

Out of Sight...

2020: A Look in the Rearview Mirror

Certified driving instructors have a plethora of rules and advice for proper use of a motor vehicle—including how to use your mirrors. They advocate checking your rearview mirror every 5-8 seconds because what is behind you, can certainly affect your way forward. Considering how 2020 transpired, many may not want to even spend any time in reflection. However, we feel it is important to highlight a few lessons gained from this turbulently unexpected annum.

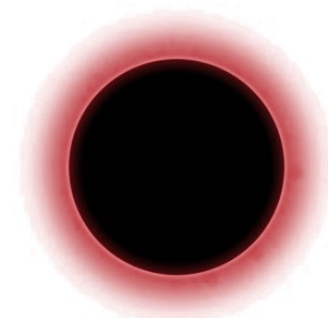
Expect the unexpected. If business owners and managers learned anything this year it is that unexpected environmental, public safety and governmental issues can have a huge impact on how and if you can conduct your business. The Boy Scout motto of “Be Prepared” certainly applies here. Those with plans in place that lay out how to keep delivering value to clients are the winners. Also, it sure helps to have a financial cushion in place as well. Maybe it is time to re-name the good old “Rainy Day Fund.”

Security is paramount. IT professionals have been proselytizing for years about the importance of layers of security protecting all organizational hardware, software and most importantly—data! With “remote work” becoming the norm for many in 2020, security is even more essential. Enterprises that put in place strictures to ensure that all hardware that accessed their networks had adequate security in place—such as ensuring personal machines were Windows 10 and had adequate anti-virus, and/or accessed the office network solely through a secure Virtual Private Network (VPN) with Multi-Factor Authentication (MFA)—reduced their cyber risks significantly.

Mobility and agility are vital. Being able to move/work freely and easily anywhere (mobility) as well as quickly (agility) is vital going forward. Those firms that had an executable disaster recovery plan in place, along with the needed devices and knowledge on how to use them in the hands of their staff, were the ones who sailed much more swiftly through the initial months of the pandemic. To facilitate staff to be able to produce work from almost anywhere anytime—and then do it from somewhere else quickly if need be—is the new lifeblood of many businesses.

Overcommunication is impossible. Interactions with staff, vendors, and clients on a frequent basis via all forms— email, calls, virtual meetings, distanced personal visits—are vital in critical situations such as what 2020 delivered. Focusing in those communications on “how” things will proceed, not “if” things will proceed, separated the winners from the losers. While many employees have enjoyed working from

(Continued on page 2)



Take Note

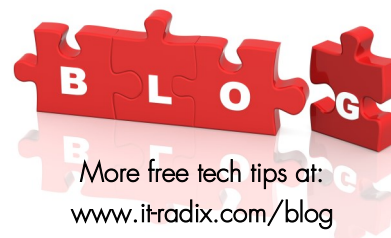
Office Hour: Technology Trends You Need to Know for 2021

Now, more than ever, it is critical to stay current with cybersecurity, emerging technologies, process automation and more. Join us on December 3 as we partner with SKC to discuss “all things tech” and how you can prepare for a safer and more productive 2021.

Register today:
[https://www.skandco.com/
events-calendar/office-hour-
with-sk-dec](https://www.skandco.com/events-calendar/office-hour-with-sk-dec)

Tis the Season

Our office will be closed Fridays, December 25 and January 1. If you need assistance during this time, please call 973-298-6908 and one of our on-call support staff will be happy to help.



More free tech tips at:
www.itradix.com/blog



Rearview Mirror

(Continued from page 1)

home, it is imperative to minimize any feelings of isolation through frequent and positive communications of all types.

Double up. Duplicating resources is the new normal post the 2020 experience. Having data backups is just part of that, but also having spare laptops and access to temporary office space and stockpiling key resources is the lesson here. Replicating servers in the cloud so downtime is minimized in a disaster is another way to double up. A rule of thumb is that, if it is vital, be sure you have at least two of it!

Stay goal focused. The final lesson is this: Do not let yourself or your business get caught up in the swirl of craziness that can take over in turbulent times. You got into this business for a reason, stay focused on it. Your customers need you and your services. You may have to reinvent your “how,” but you do not have to reinvent your “why.” Onward and upward!

IT Radix is here to help you navigate your IT journey and keep your eyes on the road ahead.

