

Protecting Our Resources

No Eruption to Your Business with Managed IT Services

In early May of this year, the Kilauea volcano on the Big Island of Hawaii blew its top again. In fact, it has been erupting on and off for hundreds of thousands of years. Commencing in 1983, it has been erupting almost continuously, this recent event was a large one in that series. This natural event caused a great deal of havoc including business closings, air flight interruptions, earthquakes, road closures, landscapes permanently altered by lava flow and of course evacuations. Mother Nature cannot be controlled and the residents of the Big Island must deal with the effects of it every day. They must expect the unexpected.

However, business owners and managers CAN control and minimize the unexpected when it comes to their technology infrastructure. When it comes to the theory of plate tectonics, the network of lava and temperature intensity below the surface of a volcano is ever changing. Likewise, a technology network has a lot of moving parts below the surface that need attention, monitoring and maintenance to ensure nothing erupts!

Managed Services grew out of the business need to get out of the “break/fix” pattern of addressing computer and technology issues because organizational reliance on technology and software applications grew dramatically.

That is why organizations today that employ an IT firm like IT Radix do just that. In the IT industry, this type of program is called “Managed Services.” That name can cover a lot of services, but to the client organization it means that it can focus on running its own business without IT interruptions and enjoy world class information technology strategy, guidance, budgeting, network and user support on a competitive and stable budget. Managed Services grew out of the business need to get out of the “break/fix” pattern of addressing computer and technology issues because organizational reliance on technology and software applications grew dramatically. That growth has resulted in a lot of systems that need to be managed for operations to proceed. It is not just email that needs help desk attention these days but a host of other applications: from accounting and other business management software, to data security, to remote user access to company data stored on a local or cloud server and everything in between.

An IT Managed Services firm takes a holistic, business-oriented view of all of this and provides recommendations and puts in place proactive policies and procedures to prevent issues from ever happening. They put in place monitoring systems that are the IT versions of the seismometers and thermal imaging techniques used to monitor volcanic activity. Top notch firms like IT Radix also include the human element to regularly use professional staff to view what is happening behind the scenes in the logs of the computers and servers to give advanced warning of potential issues—just like seismologists take gas samples from below

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What's New

Get Disaster Ready

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

September 27

Webinar

10-Minute Tech Talk (Times Two):
How Can Office 365
Help You With Disaster Recovery?
Register: www.it-radix.com/webinar
Starts @12:10 sharp

10 Months of Giving Back - Give Change to Make Change -

IT Radix is celebrating our 10th Anniversary with 10 Months of Giving Back. This month, we are collecting change to make a change for Mt. Pleasant Animal Shelter.

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

Who Owns Information Security Risk?



National parks can be enjoyed almost anywhere. Whether that be the Colorado River running through the Grand Canyon, Mount Rainer National Park's dormant volcano, or the nearby Great Falls Park in Paterson, New Jersey, nature's splendor is painted across the United States.

Any person may simply go to one of these parks and enjoy them. There are no special qualifications that must be met, other than hopping in your car and appreciating the view. While these may be *national* parks, they really belong to the people.

Thanks to the advent of the internet, your company is much like a national park, and can be accessed from almost anywhere. Maybe a traveling employee needs to access the office for network resources and VPN access. Or perhaps, a potential client happens upon your webpage and is looking to strike up a conversation. Your company's high availability increases how accessible you are to both your team and clientele, allowing you to bypass limitations that brick-and-mortar sites once imposed.

However, it raises an important question: **Who owns information security risk in your organization?** The answer is...*everyone!*

Unfortunately, this is not the reality for most businesses, both large and small. As business owners and decision makers, it is imperative to communicate the importance of information security to your staff. When it is understood *why* good security habits fall to everyone, you will vastly reduce your threat to accidental information exposure, phishing emails, security breaches and viruses such as ransomware that hold your data hostage.

Being connected to a global community comes with a certain level of responsibility. Sensitive data, such as Personally Identifiable Information (PII), credit card and financial data, and human resource records are important to share only with the appropriate personnel. Just like your location's physical security (such as keeping the doors locked at night), this data needs to be protected as well.

Raising awareness to the impact of security breaches and training your team on what to watch out for, is the perfect place to start developing a greater sense of responsibility towards your company's overall risk profile. Taking ownership and passing it along to your entire staff will reduce your organization's vulnerability to privacy breaches drastically.

Give us a call and ask for information on our *Cyber Security, Phishing, Training and Awareness* program. We would love to help you equip your business and your team members with the tools they need to take ownership of security.

