any problems at a moment's notice!"

Information technology is key to staying competitive in today's technology-immersed society. Now, more than ever, companies need a trusted IT Advisor to pave the way for tomorrow's technology.

IT Radix wants to be that trusted IT Advisor! Call us today to learn how **IT Radix** can make IT work for you!

## Let Us WOW You!

At **IT Radix**, one of our core values is to give our clients a WOW experience by providing service that is above and beyond what is expected.

When one of our team brings that special something to their client service, they are recognized with a WOW Award and a free lunch.

Traditionally, team members nominate each other for this honor—but now we would like to open it up to you, our clients.

Please spot one of us doing something GREAT and let us know—by email or by going to the WOW link on our website ([www.it-radix.com/wow](http://www.it-radix.com/wow)). Our team loves those free lunches—so please help feed them by sending in a WOW nomination today!

## SPECIAL OFFER

### IT Project Discount

Start the year off right...

Have you been thinking about replacing outdated desktop or server hardware and software? Are you ready to move your business technology into the future?

During the months of **January, February and March**, IT Radix will upgrade your network at a special discounted rate.

Call **IT Radix** and start planning your next IT project today!

- This document was intentionally printed on two sides to save paper.
- This document was printed with eco-friendly solid ink.
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# The Future of Office Space...Our Predictions

Office space is destined for some substantial changes in the not-so-distant future. There's a strong pull to a more open, technology-immersed office concept. Our predictions:

## 1. Increase in remote work

Although this is nothing new, employees working from home at least part of the time is becoming more the norm than the exception. With new technology making it easier than ever to perform business functions from home and businesses looking to save costs, remote work will become increasingly popular.

## 2. Digital workplaces on the rise

Although many businesses already do this today, advancements in technology are paving the way to a purely digital workspace where workers separated by thousands of miles can interact in virtual office spaces.

## 3. Focus on ergonomics

It takes a toll on the body to sit in one position for 8 hours. Future offices are destined to provide more comfort factors to allow employees

to be more productive. Modern office conveniences currently being developed—*walking workstations* that allow employees to stand and move while working, and *workstation pods* (chairs complete with a foot rests, desk space, large monitors and built-in speakers)—may become the norm.

## 4. Freedom in the clouds

Cloud computing makes it possible for employees to access their files from anywhere. Accessible through laptops, tablets and mobile phones, an employee can make his "home" basically anywhere.

## 5. More adaptable office spaces

Since many companies experience frequent changes (i.e., rapid growth and/or downsizing), future offices will be designed to be more adaptable to ever-changing environments. Tables, desks, technologies and even the walls will need to be highly flexible.

## 6. Technology Immersion

Technology will become the driving force behind the office space of tomorrow. The company network

will become increasingly important, as employees will access it remotely. The popularity of mobile devices in meetings will necessitate the need for LCD screens integrated into the walls themselves.

## 7. Less is more

The office of the future is destined to be a more streamlined and productive space—less paper, less wired technology, less waste and fewer people in the office. Business operating costs will be reduced and employee productivity increased.

Say "good bye" to your despised office cubicle and say "hello" to freedom through technology! Contact **IT Radix** today to learn more about these and other technology trends in office space.

Congrats!

Q: How many SPAM emails has IT Radix blocked for our clients email accounts since the beginning of the year?

A: Over 13.5 million!!!

Congratulations to our SPAM Contest winner:

Dawn Smith  
of Market Smith

Dawn's guess of 8.5 million blocked emails was the closest. Dawn is the proud recipient of a \$25 Amazon gift card.

# The Future of Cloud Computing

Our heads are destined to stay in the clouds! In fact, technology experts predict that by 2020 most people will access software applications online and share information via remote server networks, rather than downloading software onto their individual computers.

Cloud services are not a technology of the future... they're here and now and used every day. The most popular cloud services are social networking sites (Facebook), webmail services (Yahoo), blogging services (Twitter), video-sharing sites (YouTube), picture-sharing sites (Flickr), application-sharing sites (Google Docs), business sites (eBay) and ranking/rating sites (TripAdvisor), just to name a few. These services have woven themselves into our culture and everyday lives; many people don't even think of them as being cloud based.

concerns that will need to be addressed. Consequently, large businesses are far less likely to put a lot of their work "in the cloud" anytime soon because of these control and security issues.

Cloud computing will continue to expand and come to dominate information transactions because it offers many advantages—giving users easy, instant, and individualized access to tools and information that is accessible from any networked device.

Call **IT Radix** today to learn how your company can get its head in the clouds!

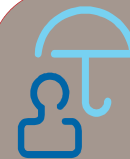
The power of cloud computing does come with some security

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 Morris County Chamber of Commerce  
Deb from DNS Computing  
Frank from Clark Davis Assoc. Inc.  
Pete from Anzelone Associates  
Valerie from TAG Online

Visit us at [www.it-radix.com](http://www.it-radix.com) to learn more about our Referral Rewards Program!