Proudly folded & stuffed by Central Park School

The Cost of Doing IT Yourself

“I did it all by myself!” Parents are gleeful hearing their young children exclaim those words with delight after mastering a new accomplishment. It proves the youngster has the drive and individual passion to propel him/her through life. Doing it yourself is great for personal growth, but it is not the key to success for business and organizational achievement for professionals. The smart leader knows when to control or manage a process internally and when to lean on outside experts. This is why many managers decide to outsource their Information Technology needs.

Let’s take a closer look at some of the hidden costs when IT needs are 100% managed in house. They fall into two main categories:

Expense: In-house IT management means interviewing, choosing, hiring, training and motivating IT personnel—not an easy task for those without real knowledge of technology. Additionally, there will be times when your staff professional cannot fix an issue or provide guidance. In those cases, you will have to pay for consulting and/or for a technician to come onsite. And without intimate knowledge of your environment, it means you are paying by the hour for them to figure it out and solve a problem that was created internally. On top of that, in-house IT means likely more investment in capital to manage your network and probably a great variety in costs month to month.

Expertise: In-houses IT operators often do not have the wide range of knowledge or senior level experience needed to provide strategic advice and forward thinking necessary for success today. Technological innovation is rapid, and your staff may find it hard to keep up. Sometimes they find it hard to admit they do not know and hesitate to make the call to the needed specialist—potentially a disaster in the making. Alternatively, when internal IT staff are top of the line, they may decide to move on to greener pastures which means that lots of information and history walks out the door with them. That kind of expertise could be especially vital in an emergency or disaster.

Don’t pay the price for doing IT yourself. Contact IT Radix...we have managed services as well as co-managed IT options available for your organization today!



Our Clients Speak Out!

“IT Radix is a company that can be trusted. Trust is critical since we count on IT Radix to know the industry, protect our data, keep our systems running and to have a fair and reasonable price! All that is true. It is said the company reflects the values of the owner/leader, and I know Cathy personally and she is a wonderful person. One who is smart and can be trusted! Thanks so much for all your support over all the years—to all at IT Radix.

Allan Valvano, Partner — Paymedia LLC

Paymedia manages payroll, human resources, time/labor management and benefits for area businesses.

Tourist Flights Into Space

Elon Musk has been a leading innovator for technology for the past several years and now plans on sending paying customers into space. This is not a surprising development as the SpaceX crew has been working on a commercial private aircraft, Dragon, for quite some time and recently launched its most recent group of astronauts from Florida to the International Space Station (ISS) just last month.

Recent developments expose that the billionaire tech tycoon has partnered with the space tourism company Space Adventures to launch passengers into orbit on their Crew Dragon capsule. It has been said that they will be launching up to four passengers at a time and the entire adventure would last up to five days. The spacecraft should be bringing paying clients to space by the end of next year, 2021 or early 2022.

This space trip would be a monumental one since it will fly higher in space than any previous private citizen has thus far. It is said that it will fly past the ISS and ascend roughly between 500 and 750 miles above Earth, nearing the 850-mile limit for a crewed non-lunar mission previously set by astronauts Pete Conrad and Dick Gordon in 1966. This mile marker has not been reached by any astronaut since; but in time, SpaceX and Space Adventures may just get us there!

There have been no confirmations from SpaceX on the pricing of tickets, but it is likely to be millions of dollars per passenger per flight, some sources have even said it could be upwards of \$30 million. The standard for space tourism stands with Virgin Galactic at the moment with a cost of \$250,000 per flight, however SpaceX will be traveling two to three times higher than Virgin Galactic.

We at IT Radix are buzzing with excitement—all of us here are, not surprisingly, into the latest technological advances! We can't wait to see what happens at the end of next year and find out what it's really like to travel through space.

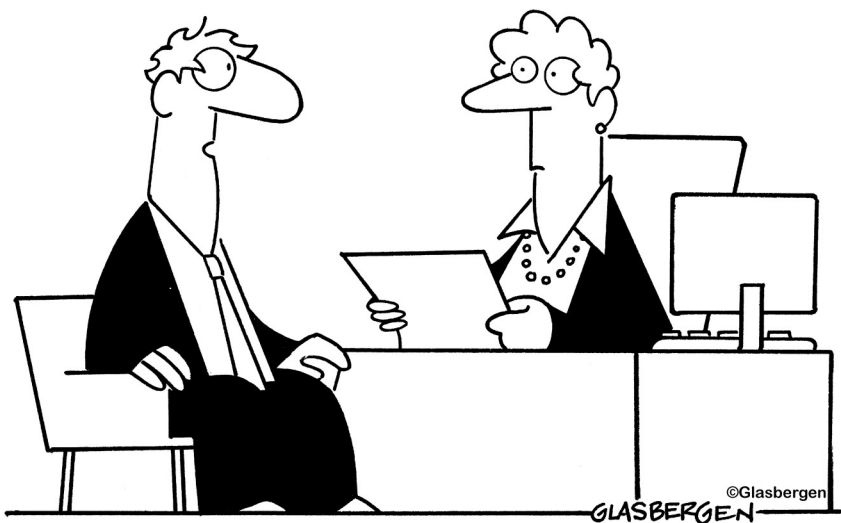
Making a List...

