IT Radix Resource

We make IT Work for You

Fun and Games…

Double Dare You!

Similar to life, game shows allow you to risk something in order to reap a potential gain. However, unlike life, in game shows, the contestant is not risking their business. Businesses are always venturing for potential gains, and for most businesses, the goal is to gain the most with the least amount of risk. How daring are you with your business? I dare you to follow in the footsteps of some of our clients over of the years…

1st Scenario: *I double dare you to have a single backup of your critical company data.*

Contestant #1: Our client had two Unix servers and a Windows server. Their dispatcher was responsible for their backup monitoring and management. Each day, he would diligently swap backup media. He chose to put the Unix backup media in a safe and the Windows backup media in a desk in his office. Guess what happened next…they had a major fire and the office premise burnt almost to the ground. The Unix backup media in the safe was intact; however, the fire marshal prohibited access to retrieve the media until 5 days after the fire. Unfortunately, the Windows Server backup media was a total loss. Their only option: Send the Windows Server—its plastic case completely melted—out for data recovery. In the end, the data recovery specialists were able to recover 96% of the data but only after 15 business days had passed and they incurred a $5,000+ recovery fee. In both cases, an offsite backup solution would have minimized the downtime and eliminated the data recovery costs. We've seen similar losses as the result of flooding, a leaking air conditioning unit, burst pipes, electrical damage and more.

Contestant #2: Our client had both a local backup and a cloud-based backup. What happened next…a disgruntled former employee entered the office space over the weekend and literally took the entire server and the onsite backup media. Happily, in this case, the client had an offsite backup of their critical data and we were able to recover all their lost information. What could this client have done better? They could have immediately removed physical access to their office (in this case it would have required changing the locks) and considered a BDR device which would have allowed for almost immediate access to their data—no waiting for their data to download over the Internet which took several days.

These are just some of the reasons why all IT Radix Management and Support Plans include both an onsite and offsite backup to protect our clients against this type of business disaster.

2nd Scenario: *I double dare you not to have a Security Training and Support Plan in place.*

Contestant #1: Our client monitored their own backup. What they didn't realize is that the backup notices had stopped coming in. Fast forward a few weeks…ransomware strikes and all their server data was encrypted and held for ransom. The client was forced to roll back to the last good backup, losing weeks of work and data.

Contestant #2: Our client's controller received an email from the owner of the company approving a wire transfer. This client regularly did wire transfers and as a result, this was not an unusual request and the controller complied. Fortunately, the owner called him on another matter within minutes of transfer. The controller mentioned that the wire transfer was under way, and of course, they both discovered the scam. The controller was able to quickly contact the bank and stop the transfer but the company almost lost $50,000.

Stay Tuned

Get Disaster Ready

September is National Preparedness Month. Does your business have a "keep working plan" in the event of a disaster?

IT Radix Olympics

We had fun in August with our IT Radix internal Olympic games. See who won on our Facebook page!

A Farewell to Anne

All the best to **Anne Citrin** as she begins the next chapter of her life in sunny Florida.

Good Luck

Good luck to **Andrew** and **Jeff** as they return to college this fall!

If you would rather receive our newsletter via email, sign up on our website or send an email to resource@it-radix.com
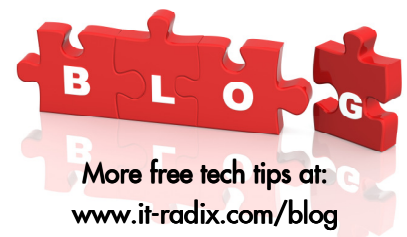
More free tech tips at: www.it-radix.com/blog

Videoconferencing:
Be the Center Square!

The Hollywood Squares ranked No. 7 in TV Guide's list of the 60 greatest game shows ever. What an honor for a glorified tic-tac-toe game! A favorite, long-standing cast member, Paul Lynde, occupied the coveted center square for a total of 742 episodes from 1966-1979. Lynde's witty, wisecracking one-liners made him one of the game show's favorite and funniest cast members.

One cannot help but compare the similarities of the 3x3 grid of **The Hollywood Squares** set with many of the current videoconferencing displays of today. Videoconferencing adds a critical "human" layer to the typical conference call by allowing participants the ability to see each other and reap the benefits of face-to-face interaction. Today's trend towards a remote workforce means there's a real need to bring people together on a regular basis in an efficient, productive and cost-effective manner. According to industry research, 75% of senior management agreed that online video conferencing will replace conference calls in the future as the chosen method for business communication.

