IT RadixResource

We make IT Work for You

July 2014

IT Radix to the Rescue

Fighting Disasters for our Clients

In the '80''s, Bonnie Tyler's hit song said, "I need a hero. I'm holding out for a hero 'til the end of the night." While we may not be super heroes at IT Radix, over the years we've had the honor of helping out our clients when disaster strikes.

Case in point: September 17, 2012. It started out as a regular Monday morning until we received the call that a potential client had a server down. Armed with little information about the prospect's environment but possessing a wealth of technical knowledge and expertise, our brave technical consultant went in and sized up the situation.

While the server was irreparable, there was still some life in the hard drives. Our new client explained, "We heard occasional clicking noises, but thought nothing of it." Our tech was able to backup their data (sadly they had none prior to our arrival), built a new loaner server for them and restored their data so that they were back in business in a day's time. Disaster averted!

We then helped the client acquire a new server that had more robust hardware and transitioned their newly rebuilt server to it with no additional downtime during business hours. To avoid this in the future, we set the client up with our proactive monitoring and maintenance plan including two levels of backup— all in a day's work.

Fast forward a few short months and recall Hurricane Sandy. Multiple emergencies in progress. IT Radix is on the scene. First up: A company that needs to get their payroll out to their nationwide personnel. Making use of our generator, we were able to fire up our client's system and push their critical data through. Next case, perhaps not so extreme yet vitally important, the two principals of a law firm were about to head out on a trip and needed a subset of files during their trip. Alas, their network was down and expected to be out for days. Utilizing their laptop, our team was able to restore the necessary files from their online backup and their trip was all systems go. In a couple of instances, we physically relocated our clients' equipment and set them up in alternate facilities until the crisis was over. Throughout the next two weeks, our team of technology superheroes tirelessly reached out to each and every client every day until their computer systems and services were restored. Here at IT Radix, we believe a superhero's job is never done.

Our most recent case was an insurance agency. Unbeknownst to them, the tenant above their office had installed a private bathroom over their server room. Our contact arrived to a shower in their room that took out much of their network equipment and required emergency action to save their numerous servers. Over the next few days, our team worked with our client to protect their equipment, replace/repair the damaged equipment and keeping their users operating. While we prefer to be proactive with our clients, sometimes it just doesn't work that way. When disaster strikes, you can count on IT Radix to save the day!

Register today for our Client Appreciation BBQ on August 14 www.it-radix.com/bbq

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More free tech tips at:
www.it-radix.com/news-blog

Even Superman Can't Rescue Windows Server 2003

Are you still running important business applications and websites using Windows Server 2003? While we've spent the past year getting our desktops and laptops off of Windows XP before its end of life, it's now time to get Windows Server 2003 Out!

Regular "mainstream" support for Windows Server 2003 ended 4 years ago, and Microsoft's extended support for Windows Server 2003 will end on July 14, 2015. That's only 1 year away! *YIKES!*

Once the end of life period hits, Microsoft will not release patches and updates for Windows Server 2003, leaving your company wide open to attack. Once security patches and updates for Windows Server 2003 stop, businesses will find themselves not only vulnerable to attack, but also non-compliant with HIPPA, SOX, etc. which requires that machines have the latest security updates. Vulnerability to security risks will result in an officially recognized control failure by internal/external audits, resulting in suspension of certifications and public awareness of your company's inability to adequately maintain its systems and customer information, thus tarnishing your business' reputation. *KAPOW!* This creates a significant security hole for companies, and they need to start planning now to perform updates before next summer.

Let IT Radix help you upgrade to Windows Server 2012 for better performance, improved security/compliance features, and enhanced management.

IT Radix Caped Crusader… Will Milesky

There's no need to fear…IT Radix is here! Our clients agree that our service and follow-up are second to none. At IT Radix, our #1 mission is to make IT work for you… and save the day!

IT Radix is proud to introduce our newest caped crusader, IT Consultant, **Will Milesky**. With Will, the sky's the limit!

Will came to IT Radix with over 4 years of IT experience working as the Project Manager of the Implementations Department at his previous employer. Will was responsible for server setup, Active Directory and training for their internal technicians.

The superpower that Will brings to IT Radix is his superior knowledge in multiple fields of networking. He is SonicWall and Dell certified. At IT Radix he handles workstation setup and configurations as well as provides remote and onsite technical support for our clients.

Born and raised in Boonton, Will is a self-proclaimed "hardworking guy, trying to make the most of every minute while making a few people smile along the way." When not working, Will enjoys spending time outside with his long-time buddies playing frisbee, football, basketball, hiking and especially motorsports. His hobbies include working on his sports car (2013 Hyndai Genesis Coupe) and participating in autocross racing.