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
Laura from Homeless Solutions, Inc.
Lisa from NJ Builders
Steve from United Assurance Inc.
Viviana from Real Endpoints

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

No Eruption...

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the earth's surface to get hands-on knowledge of unseen activity.

There are numerous benefits to employing an IT Managed Services firm to do all of this so that you can focus on what you do best. They include: budget certainty, top-notch advice and best practices from a team of experts that are not on your HR payroll and are available to you. Even organizations with established IT staff in place find benefits with such an arrangement as it pulls their internal IT staff out of the daily fire drills of forgotten passwords, deleted files and lost access to shared files or printers.

Avoid the eruptions (and interruptions) and get IT stability with IT Managed Services.

OUR CLIENTS
SPEAK OUT:

THE BUZZ

"IT Radix is a pleasure to work with. The team is knowledgeable, professional and responsive to our needs. Since coming on board with IT Radix a year ago, they have helped us plan for and make several infrastructure updates—each project was run smoothly and completed successfully. It's a great feeling knowing IT Radix is monitoring our systems and that reliable help is just a phone call away."

Joan Pandorf, Sales Assistant & Licensing Manager — Axis Insurance Services LLC

About Axis Insurance Services: Axis Insurance Services, LLC is a professional and management liability insurance brokerage located in Franklin Lakes, NJ, with producers licensed nationwide. They specialize in E&O, D&O, EPLI, Crime, Data Privacy/Network Security (Cyber) and Fiduciary liability for professional service firms.

Kids Careless with Online Passwords



With corporations taking hits left and right from cyber-criminals, security on the Internet has become more

important than ever. Still, even as many of us step up the security of our online presence, stragglers who believe they're immune to such attacks abound.

Based on a recent survey from Statista, young people are more careless with passwords. Thirty-four percent of people aged 18 to 34 years use the same password for "most online logins," compared to only 20% of the 35 to 54 demographics, and only 13% for those older than 55. In addition, a whopping 10% of 18- to 34-year-olds use the same password for all their online keys.

It goes without saying that this is bad practice. It can be all too easy to hack into a single, less secure account. However, if different passwords are used for separate logins, it becomes much more difficult to access more important files in, say, a Gmail account or bank login. Not so if the passwords are identical.

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Cut the Cords!

Sign up for a year of IT Radix Management and Support during the months of **July, August and September** and receive wireless headphones.

Visit www.it-radix.com to learn more about what's included in each of our proactive maintenance plans. Offer for new managed service clients only. Some restrictions may apply. Call **IT Radix** today to learn more!

Being a Good Steward of Your Website

We often hear the term *stewardship* in association with the environment or a home. As business owners or business professionals, you become the steward of those assets that, though often digital and intangible, are just as important as your physical environment. One of those critical assets is your website.

Let's explore what it means for website owners to be good stewards of their websites. The simple, static online brochures that existed in the early days of the Internet are a thing of the past. These days, websites do more than provide static information—they generate leads, sell products, educate current customers and prospects, provide tools and resources, showcase work and so much more. And let's face it, making sure your website stays current, fresh, relevant and interactive, as well as keeping up with all the changes in technology, social media and search engines can be a challenge.

Thankfully, no matter where you are in the life cycle of your website—whether you're creating a new site, maintaining an existing site or redesigning an old site—there are many solutions available to support you in caring for your site. Here are five ways to be a good website steward:

1. Maintain a Welcoming "Look and Feel"

Your home page should immediately convey who you are and what you do, as well as give visitors a reason to come back, perhaps through showcasing your latest blog post, project, photos or winning achievement.

2. Create Sustainable Solutions

Make sure each person who updates the site has his or her own login. Stay on top of website software updates, including WordPress core updates, theme and plugin updates (for WordPress sites). And always back up your website (some web hosting companies include this and some do not—confirm with yours).

3. Give Visitors What They Want

Ask yourself: Is your content tailored to your target website visitors? Is your site mobile friendly? Do all pages of your site load in three seconds or less? Is your website up to date?

4. Make Security a Priority

Ensuring that your site is secure using HTTPS is now standard for all websites, not just sites that accept credit cards and sensitive information. It builds trust with your visitors, shows your commitment to complying with security best practices and protects your site from displaying a "Not Secure" message. It is also a ranking factor with search engines.

5. Go Outside to Bring Visitors Inside

Search Engine Optimization (SEO) can be as basic or extensive as your goals and budget allow. If you have a WordPress website, you can follow basic SEO best practices using a plugin such as the Yoast SEO Plugin. You can also hire an SEO company to build, implement and manage a campaign for you. Social media can also be a powerful way of driving traffic back to your site.