## Password Protection

### SPLASH ID

Are you drowning in a sea of passwords?!?! Today's technology does come with its share of challenges. One of which is keeping a plethora of userids and passwords in check. It's time to consider incorporating password management software into your daily routine.

Cathy highly recommends SplashID. Not only does SplashID provide an unlimited number of customizable record types and categories for storing all kinds of passwords and personal information safely and securely, it's also expandable and portable—data easily synchronized between desktop software and handheld devices across multiple platforms (i.e., iPhone, iPad, Android, BlackBerry, Palm OS, and Windows Mobile).

Give SplashID a try and never forget a username or password again—ever!

# Windows—You've Come a Long Way Baby!

In 1975, Bill Gates and Paul Allen formed a partnership called Microsoft. They began small but had a huge vision—a computer on every desktop and in every home. In 1980, IBM approached Microsoft to focus on a new operating system and, in 1981, the IBM Personal Computer running MS-DOS was introduced, marking a fundamental turning point in computing. Touting 640K of RAM, Gates commented that “640K ought to be enough for anybody.” Today we know that was a huge miscalculation!

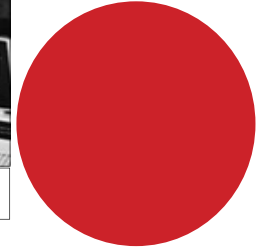
In an effort to make PCs easier to use, the need for a new interface manager was realized. First

announced in 1983, Windows took a while to develop. Two years later, Windows 1.0 made its debut and the PC world has never been the same. Rather than typing DOS commands, users were then able to use a mouse to point and click their way through screens. There have been quite a few enhancements to Windows since 1985, all focusing on making it easier and faster for end-users to manipulate data.

What's next for Windows? Windows Live—free programs and services for photos, movies, instant messaging, email, and social



Microsoft co-founders Paul Allen and Bill Gates



networking. Windows Live is seamlessly integrated with Windows so that you can keep in touch from your PC, phone or the web... extending Windows to the Cloud.

# The Apple Doesn't Fall Far From the Tree

*Before computers...*

*a CD was a bank account*

*...  
a virus was the flu*

*...  
a cursor used profanity*

*...  
a hard drive was a long trip on the road*



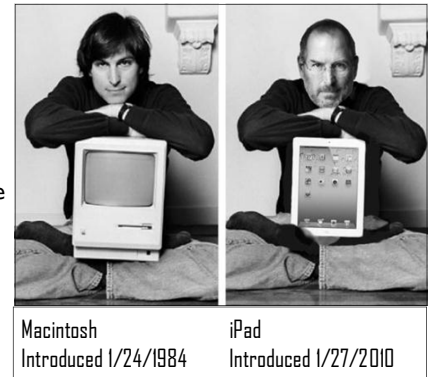
October 5, 2011, was a sad day for the Mac world—**Steve Jobs**, co-founder of Apple Inc., died due to complications from pancreatic cancer at the age of 56. Jobs was a visionary who never lost sight of the power of technology and the importance of making it accessible to the common user.

As a boy, Jobs tinkered with electronics with his father in the family garage. A machinist by trade, his father showed him how to take apart and reconstruct electronics—a hobby that instilled Jobs with confidence and mechanical expertise. While in High School, Jobs spent much of his free time at Hewlett-Packard, where he befriended computer club advisor, Steve Wozniak. In 1976, when Jobs was just 21, he and Wozniak started Apple Computers.

Jobs and Wozniak are credited with revolutionizing the computer industry by democratizing the technology and making the machines smaller, cheaper, intuitive, and accessible to everyday consumers. The two-man team created a series of user-friendly personal computers. The first model, Apple I, came out in 1976, featuring 8K of RAM and a video interface with a single circuit board operating system. The Apple I came with a fully

assembled motherboard and was initially designed as a kit that computer hobbyists could buy and assemble themselves. (The keyboard, monitor and casing were considered accessories users had to provide on their own.) In 1977, the Apple II was released—targeted for the masses rather than just hobbyists and engineers. Unlike preceding home microcomputers, it was sold as a finished consumer appliance rather than as a kit. “We had no idea what people would do with these things,” Steve Jobs quoted when describing the 1977 Apple II computer that launched Apple into a major technology company.