Yes…Will has a need for speed! As a youngster Will loved racing dirt bikes. Now, Will is a member of the *Motorsports Northeast Club* and participates in SCCA Competitions. "If there's an engine on it, I'll want to drive it!" claims Will. He's even been known to race lawnmowers!

Will's favorite superhero is *Iron Man* because, like him, he's just a regular guy who enjoys building things.

Will's personal philosophy: Finish what you start!

"True genius is knowing where to find the answer."

- Albert Einstein

THE BUZZ

OUR CLIENTS SPEAK OUT:

"I cannot thank you enough. You saved my business and for that I will never forget you and your team coming through."

Monica C. Smith – Chief Executive Officer, Marketsmith

IT Radix **Resource**
We make IT Work for You

Unveiling Villains

Beware! Scam artists have found a new way to break into your computer—the telephone! *ZAP!* Scammers call, claiming to be a computer technician from a well-known IT company (e.g., Microsoft, Apple, etc.) and thoroughly confuse you with a barrage of technical terms. After they gain your trust, they claim that they've detected a virus or other malware on your computer that needs urgent attention. Then, they trick you into giving them remote access to your computer or paying for bogus anti-virus software that you don't actually need. *BAM!*

Their tactics are designed to scare you into believing that you have a threatening problem on your hands that they alone can fix. Lucky you! They magically appeared to save the day! Now that they have you in the palm of their hands, they may fool you into giving them remote access to your computer or giving them your credit card number to purchase a bogus computer maintenance/warranty program that doesn't exist or you don't even need. They may convince you into installing malicious software that could capture sensitive data such as online banking usernames and passwords.

Scammers may even disguise themselves as conscientious software vendors like they do when they "work" the **Refund Scam**. The way this scam works is: several months after purchasing some type of software/service, someone might call to ask if you were happy with the service. When you say you weren't, the scammer offers a refund. Or, the caller may say that the company is going out of business and providing refunds for "warranties" and other services. In either case, the scammer asks for a bank or credit card account number or remote access to your computer to fill out the necessary forms for a refund. *ZOINK!*

What to do if a scammer calls?
The #1 best thing you can do if you receive a questionable call is hang up and call the company back directly yourself with a phone number you know to be genuine. Other safe practices include:

- Never give control of your computer to someone who calls you out of the blue.
- Never provide your credit card or financial information to someone who calls and claims to be from tech support.
- Never give your password over the phone. (No legitimate organization calls you and asks for your password.)
- Do not rely on *Caller ID* alone to authenticate a caller (display can be altered).
- Do not rely on online search results to obtain company contact information. Scammers pay to boost their ranking in search results so their websites and phone numbers appear above those of legitimate companies. The best place to look for contact information is on the manufacturer's website or your receipt.

Do you think you've been scammed?
If you think you might be a victim of downloading malware from a scam site or allowed a cybercriminal to access your computer, don't panic! (1) Change your passwords, (2) call your credit card provider, and (3) call IT Radix! We'll help you remove any malware and help you get back to business!

The IT Radix techs always identify themselves when calling.
Our key to ensuring security is building strong relationships with our
clients so that our voices (and smiles) will be recognized over the phone.

Security at our Fingertips

The superhero security gadgets of Tony Stark's Iron Man are now within our grasp…literally! Thanks to biometrics, authentication techniques that rely on measurable physical characteristics are now attainable. While most new desktop and laptop computers are coming equipped with fingerprint scanners, that's just the beginning. Security can be managed not just on your fingertips, but through the analysis of other physical identifying markers as well:

- Facial characteristics
- Hands (shape and length of the fingers)
- Eyes (retina/pupil)
- Bone Density
- Muscle Mass
- Voice (tone, pitch and frequency)

Biometrics will continue to grow and play a key role in the security of future technologies. Now that's a security measure that even the most clever of villains can't crack! *Holy Kleenex Batman. It was right under our nose and we blew it!*

SUPERHERO

Welcome!

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

ILA Lighting & Controls
Simms Jewelers

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

Today's Technology Makes Us Feel Like a Superhero

It's a bird! It's a plane! Oh wait…I just accidentally had my Google Glass load images of Superman! Oops! If only I knew how to clear the screen. I'll ask Siri, she'll know!

It's really exciting to be alive in this day and age! Technology has grown and developed so rapidly over the past few decades, that's it's become astounding to look back and see how we even managed to find something as simple as a place to buy milk 20 years ago! Do you remember that canvas tote bag of maps you kept of every place you've ever been to? Do you remember that Funk & Wagnalls Encyclopedia you purchased volume by volume at your local supermarket each week as they became available? Do you remember that strange feeling you had when you realized you no longer needed these things anymore? That's the greatness of technology! Technology has continued to empower us to find information we need (or we really don't need but are too curious to stop clicking) in a micro fraction of the amount of time it would have taken us through paper maps and Funk & Wagnalls. Computers, tablets, smart phones, smart watches, smart glasses, and smart printers! Is it too late to say "oh my!"?

