

Technology on the Tube

Choosing the Right Provider for IT Services

Measuring and analyzing activities and results, recommending courses of action after considering, and reviewing a variety of options is the core of day-to-day life of most business managers and executives. It is what they do all day long. But it's not just business people who do this. So too do many others in professions. Consider the Medical Doctor. A patient arrives, describes some symptoms and based on examination, conversation and perhaps some research, the M.D. diagnoses the problem and proposes a treatment regimen. Good managers and good doctors do this day in and day out...their entire careers.

But analyzing events and data so that you make the right decision is never easy. On network television, no one better demonstrated how difficult that decision making can be in such an environment than the character of Dr. Gregory House who worked at the fictional Princeton-Plainsboro Teaching Hospital (PPTH) in New Jersey. *House*, the TV series ran on NBC for 177 episodes from November 2004 through May 2012. It was a top ten show for many years, won lots of awards and was distributed to 66 countries.

While Dr. House had some very peculiar character flaws including an addiction to pain killers, a propensity to argue with almost anyone and a preference for flouting of hospital rules and procedures, his approach to making medical diagnoses was very unique. Gregory House typically used the differential diagnosis method to analyze patient's issues. This meant that for all issues raised, a list of possible causes were listed out and then by process of elimination, logical reasoning was used to diagnose an illness. Patients did not always make it easy for Dr. House. Too often they concealed symptoms or their correct medical history.

Dr. House was unique—a real character—clearly not directly lovable as an individual, but undoubtedly gifted in his profession and sought after for his passion, drive, intensity and desire to solve the problem. Overall, the key thing Dr. House did was to continually ask questions of the patient, of the hospital administration, and of his colleagues. He is famous for saying: "I get to ask the questions. I've found you look a lot smarter asking the questions than dumbly not answering." House often solves the problem, correctly diagnoses the key issue, out of the blue, when he hears a passing remark from a sub character or sees something in the media—the key that is the final piece of the puzzle.

So, what does Dr. Gregory House have to do with choosing the right provider of IT services for your organization? Well, we would not advocate that you find a provider that demonstrates personality characteristics similar to that character—let's face it, he is a misanthrope! But we would highly recommend that you find a provider that has the team, skills, brainpower, determination, passion, and commitment to help your organization solve problems and improve productivity by using the right technology for your needs.

Most importantly, we suggest that you find an IT provider that is a good listener and one that asks a lot of questions. Why is that important? Because when that is done, a problem is more likely clearly uncovered and thus no misdiagnosis occurs.

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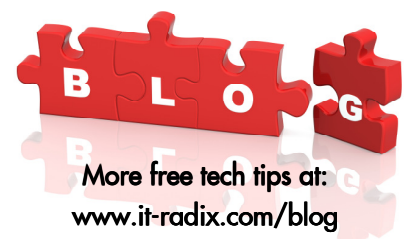
In the News

The Clock is Ticking for Windows 10 Free Upgrade Offer
Upgrading is a smart move for a lot of reasons, but not without complications. Check out our Blog to learn more and call us today:
www.it-radix.com/why10

Welcome Cheryl
We'd like to extend a very warm welcome to **Cheryl Hilcken** to our Sales & Marketing Team.



If you would rather receive our newsletter via email, sign up on our website or send an email to resource@it-radix.com



Do I Need to Back Up Data That's Already in the Cloud?



When it comes to ensuring a backup, Thurston and Lovey Howell, the millionaires in the 1964 sitcom, *Gilligan's Island*, went above and beyond. Why else would they take hundreds of thousands of dollars in cash and several changes of clothing with them for what was intended to be only a three-hour boat tour? Talk about a proactive disaster recovery plan...the Howells were ready for anything and were always dressed to the nines...Cloud 9, that is!

While money and clothing may be valuable to the Howells, company data is of utmost importance to today's businesses and should be treated as such. Over the last 15 years, SaaS (software as a service) providers have offered the convenience of data backup for your cloud applications such as CRM systems, Salesforce, Google Apps and Microsoft 365. The business question is, if I'm already working with a SaaS provider and my data is already "in the cloud," do I really need to back up my data to another cloud? After all, isn't the SaaS provider doing that for me?

Well, the answer is, yes and no. Yes, your data (one of your company's most valuable assets) is being backed up by the service provider. And yes, it's in the cloud. And yes, these providers have backups to their backups. However, are they backing up your business-critical information? Can you guarantee that? And, do you have access to it in a timely manner? The answer to these questions may be no. As a rule, SaaS providers do not open backups to customers, nor do they make restoring critical data easy or intuitive. For example, Salesforce, the first commercially available SaaS application, does nightly customer backups. But, if you need to recover your data, you have to go directly to Salesforce and pay a minimum of \$10,000, then wait a few weeks for your data to be restored.

