

Do You Believe in Magic?

Behind the Scenes at IT Radix

Do you believe in magic? To many people, how technology works is magic. At IT Radix, we work hard behind the scenes to help preserve this illusion for our clients. But what does this really mean?

Earlier this year, I had the privilege of hearing Doug Lipp, management consultant and former Disney executive, speak on how Disney makes its clients believe in magic. He shared a number of outstanding lessons throughout his discussion but my personal favorite was “flawless execution” and a story he shared exemplifying this at Disney World. This story was also part of his presentation entitled: “Snow White Never Has a Bad Day: Lessons from Disney U about Leadership, Culture and Legendary Service.” While I’d love to share the full story with you, I encourage you to learn more about Disney University and Doug Lipp online.

Today, I want to focus on how his lessons confirmed that IT Radix is on the right track. As with most organizations, it starts with the people. If you hire right, train right and finally treat them right, you can create magic within your own organization.

If you are an IT Radix Management and Support client, we are checking your backup every day. Should we detect a problem, we correct it. This is all done behind the scenes, like all the activity occurring in the underground tunnels at a Disney park.

As with most things at IT Radix, we have a process to ensure that we hire the right people to be part of the IT Radix team. It’s not just about understanding and supporting technology; it’s about being able to communicate effectively with our clients, vendors and ourselves. We hire people who want to make a difference and help our clients succeed.

Next, we spend a lot of time training our team not only on technology but also on process. We support approximately two dozen different backup technologies alone. This doesn’t include the myriad of hardware and software that our clients use. What’s more important is that if you are an IT Radix Management and Support client, we are checking your backup every day. We have a process for setting up your backup consistently, monitoring consistently and testing it consistently. Should we detect a problem, we correct it. This is all done behind the scenes, like all the activity occurring in the underground tunnels at a Disney park. Why? So that when a client accidentally deletes a file, we can—as Mike Oster would say—“auto-magically” restore the file so that our client can keep working and move on with their day. Now, that’s flawless execution!

But let’s back up to the beginning, to a time before an organization becomes one of our clients. We offer free events and a plethora of knowledge in this newsletter and online. When we first meet a prospective client, we have a long list of questions to encourage the prospect to share information about their business, their technology needs and their overall

(Continued on page 2)



What’s New

October is National Cyber Security Awareness Month

Ask us about our Security Awareness training in honor of National Cyber Security Awareness Month.

October 27

WEBINAR

10-Min Tech Talk:

Are Ghosts Rattling Your IT Chains?

www.it-radix.com/webinar

Starts @ 12:10pm sharp

Save the Date

November 16

EVENT

Calling All Business Owners!

Join us at our Technology-for-Business Roundtable!

More details coming soon!

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





Introducing...Frederick Carmo

Our newest staff member, **Frederick Carmo**, does not claim to be a magician, but appears to have a bit of magic up his sleeve when he astounds and amazes our clients with his stupendous customer service.

Frederick came to IT Radix with over 25 years of customer service experience in both IT and medical settings. He most recently worked at Mount Sinai Health Systems as an Administrative Coordinator where he managed the day-to-day operations for the Radiation/Oncology Department as well as mentored and trained new staff members. He enjoyed working close with the administrative managers and administrative coordinators to ensure efficient workflow throughout the department.

Frederick enjoys being back in the IT world! As a Client Service Coordinator at IT Radix, Frederick is our front-line of service to our clients. If you have ever picked up the phone to call us, you more than likely had the privilege of talking with him. Frederick enjoys addressing client concerns directly or connecting clients with the appropriate technician who is best equipped to help. Behind the scenes, Frederick works diligently to keep client information up to date and to ensure appropriate approvals and authorizations are in place so that things run smoothly without a hitch. Frederick enjoys helping our clients—working together as a team to solve their IT issues—and goes out of his way to give our clients the WOW service they've grown to expect and appreciate.