Technology in general has literally revolutionized the world, and so many of us have stories about a piece of technology that has changed our lives forever. But there is one piece of technology in particular that helped mobilize the way we live our lives—the smartphone. Approximately 46% of adults in this country use a smart phone on a daily basis, and the millions of apps available to download can give anyone the ability to feel super human! One app, Waze, encourages other smartphone users to join forces to help fight traffic. Getting home without sitting in a traffic jam…now that's super! Another app, Evernote, helps you organize your life, your lists, research and more! The part that really makes this app super is its ability to synch with other devices. So now the meeting prep list you organized automatically goes to your co-worker without you having to email it. Improving work and home efficiency? Sounds like superhero powers to me!

Now, let's say you are out to eat with some friends, and a conversation comes up about a movie starring "that person." You know, that person from that other thing that has that guy in it! We've all been in a conversation that desperately needs some professional referencing help! Hello smartphone! With your superhero powers, you can quickly search for answers using Google, or IMDB, or any other reference tool, and save the day (or at least the dinner conversation)!

Personally, as a mother to a toddler, my smartphone often makes me feel like a superhero when I leave the house with my daughter. From quickly finding videos, music, or playing silly games for young ones, having a smartphone keeps my rambunctious toddler from running amuck in a waiting room, complaining that I'm taking too long at a store, or from getting into some mischievous trouble while waiting in long lines at the supermarket.

The technology of today often looks like the gadgets you saw your favorite superhero use in comic books or on TV. Let's take Google Glass for example. I recently read an article about how Google Glass is paving the way for the future of superhuman vision. This device enables you to see it in the dark and navigate through a map that follows you in real time. While wearing Google Glass, you can video chat with a person and enable them to see everything you are seeing in real time. I'd like to think that if Superman was wearing Google Glass when he flew Lois Lane around the skies of Metropolis, that he would have stayed in the air a bit longer knowing he wouldn't get lost!

As we all get ready for our travel adventures this summer, whether a travel destination or a day trip, I imagine you won't be leaving home without your mobile superhero technology! Let's face it, looking up a map on your phone is a lot less complicated than trying to fold the paper map sitting in the trunk of your car! And, of course, storing videos on a mobile device is less cumbersome than packing a bag of DVDs for the road. Although, you could always bring that Funk & Wagnalls Encyclopedia set if you don't feel like referencing all the historical landmarks you drive past using your smartphone!

SPECIAL OFFER

Don't Let Disaster Strike Your Business

Plan ahead! Create your *Business Continuity* plan today using our 24x7 online portal. Be prepared and have this vital information available when you need it most. Sign up during the months of **July**, **August** and **September** and receive a 10% discount.

Visit our website or call today to learn more about building an IT Business Continuity plan.
www.it-radix.com/it-business-continuity-plan

Master of Disaster

Senior IT Consultant, **Mike Oster**, is here to save the day!

Remember when you were a kid and wanted to be a superhero? I do. I always wanted to be like Superman. As an IT consultant I sometimes feel like a superhero. You know, coming to the rescue and saving the day. But what if there were a real IT superhero. How cool would that be? What kind of powers do you think he would have? Faster than a spreading virus, stronger than 256-bit encryption, able to load Windows 8 with a single command. Oh, who am I kidding? IT guys aren't superheroes. Or are we?

If there were an IT superhero, I would like to think his superpower would be the ability to keep your business running no matter what type of disaster was thrown at him. The *"Master of Disaster"* …now that's a catchy superhero name. What tools are we going to put in our superhero's utility belt? (Hmmm… since he is an IT superhero maybe it would be more of a "utility pocket protector.") Certainly backup would be the only tool he needs in preparing for a disaster. Wouldn't it? I'm not so sure. What does backup do for our hero?

A backup in its simplest form is an additional copy of your data. Traditionally this copy would be stored on some form of external media like a USB hard drive. But will that be enough for the *Master of Disaster* to keep your business running when faced with a super villain like a complete server failure? I think not. Although your data may be safe, how are you going to access it? You need a server to store it on and to run the applications. Ordering a new server can take weeks. Preparing it for use can take even more time. The backup hardly meets the criteria for "saving the day."

So, instead of a backup, what *Master of Disaster* needs is a spare server. You know, just sitting there waiting for disaster to strike. He would put in an automated routine of some sort that keeps all the data on it synchronized with the data on your main server. Luckily for our hero, this is one of the exciting new features built in to Windows Server 2012. That way when your main server fails, our hero can just swoop in and switch everyone over to the spare server. This is exactly what server replication does. It keeps a perfectly "in-sync" replica of your server on another server. Preferably, in another location. Perfect, the day is saved. Or is it? What about other types of disasters?