Why is videoconferencing a game changer?

It saves money and time.
Videoconferencing helps cut down on non-essential business travel. Not only are there the obvious expenses of flights, hotels and rental cars, but being away from the office can hurt productivity. Teleconferencing is just as personal as a traditional meeting, but you can schedule it into your normal workday at the office—saving both time and money.

It facilitates team meetings and collaboration.
Strong teams are built on strong communications. Making sure everyone involved in a project is kept in the loop means a business can run more efficiently. Today, more than ever, with the increase of remote workers videoconferencing brings teams closer together to collaborate and share ideas. Everyone on a team can see each other at all points during the discussion providing a true face-to-face meeting experience. Cathy Coloff uses zoom.us videoconferencing with like-minded industry compatriots. This system identifies the speaker and positions them as the center square. "I like the human element teleconferencing brings," states Coloff, "but everyone must be on board to make it work to its fullest potential."

It increases productivity with document sharing.
Many systems now offer document sharing between participants, keeping everyone on the same page and allowing for conference calls to be infinitely more productive. Collaboration is a breeze and allows you to quickly develop and refine ideas, content, and design.

Videoconferencing is the next best thing to being there! Let IT Radix help you choose the system that best meets your business needs.

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:

Allan from Paymedia
Anna from Profit Point Consulting
Dave from Summit International Flooring
Michael from IMG Business Advisors
Ron from Montville Executive Suites
Steve from Botwinick & Co LLC
Steve from The Seeing Eye
Susan from Sisters of Charity

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

Double Dare You!

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Most businesses think that it'll never happen to them, but ransomware can get anyone! Phishing emails, drive-by web infections and more have led to several of our clients being infected with ransomware. The best defense is multi-layered: employee security awareness training and testing, proactive monitoring of email and network activity, maintaining local and offsite backups, and consistent and regular security patching of all devices on the company's network.

September is National Preparedness Month. Your business can do nothing and take its chances, or alternatively, it can get prepared to keep working in the event of a weather-related disaster, inadvertent employee actions or other unexpected events. IT Radix double dares you!

OUR CLIENTS SPEAK OUT:
THE BUZZ

"Neither snow nor rain nor heat nor gloom of night stays these couriers from the swift completion of their appointed rounds… That may be the postman's motto (clearly old) but I think it should be IT Radix's!"

Dana D'Angelo — D'Angelo & D'Angelo

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And the Password Is…

The game show, **Password**, first aired in 1961. It might be fun using celebrity's clues to guess their passwords, but do you really want strangers guessing YOUR password?

You know you're guilty of it: using the same password for everything. We understand how annoying it is to try and remember all those passwords. If you're using the same password for sites that don't share sensitive information, like a login to a news feed you like to read, then it's generally okay.

HOWEVER, **the ONE password you want to keep unique is your email password**! If an e-commerce site you've registered at or bought from gets hacked (and you've used the SAME password you usually use for everything including email), you can pretty much bet hackers are going to gain access to your Inbox. They'll have your email and your password to the e-commerce site and will use that to hack in. From there, they'll have fertile ground for getting all your data and other passwords.

A good rule of thumb is to use a phrase… something easy to type but hard to guess with some caps, numbers and special characters thrown in. For example:
ITR@dixmakesITwork4u

Three Ways to Wipe Out PC Slowness

In the late 80's a gameshow called **Wipeout** aired. The show's contestants would be pitted against each other on any given category where a few wrong answers or "wipeouts" were hidden amongst the answer pool. The contestants who answered successfully and avoided the wipeouts were deemed the champions. In honor of our game show theme, we put a little twist on the show's high pressure trivia and assembled the top three "wipeouts" you can remove from your machine to keep things running smoothly.

1 – Remove Extra Programs

At the end of the day you probably close out of your open programs and power down your machine. The next day when you turn on your PC, it seems very slow. If you find yourself continually waiting for Outlook to start, you may find that having too many installed programs is to blame. Every time Windows begins, it runs down a list of files and functions that it needs to give you a positive experience. The trouble is when 3rd party programs (like extra PDF readers) sneak their way onto your machine and find their way onto your "startup list." Your PC clogs up, and you're tapping a pen restlessly for the "spinning wheel" to go away. To cut this down, go through your computer's programs and remove anything that doesn't need to be there.