Born in Newark, Frederick moved to Harrison as a child where he was raised and still lives today. He laments that Harrison is no longer the quaint old town of his childhood and is becoming more and more like the hustling and bustling town of Hoboken. His goal is to move to an area where he can have a bit of land. When not working, Frederick enjoys cooking and creatively experimenting with spices. He also enjoys watching home improvement shows as well as reality TV. Frederick is fluent in Portuguese and Spanish. He loves the beach and relaxing with the soothing sounds of the ocean waves. His most favorite place is Puerto Rico with Provincetown, MA, a close second!

Frederick's personal philosophy: Keep it simple!

"Live simply. Lead with Spirit.
Always try to do the right things right.
Take time to re-soul."

— Jon Mertz

Welcome!

A warm welcome to our newest
Management and Support clients:

*Feder Kamens & Company, LLC
Prevention
W J Regan and Company*

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

Behind the Scenes at IT Radix



(Continued from page 1)

partnership preferences. Of course, we learn about their specific technology too. Only then are we able to pull together an assessment to assist the prospective client in their evaluation of us. Let's face it, in the beginning, you hardly know us; but by sharing our knowledge and expertise, we find that prospects feel more comfortable in their decision making. This doesn't happen by accident. We have a process for nurturing potential client partnerships which may and sometime does take years to come together.

Once an organization partners with us, our client onboarding process begins to continue the nurturing and strengthening of our partnership. Because like Disney, we want to ensure that an IT Radix client doesn't have a bad technology day.

OUR CLIENTS SPEAK OUT:

THE BUZZ

"I don't know what I'd do without IT Radix. My business does SEO (search engine optimization) for small businesses nationwide; so we interact with few of our clients on a face-to-face basis and any computer or software downtime is a big deal for us. IT Radix has helped us with everything from client support software to backups, and I wouldn't want to be without them. When time is critical, they always jump right in to help."

Bill Treloar, Owner — Rank Magic, LLC

Abracadabra— Function Keys (Part I)

Abra abracadabra... “wanna reach out and grab ya!” In keeping with The Steve Miller Band, we want to reach out and grab your attention to turn you on to some time-saving things to do with Windows function keys.

- F1** – Help! Almost every program opens a Help screen with this key.
- F2** – Quickly rename a selected file, folder or desktop icon.
- F3** – Opens a search feature for an application that is currently active. (only works in some Microsoft apps)

Shift+F3 – Changes the appearance of preselected Microsoft Word text (toggles between upper case, lower case and initial caps).

- F4** – Repeats the last action performed in Microsoft Word.

Stay tuned for more time-saving function key tips next month.

Proudly folded & stuffed by Park Lake School



SPECIAL OFFER

Nothing Up Our Sleeves!

Sign up for a project during the months of **October**, **November** and **December**, and we'll test your team with a simulated email phishing test to ensure they don't fall for any parlor tricks.

Visit **IT Radix** at www.it-radix.com to learn more about our services!

The Illusionist... The Great and Powerful Oz!



The internet can be an overwhelming place; after all, the massive content aggregator represents something different for everyone. It's where people and businesses alike come to share their thoughts, ideas, services and products. Since everyone only gets one first impression, you can bet everyone is putting their best foot forward. It can make for a magical experience when everything you need is resting at your fingertips to achieve your goals and dreams.

Lions and tigers and phishing scams! Oh, my!

Since the web is such a big place, there are a lot of voices claiming their solutions will transform your life or business. It's important to understand how the magic works behind the scenes. Don't worry! That doesn't mean we're going to get super technical. Instead, we just want to take a peek behind the curtain. Remember in the Wizard of Oz when Dorothy and her pals got a good look at the “great” and “powerful” Oz for the first time? He really wasn't too impressive; however, our heroes would have been none the wiser if all they saw was his presentation. As we know, not everyone is who they say they are, and sometimes those sleight-of-hand tricks can be really hard to spot! That's why we've identified a couple tricks along with some tips to help you stay one step ahead of the bad guys.

Trick 1: Scareware

Ever come across a webpage that sounded a little like this: *Stop! Your computer has been infected with a fatal virus and if you don't call this number now, all your data will be lost!*

Believe it or not, this tactic catches more people than you'd think, and it usually results in more viruses and stolen credit card information. But don't panic! If you find yourself in this situation, our tip is to close out of your browser and *do not* call the number. If the browser won't close, give us a call—after all, we've got your back.