There's no question that the results of data loss can be devastating to your company. But, when it comes down to it, it's your company information, and you need to take responsibility for safeguarding it. You need to be proactive and have a strategy in place.

Want to learn more about how to back up your cloud applications? Give IT Radix a call to schedule a time to discuss your particular situation and what solutions are available to you.

Did you know? ... Tele is Greek for "far" and the Latin word visio means "sight." Therefore, TV, or Television means "far sight" as it allows you to see images not immediately in front of you.

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:

Bill from Rank Magic, LLC
Ian from LForm Design
Khizar from Mandelbaum Salsburg
Stuart from Greenberg and Co.

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

Choosing the Right Provider for IT Services

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IT Radix prides itself on being such a provider of IT services. We try to listen and ask lots of questions. We tend to think through a host of options before recommending a course of action. We know each situation is unique. We seek out solutions that are cost effective for our clients because we know their resources are precious. Like Dr. House, we employ our entire team when needed to help solve client issues.

We do all of that, plus, we are nice! Technology powered by nice! How's that for a tagline? Working with accomplished professionals who are also nice is a great way to go!

OUR CLIENTS
SPEAK OUT:

THE BUZZ

"IT Radix is always there when we need them. For example, one day last month we weren't able to access our graphics or job files—devastating to a printing company! We called IT Radix, and they had us up and running in half an hour."

Elaine Green — Pinnacle Graphic Communications

Business Identity Theft

Identity theft is no longer just a consumer crime. Thieves have learned that businesses also have identities that can be stolen and are, in fact, more lucrative targets. In terms of potential damages, **business identity theft** could be considered consumer identity theft's more evil twin sister, similar to Jeannie's evil twin sister, also named Jeannie, in the popular 1965 TV sitcom, *I Dream of Jeannie*.

Be aware that business identity theft is not an information security breach or the theft of confidential client information that businesses may possess. Rather, business identity theft involves the actual impersonation of the business itself through the theft or misuse of key business identifiers to trick customers and other business associates. Any type of business or organization of any size including sole-proprietorships, LLCs, non-profits, and corporations are all targets.

Stay tuned for next month's *IT Radix Resource* newsletter to learn ways to protect your business computers and networks from business identity theft!

Laptop Improvement: Extending Battery Life



Tim "The Tool Man" Taylor, the accident-prone host of Tool Time in the 1989 sitcom, *Home Improvement*, may have had lots of tools at his disposal, but did he plan ahead for maximum battery life? "I don't think so, Tim" would have been Al Borland's response, Tim's flannel-wearing co-host. Think about it, Tim never remembered to duck his head when entering the basement resulting in constantly banging his head on a large overhead pipe. So, why would he think to plan ahead?

Here are some tips on how to squeeze a little extra juice out of your laptop battery.

Dim the Screen

The easiest way to conserve your battery is to dim the screen of the laptop. This is especially true for laptops that don't have an LED backlight. The same is true for dimming backlit keyboards as well. These backlit keyboards are more widely available today and can drain the battery quickly.

Use It or Lose It

Open programs, applications and other features will eat away at battery life! Only run what you are using and then close out of the rest. However, don't just hide them in the background. Confirm you have closed them down completely.

Shut Off Wi-Fi and Bluetooth

Wi-Fi can be one of the biggest drains on a laptop battery because it constantly uses energy to search for new networks or to stay connected to the network it is on. Additionally, Internet browsers, especially ones with multiple tabs open, increase energy consumption. If you aren't using the Internet, turn off the Wi-Fi and close out of any browsers. If you need to use the Internet, avoid opening multiple tabs, watching videos or streaming music.

Avoid Heavy Processes

Heavy processes such as playing a game, downloading files, and watching a DVD require your laptop to run under a heavier CPU load, thus draining the battery more quickly. You can view the current processor load by accessing the Task Manager.

Stop Charging Other Devices from Laptop

We live in a connected world, and it's quite common to charge phones, tablets and other devices whenever the opportunity presents itself. However, charging them from a laptop is a huge drain on the laptop's battery. It's best not to have any USB accessories, even a wireless mouse, plugged in at all if trying to conserve battery life.

Switch to Power Saver Mode

The Power Saver mode will shut off the screen after a user-defined period of inactivity and will put the laptop into sleep mode (hibernation) which saves on battery life.

"Does everybody know what time it is?" It's time to plan ahead! If you are uncertain when you will be able to charge your laptop again, it is best to implement some of the above battery-saving techniques before the situation gets critical.

