IT Radix and You...Perfect Together

Information Technology...The CPA's Best Friend

Perfect together describes the relationship between the accounting profession and information technology. If you think about all the job categories that have been positively impacted and enhanced by the power of information technology, accounting would be near the top. Accountants are professionals in whom individuals and organizations place an enormous amount of trust with some of their most important and private financial matters. In addition to being an individual who offers privacy, security and integrity, the qualities that make a good accountant include: a knack with numbers, a detail orientation, and strong organizational skills.

Technology helps any organization manage data and numbers more effectively in a very detailed and organized fashion. We have identified six key benefits that the information technology revolution continues to deliver to the accounting profession. No wonder accountants consider technology to be their best friend.

Speed: Accountants gain efficiencies (and maybe even sleep some normal hours during tax season) with speed. Computer technology advances always deliver more speed. That will continue, allowing accountants to accomplish more in shorter periods of time. Advancements in software that allow transactions to record themselves are moving toward "real time" uploading of data to software applications, saving even more time. It is like accountants are now driving through every toll on the GSP in the EZ Pass lane!

Accuracy: "Garbage in, garbage out" is how the expression goes, but information technology advances have allowed accountants and CPAs to have a much stronger hold on data accuracy. QuickBooks and other applications used by businesses and their accountants now have built-in checks to minimize incorrect posting, etc. Accountants are better at predicting outcome than any bookie hanging around Monmouth Racetrack.

Flexibility: As tax and other laws change, or the circumstances of clients change, software used by businesses and accountants are constantly patched and updated in order to allow the profession to be nimble and fast to react to regulatory changes. Everything from credit card processing now done with a swipe to the ability to send invoices online and eliminating paper has increased the flexibility of the profession. Soon they will be as flexible as the Hot Yoga instructor now in business on every Main Street in New Jersey.

Security: Privacy, security and compliance are expected antes in the world of finances and accounting. Information technology has facilitated that as well. The ability to send documents via email in an encrypted fashion and to get documents signed electronically has been a big benefit to the profession. Additionally, advancements in hardware firewalls and group security policies put in place on networks have increased network security. Real-time, secure information exchange is here, and it is more secure than the tarmac at Newark Airport.

Mobility: Accountants may have taken Joni Mitchell's advice and looked at the cloud from both sides now! Data as well as email stored in the cloud has allowed accountants to work from anywhere and some to actually enjoy a meal with their families during their busy periods. Even more importantly though, it has facilitated competition in the profession,

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BLOG

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

Tips for Hiring Temporary/Seasonal Workers

Many businesses, but particularly those in the accounting field, leverage temporary or seasonal workers. With the advances in technology, utilizing these types of personnel is even easier. The benefits are obvious—expertise and additional resources/capacity when you need it. However, what may not be so obvious are the risks; in particular, the increased potential for compromised sensitive data or loss of control of the data.

With some upfront planning, technology, temporary workers, and your business can be perfect together. Here are things to keep in mind:

Determine how they will access your data. When bringing on temporary staff, you need to decide how they are going to access your electronic information. Are they going to use their own computers (BYOD) or will you be providing it (COPE)? If it's the latter, you will have greater control over what and how they access information. If the temporary staff provides their own equipment, you will have less control and will need to think carefully about how you give access to your data. This includes email which is easily setup on mobile devices such as smartphones and tablets.

Implement good policies/procedures. Whether you opt for COPE or BYOD, be sure to have good policies and procedures for managing your corporate technology assets and information—especially for those workers who will be with you for only a short time. Clearly outline ownership of your data, how it is to be accessed and handled, and what should happen at the end of employment.

Require passwords/encryption. On mobile devices, require passwords to access the device itself as well as your data. Consider implementing device encryption. Whenever possible, enable the ability to remotely wipe a device (this includes laptops) should it be lost. Consider implementing mobile device management software that will enforce company policies.

Don't forget the data itself. Too often, temporary workers are given full access to company networks when perhaps all that is needed is access to a particular project or client area. Work with your IT support to ensure that all access is given on an as-needed basis.

Need some upfront help with planning? Call IT Radix, and we'll be happy to get you started.