The Apple II had a series of successors, including the Lisa which, failed to make a big splash in the 1983 market due to its exorbitant price (\$9,995) and limited features. However, Lisa was still important as it was the first consumer computer with a graphical user interface (GUI). Finally, in 1984 the Macintosh was released touting GUI, a mouse and a considerably lower price tag (\$1,995)—cementing Apple as a major player in the market for years to come. The release of the iMac in 1998, caught the eye of consumers once again due to its sleek/colorful appearance and out-of-box experience (only two steps to set



Macintosh  
Introduced 1/24/1984

iPad  
Introduced 1/27/2010

up and connect to the internet). The first Intel-equipped iMacs were unveiled in 2006, and within nine months, Apple had smoothly transitioned the entire Macintosh line to Intel. One of the highly touted side benefits of this switch was the ability to run Windows on Mac hardware.

The “i” in Apple’s product line stands for “internet” and also represents their focus on personal “individual” devices. Apple’s revolutionary products, which include the iPhone, iPod, iBook and iPad, are now seen as dictating the evolution of modern technology. Apple continues to strive to make a contribution to the world by making tools for the mind that advance humankind. A lot can be said for a little tinkering with mechanics in the garage with your dad...the apple doesn't fall far from the tree!

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**We make IT  
work for you**

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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 \$20 Best Buy gift card.

**Q:**  
Back in 1981, how much RAM did Bill Gates claim "ought to be enough for anybody?"

### ----- Fall Trivia Challenge

When Vernon Tejas made his solo winter ascent of Mount McKinley in 1988, he took a picture of himself holding what?  
(Answer: a can of SPAM)

Congratulations to our winner, Sherry Cohen, from TransOptions, Inc., the recipient of a 2 lb. tin of David's Cookies!

**From the desk of:** Cathy Coloff

**Subject:** Remember When...

The theme of our newsletter and Mike Oster's memories below remind me of a foolish proclamation that I made to my father one day after completing my high school computer science class. I swore that I would never touch a computer again and...look at me now! Every day I do something related to computers. As we discussed this theme with our staff it was interesting to see the generation gaps between those who remember life before computers and those who cannot. I invite you to learn more about our team and these sometimes humorous memories by reading them on our website here:

[www.it-radix.com/memories](http://www.it-radix.com/memories).

As we start a new year, all of the members of the **IT Radix** team and I wish you and your families a wonderful year ahead!

*Cathy*

P.S. Perhaps James S. Higgins said it best in this poem about technology <http://tinyurl.com/cp7t6st>



## Mike's Memories...



**Mike Oster,**  
Sr. IT Consultant,  
reflects on life  
before computers...

Technology then and now, what an exciting topic. When I

was asked to convey an example of life before computers, I tried but could not think of any meaningful examples. Computers have been a part of my life for such a long time it is hard to imagine what life was like without them. Instead, the topic made me think of all of the changes I have seen in the computer industry since I began as a field engineer in 1984.

You see, I believe there is no other industry in the history of mankind that has seen as rapid an advancement as the computer industry. Some folks will argue that the advances in the automobile or home entertainment technology would rival that of computers. Well, the truth is, the only "meaningful" advances in most other industries have been as a direct result of the computer industry.

For example, in 1984 the average amount of RAM in a desktop computer was probably about 512KB (I'm probably being generous). But today an average desktop PC will have about 6GB. For those that can't keep their KB's, MB's, GB's and TB's straight, that is an increase of over 10,000 times, AMAZING! I

don't think you will find any cars that are 10,000 times faster, safer or more fuel efficient than they were in 1984.

One of the newest technologies today is SSD hard drives. For those who are not familiar, SSD stands for Solid State Disk. This is a very exciting technology as it removes the last moving part from a PC. These disks promise to be faster more durable and more energy efficient than their conventional counter parts. Now you may have already heard all the buzz about this technology but what you probably don't know is I was working on SSD's in 1986. That's right, this wonderful, state of the art technology—I saw it in 1986, sort of. The SSD I'm referring to was a box made by Intel named the 3825. This was a wonder of its day. It was a whopping 48MB of slow DRAM that emulated an IBM disk drive for mainframes. Since the memory was volatile, if the power went out the data was cleared. This made it impractical to use as a conventional disk drive but made it ideal to use for paging (temporary

storage space the mainframe could use when its main memory was full). This little gem took up some room too. It was about the size of an average office desk and cost well over 1 million dollars.

So, although I may not be able to think about what life was like before computers, I can think of many things in the computer industry that have come such a long way. So the next time you're copying your 500MB PowerPoint presentation to your 32GB USB flash drive, remember there was a time, not too long ago, that it would have taken a building full of equipment managed by dozens of people to accomplish such a task.

I WANT YOU TO MEET THE CLIENT, SHOW HIM OUR CATALOG, MAKE YOUR SALES PRESENTATION, LET HIM TEST THE DEMO, THEN CLOSE THE SALE, ARRANGE FOR SHIPPING, AND PROCESS THE INVOICE.

I ALREADY DID ALL THAT WITH MY PHONE WHILE YOU WERE TALKING!