Trick 2: The Phishing Email

Fraudulent emails are becoming an increasingly common way that cyber-crooks are trolling the web for money and information that doesn't belong to them. We all know by now not to send financial aid to the foreign prince in return for millions, but what about an email that sounds something like this: *You're Office 365 password is expiring, click here to change immediately and prevent your account from becoming locked out.*

What's really happening is this form is waiting for you to put in your credentials that will then be used to infect your network and steal your data. What do you do about it? It's best to err on the side of caution and double check with your trusted IT advisor. Some other red flags are: typos, phony email addresses, and communications that seem out of place or unexpected.

There's a lot to watch out for, and it takes time and training to recognize a deceptive illusion when it comes to your data's privacy. That's why when you sign up for a project during the months of October, November and December, we'll run a complimentary simulated email phishing test to be sure your team is equipped to spot cheap tricks that can have expensive consequences.

Give us a call today for more info—we're looking forward to hearing from you!

“There is no magic in magic,
it’s all in the details.”

— Walt Disney



©Glasbergen
glasbergen.com
“I’m the Clutter Fairy. I’ll come back...
I’m gonna need a much bigger wand!”

From the desk of: Cathy Coloff
Subject: IT Radix is all treats and no tricks!



Magicians perform tricks of illusion and sleight of hand. And while we might like our clients to think we’re magicians, it’s no trick or illusion. Behind the scenes, it’s hard work providing superior IT consulting and support. Sometimes things go sideways, upside down, backwards or some other direction than desired. Where the magic comes in is how those problems get resolved—in difficult situations, we lean heavily on our core values of client first, teamwork and positivity. It’s not easy remaining positive under pressure, and yet our team does it day in and day out. It could be an entire network that’s down, having to stop what you’re doing because another client’s software is not working as expected, or some other issue. And yet, the IT Radix team handles each situation with tenacity and grace—working together to put our clients’ needs first. I’m proud to be associated with such a great group of people.

October is **Cyber Security Awareness Month**, and I’d like to think that with all the breaches, snafus, and cybercrimes reported in the news, people are aware. Thus, I’m always surprised when people seem unaware of the risks and the potential harm to themselves personally or in business through lack of cybersecurity. We are constantly striving to find ways to better protect our clients to ensure that they are not the proverbial low-hanging fruit for cybercriminals. As a result, we’re pleased to offer a new security service that helps monitor and identify potential security leaks that may have occurred on the “Dark Web.”

If you’d like to know more, give us a call...in the meantime, perhaps you can help me dream up a cybercriminal costume for Halloween just for fun.



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 an AMC gift card.

Q: What was the stage name of Erik Weisz?

July Trivia Challenge

Q: What novel began with this line:
“It was a bright cold day in April,
and the clocks were striking thirteen.”

(Answer: 1984 by George Orwell)

Congratulations to Harry Neinstedt of Lakeland Bank, recipient of a Barnes & Noble gift certificate!

Hackers Paid to Find Bugs



Every day we use software and technology to assist us with our daily lives. Whether it’s balancing the books or tracking your steps on a Fitbit, we’re surrounded by new and exciting technology. The software behind the scenes of these sleek new “smart” watches and gadgets need to be developed and tested before they’re ready for use. It doesn’t stop there, though. Even after these tech products are released and in your home or business, companies are still expanding their ideas, and improving them in the background with patches and updates that roll out on a regular basis.

With high-profile scams and privacy breaches on the rise, cybersecurity is becoming ever more important; and companies are embracing more proactive security models to keep their products and customers’ information secure. Companies such as Google, Apple, and Microsoft have implemented programs offering to *pay* hackers to find bugs and potential data exploits within their products. That means if a hacker was contemplating targeting a company with a bug, they are now offered a cash reward from the company itself to help keep the technology we use daily, and the internet at large, a safer place. That’s right, hackers now have an incentive to turn from the “dark side” and become a force for good!

By inviting a larger community to participate in keeping the internet safer for everyone, hackers now have an opportunity to be rewarded for coming together and keeping technology’s magic alive and well for everyone.