How about the "Kryptonite" of every IT superhero? Who is this fiendish arch enemy of our beloved *Master of Disaster*? Well you probably know them best as the "End User." Yes, that mild mannered Executive Assistant is really a dangerous super villain. When you least expect it the *End User* can strike, accidently deleting all of last year's financial data. What will our hero do now? You see, the replication he put in place to that spare server has just done exactly what it is designed to do. It is keeping an exact replica of all your data, including the deletion of those financials. That's right, mere moments after hitting the delete key those documents were deleted from the replica. In this case what the *Master of Disaster* needs is a backup—preferably, a backup that has the ability to keep a history of files. You see, our favorite superhero knows that when the *End User* strikes, it may not be evident for a few days or even a few weeks. So just having a copy of your data from last night may not be enough.

So what does all of this mean for the *Master of Disaster*? What tools will he have in his utility pocket protector? For starters, we will put a proper backup at our superhero's disposal. Something that includes getting a copy of user data offsite and keeps sufficient file versions and history to protect us against the dreaded *End User*. We will also give him Windows Server 2012 Hyper-V with its built-in replication ability to keep us up and running in the face of those times when our main server is not available.

If you're in need of an IT superhero, give IT Radix a call. We know the secret identities of these heroes and can get them on their way to your business with an Up, Up and Away!

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:

John from Interphase Systems Inc.
Mary from Compensation Resources Inc.
Scott from CMK Select

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

Let IT Radix take you to infinity and beyond!

Just for Laughs!

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www.glasbergen.com

"They don't make phone booths anymore. Is there an iPhone app I can use to change myself into Superman?"

Riddle Me This, Batman! Trivia Contest

The first person to send an email to resource@it-radix.com with the correct answer to our trivia question will win 2 tickets to AMC Theatres!

Q: What is the alter-ego of Barbara Gordon, formerly known as Batgirl, who used technology and computers to help other superheroes by operating a worldwide communications network?

_____

Spring Trivia Challenge

Q: How many song titles, lyrics and musicians did you find sprinkled throughout the April newsletter?
(Answer: 83)

Congratulations to our winner, George Decker of the Molly Pitcher Inn, recipient of a *$25 iTunes* gift card.

From the desk of: Cathy Coloff
Subject: IT Radix Saves the Day!

Being in the IT business for over 25 years, I've seen my fair share of computer disasters. Sadly, many were avoidable but not all. As with life, we are not as always able to save the day but we certainly give it our best.

In one of the Batman adventures, Batman says, "*Better three hours too soon than a minute too late.*" This is why we started providing proactive maintenance and management services back in the '90s. Our clients loved the early warning system and averting problems before they became disasters.

When this happens, we don't get to demonstrate our *"superhero powers"* in a splashy way but rather, we quietly go about fixing and preventing problems before they occur. Makes me feel a little like Xavier from the X-Men, reading the minds of the computers we manage and taking preventative action to avert disasters.

I'm still not able to fly like Superman (nor do I have the curvy figure that our beloved graphic artist blessed me with here), but I do love being a "superhero" for our clients when they need us most—we're like Batman, the "silent guardian, a watchful protector."

Have a safe and happy summer,

Cathy

P.S. See which superheroes inspire our staff at www.it-radix.com/superhero.

Captivated by Superheroes

Since their inception in 1938 introducing Superman in *Action Comics #1*, superheroes have been popular! What's not to love? Superheroes inspire, elevate and may even guide our moral compass.

Superheroes are a symbol of hope. Superheroes have long symbolized hope in chaotic and disastrous situations. We admire and envy superheroes for having the opportunity to control the uncontrollable. Superheroes go against the grain in dire situations…you just can't help but admire their ability to instill a sliver of hope.

Superhero stories serve to teach morals, promote responsibility and cultivate empathy. Batman teaches us the power of human fortitude—strength of mind that enables a person to encounter danger and adversity with courage. He demonstrates what can happen if you push yourself both physically and mentally. Superman teaches us to use our talents (and powers) for good. He always chooses to be the better man and his archenemy, Lex Luthor, always loses. When a physical threat does present a danger, Superman is the first to fight to the end and sacrifice his life to save everyone—including his enemies. That is someone to look up to! The X-Men deal with being different from others. They teach us not to hate the people that persecute us and even defend them. Professor X should be a role model for everyone, since he is the epitome of forgiveness and empathy.

Superheroes are sometimes a reflection of current affairs. One example is Burka Avenger, the first-ever female superhero in Pakistan who is a teacher who uses a martial art called *Takht Kabaddi* that incorporates books and pens to fight enemies trying to close the school. The show is a play off Taliban efforts to oppress female education in Pakistan and is an example of how superheroes can sometimes symbolize a lack of support in existing institutions and practices.

When it all comes down to it, don't we all need a hero—someone we can look up to and depend on to save the day? IT Radix wants to be your IT Superhero…we're here to save the day by making IT work for you!