...and checking it twice! You may wonder why it takes us time to get proposals for new machines and servers ready. The answer is in the details! We use detailed checklists for all services that we provide and for all current and future projects.

The book, *The Checklist Manifesto* by Atul Gawande, stresses how the OR uses checklists to ensure nothing gets left behind when they are operating on a patient. Similarly, when IT Radix does computer and network "surgery," we're committed to the same attention to detail that OR checklists provide. Much like Santa, we have a list and check it twice! Though our techs are inherently detail oriented, there are still items that can fall through the cracks if checklists are not a part of the process. Our attention to detail ensures successful services and results with no unexpected surprises along the way.

Success is in the details. Let IT Radix plan your next IT project and ensure your success today!

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



"I pretty much live on the Internet, so I wrote down Cyberspace as my legal address."

Welcome!

A warm welcome to our newest Management and Support clients:

Couto DeFranco, P.A.
Raare Solutions
Rossy Pediatric Dentistry

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



From the desk of Cathy Coloff

Cathy

As we wrap up the year, I believe that we'll all be "talking 2020" for many days to come. When we launched into 2020 with its connotations of clear vision, who could have predicted the year that would unfold? For IT Radix, the year started with a big push to help our clients upgrade or replace not only Windows 7 PCs but also Windows 2008 Servers, which meant literally hundreds of computers and hours of effort. Just when we thought we could catch our breath, COVID-19 hit and presented another rush to get our clients set up to work from home productively and securely. I'm very proud of how our team has performed under stressful situations and time crunches. It wasn't always easy, but everyone stepped up when needed to help a client, help each other or in some cases help folks that we don't even know by giving back to our community.

While it was a challenging year, I was happy to make progress on my own personal development both at work and home. Anyone who knows me knows I like to learn and try new things and this year was no exception. I started a mini DIY construction she-shed project at home, gave rowing crew a try (loved it) and started a couple of online learning programs that I've greatly enjoyed.

The new year promises to bring new and interesting challenges. I can assure you that both personally and at IT Radix, I'll be working to continuously evolve and improve in the year to come.

In the meantime, I hope that you and your family enjoy a safe, happy, and healthy holiday season and wish you all the best in the new year!

SPECIAL OFFER

Have a call with us to outline your **2021 IT Action Plan** during the months of **October, November** and **December** and receive a free Work-From-Home Starter Kit—from cookies to webcam covers. Book your virtual session today!

"Life is like riding a bicycle.
To keep your balance,
you must keep moving."

— Albert Einstein

tech TIP

Work Computers and Devices Are Only for One Thing

Separate work and personal accounts/devices as much as possible. Why? If you're using a company device to access a compromised account, you're opening up a door to a hacker who can then get into your company's network via your email or PC. Bottom line, don't use company PCs, devices, phones or internet for personal use. Never mix personal web surfing and social media with company devices. If you want to check your Hotmail account or Facebook page, do it during your lunch break on your personal device. Over 600,000 Facebook accounts are hacked every day.

Contact IT Radix for more tips on staying safe online.

Out of Sight, Peace of Mind!

The old saying is "out of sight, out of mind." However, when it comes to off-site backups, the saying should be "out of sight, peace of mind!" Off-site backups provide a safety net for all the vital data that keeps businesses running every day, allowing companies and users to keep a record of their files in a secure location for those rainy days. If you accidentally delete a file, you can grab it right from your latest backup. If your computer dies or goes missing, you can reload your files or even a whole image of your system from your off-site location.

It is important for every business to have a disaster recovery plan to make sure that your services can continue, no matter what gets thrown your way. One great example of this is how off-site backups can keep your business running in the event of weather-induced power outages. During the latest Tropical Storm Isaias, many of our clients lost power and were told they would be down for several days. However, those with an off-site backup had the ability to have their environment set up in the cloud—thanks to their data being accessed from their off-site storage location. This meant companies were able to keep working while power was being restored.

Off-site backups provide peace of mind and play an essential role in keeping businesses and users working efficiently and confidently.