

# IT Radix Resource

We make IT work for you

## How Green Is YOUR Business?

If you ask someone what one of the most popular “buzz words” currently is, they may say **sustainability**. With the “Go Green” movement so popular right now, sustainability—meeting one’s own needs without compromising the ability of future generations to meet their own needs—is a hot topic. However, sustainability has always been more than just a “buzz word” to IT Radix. Even before being sustainable and being environmentally friendly was popular, IT Radix had it at the forefront of our priorities. We not only recycle, reduce waste, and reuse items whenever possible within the company, we also encourage our clients, families, and friends to do likewise.

One of our biggest recycling initiatives is working with Green Vision, a Morris County organization that employs people with developmental disabilities and teaches them how to properly disassemble and recycle unwanted electronic equipment, ranging from computers and computer chips, laptops, and cell phones to old video cameras and audio equipment.

Sustainability means doing what we can to protect the environment for future generations.

They challenge their staff with tasks that allow them to use problem solving skills while providing an opportunity to earn money, learn transferable skills and gain pride in their accomplishments. At the same time, this ensures that unwanted electronic equipment is kept out of landfills. It’s definitely a win-win situation for all. Many of our clients and colleagues have accepted our invitation to bring in their old equipment for recycling. To date, IT Radix has recycled several tons of material.

This year, IT Radix is expanding our sustainability efforts even further by creating a Sustainability Committee to identify more ways to make us even more environmentally friendly. The committee had its first meeting last month, and the ideas were flowing. Employee input was welcome, and no idea was too small for consideration. Some of the ideas discussed were how to reuse packaging materials, planting more shrubbery that will attract butterflies and bees, using environmentally friendly soaps and cleaning supplies, installing motion detectors for the indoor/outdoor lighting and defaulting printers to print double sided. The list goes on and on.

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## Take Note

January 19  
WEBINAR

10-Minute Tech Talk:  
Be More Productive with  
Microsoft Edge

[www.it-radix.com/webinar](http://www.it-radix.com/webinar)  
Starts @ 12:10pm sharp

**Momentum NJ Magazine**

In case you missed it, check out our latest edition to learn more about current technology trends and business concerns of local organizations like yours.  
[www.it-radix.com/magazine](http://www.it-radix.com/magazine)



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



More free tech tips at:  
[www.it-radix.com/blog](http://www.it-radix.com/blog)



## Green Businesses...

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When asked what sustainability means to them and how they incorporate it into their own lives when away from work, the consensus was: Sustainability means doing what we can to protect the environment for future generations, recycling even the smallest items, using as little heat and electricity as possible to save on resources, and appreciating the environment and doing our part to keep it as clean and pristine as possible. One of our employees even has an electric vehicle—talk about being committed to the cause!

Appreciation of the environment and understanding that there is not an unending supply of resources is one of the main reasons why our IT Radix team has always been on board with our recycling and reducing efforts. Each person does what they can to make their contribution to the office-wide effort. We are happy to do it and are excited to see what our increased efforts will lead to in 2023.

Reduce • Reuse • Recycle

## Introducing... Anthony Janus

Anthony comes to IT Radix with his Associates Degree in Computer Science and Digital Media Technology from the County College of Morris. Anthony has over 10 years of experience in overseeing customer service teams and coordinating general operations.

Anthony is part of the marketing and client support teams at IT Radix. He handles a variety of day-to-day administrative activities, orchestrates much of our electronic communications, and prides himself on leaving each client with a positive experience.

### Anthony's favorite quote:

"In a world where you can be anything, be kind"  
— Jennifer Dukes Lee

When he is not working, Anthony enjoys many hobbies! Anthony has been a music lover since he was young, playing a variety of instruments including drums, guitar, piano and currently learning how to play the violin. He has a wide range of musical taste, his favorite bands being *The Grateful Dead* and *The Eagles*. He frequently goes to concerts to enjoy live music and says there is nothing that compares to that experience! Anthony also loves sports, his favorite being baseball and the New York Yankees, with hockey and the New York Rangers a close second. Anthony also enjoys reading and going to the movies!

Anthony was born and raised in Northern New Jersey and currently resides in Morris County where he enjoys spending time with family and friends.

**Anthony's personal philosophy:** Smile more, try to worry less, and surround yourself with people who bring out the best in you!

## Worried Your Personal Info is on the Dark Web?



After holiday online shopping, it's a good time to review if any of your credentials are found on the Dark Web. Why? Because you are a hacker's #1 target. They know you have access to financials, employee records, company data and all that juicy customer information—social security numbers, credit card numbers, birth dates, home addresses, emails, etc.

Cybercriminals will stop at NOTHING to steal your credentials. And once they have your password(s), it's only a matter of time before they destroy your business and scare away your customers.