2 – Clean Up Nasty Adware

You can't talk about extra programs without an honorable mention to all the unwanted and often unknown programs that make their way onto your system. More often than not, when you download a program, there's a slew of junk that you've unintentionally agreed to install via the *Terms and Agreement*. Suddenly you're swimming in browser re-directs and Ask Toolbars galore. The best way to deal with this is to be sure you're only downloading programs you absolutely need, but let's face it…junkware makes its way onto even the most vigilant user's machine. If that's the case, hop over to malwarebytes.com and run their free scanner to clean it out (just be sure to opt-out of the free trial for the paid version).

3 – Upgrade your Memory

Memory (or RAM) is the component your PC uses to actually do what you need. How much you have will determine the workload your PC can comfortably handle (think horsepower but a little geekier). If your day consists of a lot of Microsoft Office, you won't need a whole lot to keep your machine running smoothly. On the other hand, if you're running king-sized resource hogs like Adobe Photoshop or Illustrator, you may want to consider a memory upgrade. Not only is it inexpensive but it makes a big difference where performance is concerned. It's worth mentioning that the "other" kind of memory can have a big impact too. This is more commonly referred to as storage space, and it has to do with how much free space is on your hard drive. In order for Windows to operate smoothly, you should try and keep at least a third of your total storage free.

Follow these tips and, just like that, your computer should be running good as new. Try our "wipeouts" and drop us an email with your results!

"If opportunity doesn't knock, build a door."

— Milton Berle

"I started to get suspicious when I was playing a game online and my score was the same as my Social Security number."

From the desk of: Cathy Coloff

It's hard to believe 4 years have gone by since Hurricane Sandy swept through. September is **National Preparedness Month**. My advice? Don't procrastinate on your disaster recovery plan! It's hard… planning for a disaster is not fun or easy. We all think it'll never happen to us, and the law of probability usually proves us right. What's more likely? Mini-disasters—things that disrupt some, but not necessarily all, of your business. For example, a virus on the HR person's machine the day payroll is due. A failed hard drive in the business development person's laptop and since they work remotely, they didn't save that big proposal on the shared drive. A car takes out the pole that provides power to your building and you lose power for the remainder of the day.

We see these mini-disasters all the time. So many could be avoided or minimized through business continuity planning and yet, no one wants to take the time out to do the risk analysis and put measures in place to help keep things running smoothly. I know what a toll these mini-disasters take on us when they occur, so we constantly try to plan and improve.

IT Radix was without street power for 7 days. Fortunately, we had one of our two Internet lines operational, our phones were hosted by VoIP and our critical line-of-business applications were hosted in the cloud. So, we were able to run on generators and be fully operational throughout Hurricane Sandy. We had the big things covered. One of our clients was down for 2 weeks. They experienced severe business disruption and ultimately, had to lay off several of their staff due to lost business. As for the mini-disaster planning…I suggest doing as we do, and take it in little bites. Each quarter or year, pick an exposure and let us help you come up with a solution. You'd be surprised how much easier business continuity planning can be.

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 collection of game show inspired board games!

Q: Who was the creator of both **Jeopardy!** and **Wheel of Fortune**?

_____

August Trivia Challenge

Q: For how many years did Bob Barker host *The Price is Right*?
(Answer: 35 years)

Congratulations to Carole Jackson of The Westfield Group, recipient of a collection of game show inspired board games.

Videoconferencing: Do's and Don'ts

In the words of Will Rogers, "you never get a second chance to make a good first impression!" These are words to live by, especially when it comes to videoconferencing where the camera is always rolling. "If you're not speaking, you have to remember that the other five, six, seven or eight people participating are also watching you," says Bob Kirk, CEO of Avistar, a visual communications provider based in San Mateo, California. "People tend to forget that if they're not speaking, they're also still being viewed."

A few words for the wise:

Tidy up your surroundings – Your surroundings say as much about you as the words you speak. Before the call, check the picture-in-picture to see what others will see in the background.

Check the mirror – Consider your dress attire. Is it neat and business appropriate? Is your hair neat and combed? This may seem obvious, but remember…cameras are unforgiving. Avoid wearing striped clothing, if possible, as it can create a "strobing" effect for others. Sit up straight and know that PJs are never acceptable! ;-)

Talk to the camera – When you are speaking, look directly at the camera to make eye contact with participants. When not speaking, look at your screen.

Do NOT multitask – Multitasking is glaringly obvious and does not show respect for the subject at hand.

Avoid distracting behaviors – Do not eat, chew gum or smoke.

Teleconferencing etiquette should not be taken lightly. Being mindful of the above suggestions will ensure a good, productive meeting for all involved.