As John Muir, "Father of the National Parks," said, "When one tugs at a single thing in nature, he finds it attached to the rest of the world." We've just *tugged* at the idea of good website stewardship, you are bound to have more questions. I welcome any questions or comments to support you in your website journey.



VALERIE BLAU is Vice President of Business Development for TAG Online in Clifton, NJ. TAG Online supports companies and organizations in having effective websites that create opportunities and drive results. Whether it's web hosting, e-commerce, web design or custom programming, TAG provides excellent, personal, quality service. Learn more here: www.tagonline.com

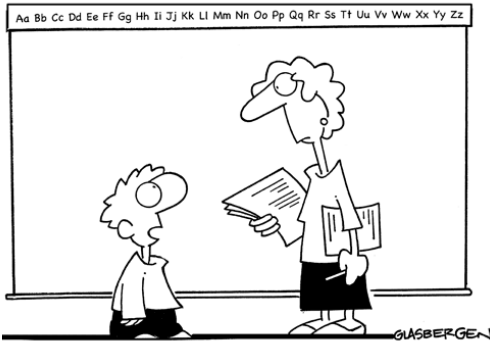
“Adventure is worthwhile.”

— Aesop

From the desk of: Cathy Coloff
Subject: Nature helps us understand everything better



As summer ends, many of the national parks empty out of record high visitors and start preparing for the upcoming fall and winter months. Before Alex entered our life, Doug and I spent some nice vacations in Arizona, New Mexico, Maine, Oregon, Washington and more, enjoying the relatively quieter times in some of our national parks. Back in the day, one of the most spectacular hikes we did was Knife Edge on Mount Katahdin. This trail happens to be in a state park but was a great place to hike nonetheless.



“Yes, I copied off Norman’s paper. Is it my fault if information security is lax around here?”

In reflecting on this trip, I am reminded of all the great state and county parks available to us right here in New Jersey. The state of New Jersey boasts over 50 parks, forests and recreation areas. As a relative newcomer to NJ, I’ve only had the pleasure of visiting just a few. As Alex grows up, I hope to check out even more. Of course, our county and towns offer excellent options to get outdoors and enjoy nature as well. Just this past winter, I enjoyed cross country skiing in Randolph on the trails with our dog Reid. Who knew that he’d be an excellent snow dog! He had great fun running through the snow and burrowing for critters when I would stop to rest. It always amazes me how Reid can hear even the slightest movement, be it under the snow, underground or in the bushes.

Albert Einstein said, “Look deep into nature, and then you will understand everything better.” While I may not understand everything better, this I know—even a few minutes outside enjoying nature helps me remember and appreciate all the wonderful people and things in my life. I hope you’ll get outside and discover the same.



National Park Fun Facts!

- Mauna Loa Volcano in Hawaii Volcanoes National Park is the largest volcano on earth both in terms of volume and height above its base.
- Great Smoky Mountains National Park is the most visited national park (9+ million guests per year) followed by Grand Canyon National Park (4+ million guests per year).
- The smallest national park unit is part of an acre in downtown Philadelphia, the Thaddeus Kosciuszko National Memorial.
- There are 25 active glaciers and more than 700 lakes of various sizes inside Glacier National Park.
- Wind Cave National Park in South Dakota is the first cave to be named a national park in the world.

The Conservationist President



President Theodore Roosevelt was one of the park system’s greatest patrons and is often referred to as the “Conservationist President.” During his administration (1901-09), five new parks were created, as well as 18 national monuments, four national game refuges, 51 bird sanctuaries, and over 100 million acres of national forest.

While Roosevelt was in office, the Antiquities Act was established, enabling Presidents to proclaim historic landmarks, historic or prehistoric structures, and other objects of historic or scientific interest in federal ownership as national monuments. The National Parks Service oversees all parks and some monuments. There’s some confusion as to the difference between parks and monuments. The difference lies in the *reason* for preserving the land:

National Parks - National parks are protected due to their scenic, inspirational, education, and recreational value. (Congress designates national parks.)

National Monuments - National monuments have objects of historical, cultural, and/or scientific interest, so their content is quite varied. (Presidential proclamations establish national monuments.)

Enjoy some time in the great outdoors, and visit one of our national parks or monuments. Plan a weekend getaway soon to take advantage of the two remaining FREE days in 2018: September 22 (National Public Lands Day) and November 11 (Veterans Day).