Our 100% FREE and 100% confidential Dark Web Scan is your first line of defense! Hopefully it will be ALL CLEAR and you can breathe easy. Sign up today for a free Dark Web Scan: [www.it-radix.com/dark-web-scan](http://www.it-radix.com/dark-web-scan)

## Automation Tech That Grows Your Business

Many businesses are eager to make up for lost time after the pandemic, and they want to bring new customers into the fold. There are countless growth strategies out there, but one area which offers a lot of options you can dial into your specific business needs is **automation technology**. There are plenty to choose from, and it really comes down to finding the right solutions that fit the current or future needs of your business.

Many businesses have yet to crack the code on automation. They aren't sure how to implement it and make the most of it. And that's okay. Automation comes with a few hurdles, like just getting started for one. It's an investment of time and money. However, once you get started, it does the rest.

A majority of daily business activities can be automated. One increasingly popular form of automation is artificial intelligence (AI), often used by chatbots. In the past, chatbots were useless. From the user standpoint, they never worked as expected. But those days are over. Thanks to major strides in AI technology, chatbots are automation kings.

Chatbots are highly customizable. You can use them as the first "person" a customer or potential customer sees when they visit your website. From there, a chatbot can ask questions and mimic a real person. But here's where the automation really comes into play: if a potential customer has a specific request or question, the chatbot can instantly direct them to the person within your company who can help. This saves a lot of time.

Automation is also useful when it comes to collecting data. Now, you can rely on numerous apps to collect different types of data and have it all sent to one place. For instance, you should have forms on your website where people can input data such as their name and email (and other similar data you may be interested in). You lock free content (such as special reports, books, videos, demos, offers, etc.) behind a "data wall." Once a potential customer gives you what you want, they get access and you have a lead.

If you're ready to jump into the cloud, automate parts of your business, or boost your data security, it's best to partner with a managed services provider (MSP) like IT Radix that specializes in IT solutions. You never have to do any of these things on your own—especially if you have questions or aren't sure how to get started.

Partnering with IT Radix can put your business on the path to hitting your growth goals and set you up for tech success!

## Staff PICK YouTube

Doug V, Joe, and Ken's favorite website is YouTube.

YouTube is known as a source of entertainment because of the large variety of videos. However, a more useful way to use YouTube is to find "how-to" videos that can help you learn how to do something new. YouTube has over 800 million videos on their site as of July 2022, some of which can teach you how to change a tire, fix your air conditioning, and even how to make sushi.

Check out YouTube yourself and learn something new!

## 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  
Anthony and Nelson from Couto DeFranco, P.A.  
Frank from Boffa & Co.  
Jillian from Longfield Gardens  
Michele from Fullerton Grounds Maintenance  
Steve and Tom from United Assurance Inc.

Visit us to learn more about our Referral Rewards Program!

[www.it-radix.com/referral-rewards](http://www.it-radix.com/referral-rewards)

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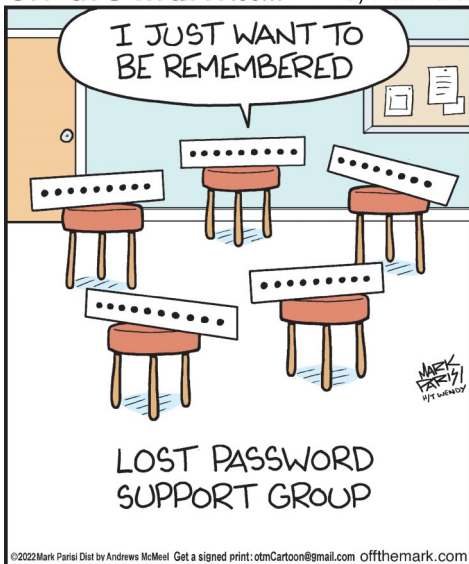
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IT Radix Family and Friends  
321 Delighted Clients Drive  
Geekville, NJ USA

*"You cannot get through a single day without having an impact on the world around you. What you do makes a difference, and you have to decide what kind of difference you want to make."*  
— Jane Goodall

**off the mark**.com by Mark Parisi



### From the desk of Cathy Coloff

As we move into 2023 and IT Radix launches an official Sustainability Program, I'm reflecting on something my son said to me once when I made him take something out of the trash and move it to the recycling bin... "Why do you care so much?" Having grown up in New Mexico, North Carolina, and Virginia during my younger years and now New Jersey and Vermont, I've spent a lot of time outdoors. I recall falling asleep hugging a tree in the nook I reached by climbing at the age of four or so. (Yes, my parents were worried; but I wasn't up that high.)

We are very fortunate to live in such a beautiful country with a wide range of environments. From beaches to mountains, there is something for everyone. Just being outside, enjoying clean air and clean water brings me happiness. And that happiness is why it's so important to me personally to protect our environment by taking even little steps and developing simple habits to support that goal.

I'm pleased that the team at IT Radix feels similarly and is willing to join me in this endeavor within the company. I encourage you to stop and think about one of the best times you had outdoors and use that to guide your choices, habits and behaviors when it comes to our environment. I, for one, want my grandchildren and their grandchildren to be able to enjoy our world in the years to come.