Register today for our Client Appreciation BBQ on August 13 www.it-radix.com/bbq

CPA's Best Friend (cont.)

allowing smaller players to go after bigger businesses and for the smart CPA to work from the Jersey shore when he/she has the need for some sun and sand.

Analysis: Finally, the computer technology revolution has made the drudgery work of the accounting profession much easier. The benefit to the smart accounting firm is that technology has allowed them to focus on what delivers the most value to clients. Analytical time and time spent with clients better understanding their businesses can provide higher-order value beyond generating reports and returns.

Technology and the accounting profession really are perfect together! Let IT Radix help you make IT work for your business today!

THE BUZZ

OUR CLIENTS SPEAK OUT:

"As a CPA firm, meeting the various deadlines throughout the year is critical to our business and that of our clients. IT Radix gives us the confidence that our technology infrastructure will always be up and running to meet these needs. We recently implemented a VPN solution so that we can work from our home locations with the same ease and ability as we do when working at the office. By doing so, we eliminated the paid subscription services that we had been using and now have a greatly improved work experience."

Marc Harbus, CPA — Konner, Harbus and Schwartz, P.C.

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We make IT Work for You

Fun Under the Stars

Baseball, hotdogs, apple pie and drive-in movies! Ahhhhh, take us back to the sweet stuff of summer!

New Jersey is the birthplace of the drive-in! The very first one opened in Pennsauken in 1933 with the slogan "The whole family is welcome, regardless of how noisy the children are!" Today, Drive-ins are few and far between. Currently, the Delsea Drive-in in Vineland is the only drive-in in the state of New Jersey; it's been around since the '50's (closed in 1987 and re-opened in 2004).

As World War II drew to a close, drive-ins began to spring up across the country. By the end of the 1940's, drive-ins were more popular than indoor theaters, partly due to the invention of an in-car speaker. The baby boom of the 1950's further increased the popularity of drive-ins. Playgrounds were built to make drive-ins even more attractive to families. From 1948 to 1958, about 3,200 new drive-ins were built.

Their numbers began to decline in the 1970's. Drive-ins often showed "B" movies, which were less popular. Also, with rising property values, owners soon realized that their land could be used for more profitable endeavors. With the technology advancements in the 1980's of cable television and VHS tapes, families began watching movies in the comfort of home, further hurting the success of drive-ins.

If you don't have a nostalgic drive-in within driving distance, why not create an outdoor movie experience in your own backyard? All you need is a projector and a large screen. Check out the many inflatable screen options available online. Or, take the more economical route and hang a white sheet on the side of your house.

Do you have kids? Create your own Box Car Drive-in! Google "box car drive-in" for creative ideas on this fun way to gather with friends. Everyone is ensured to have the best seat in the house! (or backyard) We recommend the Disney-Pixar movie, *Cars*!

Keep Your Private Information Private

Today's information highway is chock full of private information cruising along its routes. Everyone today needs to think carefully about how it sends and receives private information. Flash back to tax season and you wanted to give your accountant information for your tax return. While some provide their accountant with a shoebox full of tax receipts, in today's electronic age, it's quite likely that you emailed some or all of it.

While email is convenient, it is not natively secure. So, what's a person or a business to do? There are a variety of solutions that could be used to exchange private information via email. The most common are email encryption or utilizing a secure file sharing solution to embed a link to a secure file location in an email.

Email encryption does just what one would expect, it encrypts the entire message (including attachments) so that it is protected in transit. The encryption process can be triggered a number of ways. You can set a policy that looks for certain keywords or number sequences in the message which triggers the software to encrypt the message. This approach may inadvertently encrypt messages that do not require protection but because it's set as a global policy, you the sender have little control. Another approach would be to create a policy that looks for a specific word combination in the subject line or your email signature which then triggers the encryption process. In this case, the sender must remember to use the special combination but it avoids unintentional encryption. The recipient of the message will usually receive a traditional email; however, it will contain a link to access the message and decrypt it.

As an alternative, a secure file sharing solution could be used in lieu of email. Assuming the email message itself doesn't contain sensitive information, this solution is useful if you'd like to give your clients a secure method to transmit information to you or vice versa. The file is shared securely, and a link to the secure share is sent to the recipient instead.