Call IT Radix today! Unlike Tim's neighbor, Wilson, we won't wait until the last show to unveil our faces (or caricatures). We'll be happy to show you how to get the most "improvement" out of your laptop today.

Proudly folded & stuffed by Park Lake School



SPECIAL OFFER

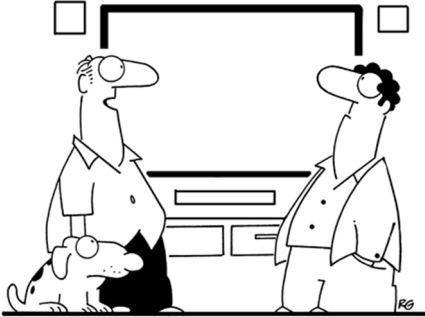
Home Viewing Pleasure

Sign up for a year of IT Radix Management and Support during the months of **January, February and March**, and receive a Netflix gift certificate!

All three 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. Call **IT Radix** today to learn more!

“The difference between ordinary and extraordinary is that little extra.”
— Jimmy Johnson



“I can claim a 70-inch plasma TV as a business expense because my accountant said it’s important to look at the big picture.”

From the desk of: Cathy Coloff

I recently attended an IT industry event where I had the pleasure of learning from Dr. Hallowell, a leading authority on ADHD. As a parent of a child with ADHD, I was very keen to hear him speak. As he was speaking about being crazy busy and “modern life” as he coined it, I realized that this applies to all of us.



Dr. Hallowell’s advice for managing “modern life” were simple. Determine what matters most to you and do it! He shared stories of companies that have instituted mandatory “think time”—anywhere from 90 minutes to 4 hours a week. In doing so, the results these companies achieved were dramatic. Next, he says “creating a positive emotional environment” is critical. At IT Radix, this is one of our core values—positive attitude. So, I thought we’d be in good shape until he suggested eliminating the all “negatives” too, such as difficult vendors, employees or even clients. Wow....now here was something that is not so easy to do. I’ve also heard it called the “cringe factor”—if you cringe when they call, perhaps you shouldn’t be working with them.

Dr. Hallowell had many other suggestions but I wanted to spend time on one more—don’t waste time “screensucking.” It’s all too easy to spend your time working on the computer, playing on the iPad or mindlessly watching TV. His advice—if you’re going to watch TV, do it deliberately, set boundaries. Go screen-free for a half a day to start. No email, no Facebook, no computer work, nothing. By doing these things, we will likely still be busy, but hopefully “less” crazy because we’re controlling how we handle “modern life” something I for one hope to achieve.

Cathy

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 \$25 AMC gift certificate.

Q: Who is the youngest host in history on *Saturday Night Live*?

February Trivia Challenge

Q: What series finale jokingly revealed the entire series had just been a dream?

(Answer: *Newhart*)

Congratulations to our winner, Stu Greenberg, of Greenberg & Co., recipient of a \$25 AMC gift certificate.

Security Risks of Smart TVs

Since Smart TVs are connected to the Internet, they are subject to the same security risks. Computer security specialists have demonstrated ways to break into Smart TVs connected to the Internet to do things like steal passwords and change channels. Although Smart TVs have a variety of interfaces, most run on some version of Linux, a popular operating system that hackers know how to manipulate well. As a precaution, avoid doing anything sensitive on a Smart TV, such as online banking or shopping. Smart TVs can also spread viruses. If you store contact information on your Smart TV and a virus gets a hold of it, it can spread!

Smart TVs also have the potential capability of watching you. Scary, huh?!? In 2012, computer researchers demonstrated ways to break into Smart TVs that had built-in video cameras and microphones to eavesdrop on people. Smart TVs possess vulnerabilities that can be exploited: cameras can be turned on/off, social apps (e.g., Facebook and Skype) can be taken over, and files can be accessed and modified. Always assume your camera is on! If this makes you uncomfortable, cover the Smart TV camera with a piece of tape. In addition, companies can collect private information about you and your viewing habits. Sounds a bit like George Orwell’s novel, *1984*!

Despite the existence of vulnerabilities, there haven’t been any big worms that have taken advantage of Smart TVs...yet. However, good computer security best practices are encouraged and apply to Smart TVs as well: stay updated with the latest firmware since updates typically include security patches, use firewalls, and be diligent about scanning for malware.



The Internet is a wonderful thing, but requires constant vigilance to stay safe and secure—first computers, then smartphones and now Smart TVs. Stay safe and avoid being the next contestant on... *As Seen on TV!*