Not sure what solution is the best? It may actually be a combination of the two. Give IT Radix a call today to review your needs and together we will implement a solution to ensure that your private information stays private.

SPECIAL OFFER

Jersey Road Trip

Sign up for a year of IT Radix Management and Support during the months of **July**, **August** and **September** and receive tickets to the newly renovated Thomas Edison National Historical Park. All three plans are eligible. Which route will you take?

Keystone
IT management that... Covers your servers and key network devices such as firewalls.

Cornerstone
Keystone plus... Full coverage of PCs & laptops and includes annual allowance of IT help desk support.

Capstone
Cornerstone plus... FULL IT help desk support for all existing computers and users.

> "Try to be a rainbow in someone's cloud."
>
> — Maya Angelou

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"Don't worry about burning the calories
— that's already been done!"

A Summer Roast

Q: What did the pig say at the beach on a hot summer's day?
A: I'm bacon!

Q: What do you call a French guy in sandals?
A: Phillipe Phloppe

Q: When do you go at red and stop at green?
A: When you're eating watermelon

Q: How do men exercise at the beach?
A: By sucking in their stomach every time they see a bikini

Q: What do you call a dog on the beach in the summer?
A: A hot dog

Q: Why do bananas use sunscreen?
A: Because they peel

Q: What's the best day to go to the beach?
A: Sunday

From the desk of: Cathy Coloff
Subject: Fun in the sun!

Summer is flying by, and it's been great so far. As most of you know, we like to have fun with each other and our clients. Supporting information technology can be challenging stuff; so having fun is, in my opinion, required. So, how do we spice things up? …by celebrating silly holidays like "Geek Day," "Bring Your Dog to Work Day," and "Red Nose Day." Ashleigh and Heather went all out to prove their geek-ness. We all enjoyed spending time with the dogs and goofing around with red clown noses to benefit a variety of nonprofit organizations that transform children's lives. You can check out our celebratory nature on our Facebook and LinkedIn pages. Laughs and smiles were shared by all!

This month, we're having our annual Appreciation BBQ. Last year, there was some stiff competition on the bocce ball court. This year we're rounding up some new games to continue the fun. Our annual BBQ is just one way we like to share our appreciation with our clients, vendors and partners. I hope you'll join us even if it's for a few minutes.

Enjoy the remainder of the summer, and be sure to take some time out for fun!

Cathy

The Wizard of Menlo Park

Innovation in New Jersey in its modern form started with Thomas Alva Edison, who established his final and most comprehensive laboratory and factory complex in West Orange. Prior to that, he was in Newark and Menlo Park where he was dubbed "The Wizard of Menlo Park." He was one of the first inventors to apply the principles of mass production and large-scale teamwork to the process of invention, and because of that, he is often credited with the creation of the first industrial research laboratory.

Why did Edison choose New Jersey? The West Orange location was close to his financial backers in New York City, there was excellent access to rail and sea transportation, and he could purchase enough land in West Orange to build factories near the laboratory for the efficient development of the mass production and commercialization of his inventions.

In his 84 years, Thomas Edison acquired a record number of 1,093 patents and was the driving force behind such innovations as the phonograph, the incandescent light bulb and one of the earliest motion picture cameras. He is often credited with the invention of the incandescent light bulb, but that is untrue—he only perfected it. Similar bulbs were already in existence, but Edison made electrical light cheap enough to be financially practical. His tireless mind also came up with some ideas that aren't recognized: cellophane tape, waxed paper, the first electric typewriter and an improved version of the typewriter keyboard, and "the electric pencil" (a forerunner to today's fax machine). Despite his company producing one of the earliest advertisements for cigarettes (Admiral Cigarettes), Edison became an ardent anti-smoking advocate; going so far as to say that he would not hire anyone who smoked.

One of Edison's underlying principles was hard work and perseverance. "I never allow myself to become discouraged under any circumstances," stated Edison. "The three great essentials to achieve anything worthwhile are, first, hard work; second, stick-to-Itiveness; third, common sense." Now these are words to live by!