

What's New

We just wrapped up another successful Cybersecurity and Risk Prevention Seminar at Bell Works on March 1st! We would like to first say thank you to all of you who attended and supported our event. We appreciate your feedback and are happy to see the impact our speakers had on our audience. The intent of this seminar was not to scare businesses away from using technology, but rather to educate and create awareness on today's cyber threats and show how to mitigate these risks. We work with various sized companies in different industries and they may all have different needs when it comes to software, device management and level of support. However, they all have one thing in common and that is to "protect them from the bad guys." As one of the leading IT support services firms in Monmouth County, we take a lot of pride in what we do and value the partnerships we have developed with our vendors to protect our clients from losing what they have worked so hard for.

Be proactive and not reactive. If you aren't a client already, contact us today to schedule a 27-point audit of your network, before it's too late! Go to www.tworivertech.com/audit to learn more about our special offer.

April 2018



This monthly publication provided courtesy of Frank M. DeBenedetto, President of TRTG.

"As a business owner, you don't have time to waste on technical and operational issues. That's where we shine! Call us and put an end to your IT problems finally and forever!"



Don't Ever Let Your IT Company Do This To Your Computer Network

Today, when companies need to be lean, nimble and brutally efficient to survive in a competitive marketplace, cutting unnecessary costs is paramount. Unfortunately, it can be easy when you're on a tight budget to accidentally strip away components of your business that may seem gratuitous but are actually essential to your success.

One of the first things that often ends up on the chopping block in the frenzy to save money is IT. Instead of continually investing in managed IT services, where professionals carefully maintain, protect and update your network month to month, some businesses decide that the best way to keep their technology running smoothly is to simply leave it alone, calling up a professional only when something breaks down.

Of course, this approach forgoes

monthly costs and shaves off a fair few dollars from your technology budget in the short term. But while this approach may seem cost-effective, it opens up your business to a huge variety of technological crises, from expensive network outages to cyber-attacks that may cripple the very future of your company.

The Problem With A 'Break-Fix' Strategy

It can be hard to imagine the huge list of problems that might arise within your network. So, it's an understandable strategy to wait to do something until an issue becomes a serious problem. At that point, they bring in a professional who – charging by the hour – attempts to find and repair whatever may be broken.

It seems like a logical approach, but unfortunately, it's littered with huge hidden costs. If you're calling an IT

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expert only when something in your network is broken, only your most urgent technological needs are addressed. When your technician is being paid an hourly wage to fix a specific issue, there's no incentive to be proactive with your system. They won't recommend important, money-saving upgrades or updates, and they will rarely be able to detect a crisis before it happens.

What's more, the "if it ain't broke, don't fix it" approach very likely leaves huge holes in your security and drastically



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magnifies the costs of an IT meltdown. If they're only arriving in the midst of crisis, there's hardly ever an opportunity for the break-fix technician to strengthen the barriers between you and the hordes of hackers clamoring for your data. They're on the clock, being closely monitored to fix the problem and then go away. Meanwhile, the security landscape is constantly changing, with criminals and security experts in a back-and-forth arms race to stay abreast of the

latest developments. Without someone managing your system on a regular basis, your protective measures are sure to become woefully out of date and essentially useless against attack.

Why Managed IT Services Are The Answer

When you turn over your IT needs to a managed services provider (MSP), you're entrusting the care of your network to a team of experts who have a real interest in your success. MSP engineers regularly monitor the health of your system, proactively preventing disaster before it enters into the equation and hurts your bottom line.

Beyond this preventative care, MSPs do everything they possibly can to maximize the power and efficiency of your equipment, implementing only the best practices and the latest software and updates.

When you invest in an MSP, you may have to invest more funds initially, but likely you'll save tens of thousands of dollars in the long run by avoiding cyber-attacks, downtime and hourly rates wasted on a technician who doesn't really care about the future of your business. When you choose an MSP, you're not just choosing a superior and healthier network – you're choosing peace of mind.

Free Report: What Every Small-Business Owner Must Know About Protecting And Preserving Their Company's Critical Data And Computer Systems



This report will outline in plain nontechnical English common mistakes that many small-business owners make with their computer networks that cost them thousands in lost sales, productivity and computer repair bills, as well as providing an easy, proven way to reduce or completely eliminate the financial expense and frustration caused by these oversights.

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It was such a pleasure to partner up with Hope for Children to present these donation checks to the The Community YMCA Camp Zehnder location. The donation provided funds to install a cable internet circuit and Hosted VoIP phone system.

“Thanks to Two River Tech and Hope for Children’s generous donation, we can now focus more of our attention on doing what we love and enrolling more kids into our dynamic outdoor day camp programs!” Tricia Kline-Camp Zehnder Program Director

Camp Zehnder is located on 140 acres in Wall, NJ and is home to the Community YMCA’s signature summer day camps for kids and teens ages 3 to 15. They have a variety of summer day camp programs and convenient schedules to fit every family’s needs. We were super impressed with how organized and well run the camp is. It was wonderful to see their staff’s compassion behind their mission to ensure all their campers have the opportunity to explore the outdoors, try new activities, find new talents, gain independence and making lasting friendships and memories. To find out more information and/or to register go to <http://cymca.org/locations/ymca-camp-zehnder/registration/>

19 Ways To Live Well And Sanely In Crazy Times

There’s no discounting the fact that we’re living through some crazy times. With political upheavals, game-changing social media movements and chaotic world events, there’s a lot going on.

I’m not about to overlook the tremendous opportunities that exist these days, but with spring cleaning right around the corner, I’ve been focusing on this question: How can we live well in these crazy times?

1. Don’t add to the craziness. Be civil to those with whom you disagree. Balance your heart and your head so emotions don’t outweigh reason.

2. Separate fact from opinion. Don’t get excited about things that either aren’t true or are wildly exaggerated to get attention. Daniel Patrick Moynihan said, “Everyone is entitled to their own opinion, but not to their own facts.”

3. Act with integrity even when others don’t. Just because others are behaving badly doesn’t mean you should too.

4. Slow down. The longer I live, the more convinced I am that you accomplish more of real importance by slowing down. Speed is necessary at times, but make sure you’re not chasing rabbits when you could be tracking the big game.

5. Eat slower. A friend’s father-in-law was a doctor, and when asked what was the most important thing a person could do to improve their health, he said “Chew more.”

6. Get enough sleep. Lack of sufficient sleep is a major influence on poor health, both mentally and physically.

7. Read for education and entertainment. The best novels aren’t just engaging, they teach us something about the world and about ourselves. In addition, read about current events and personal development to keep well-rounded.

8. Limit your news intake. Being saturated

with more of the same, day in and day out, can be fatiguing and frustrating. Be informed, but not inundated.

9. Exercise. It’s as simple as that.

10. Have deeper conversations with friends. Go beyond, “How’s it going?” to “What are you thinking?” Move past the superficial and really connect.

11. Take a trip. The best way to enlarge your perspective is to travel abroad. But if you can’t, for whatever reason, visit a new state or spend time in a museum.

12. Be civil.

13. Be kind.

14. Count your blessings every day. To be precise, list at least three. No matter how bad it gets, there are always things to be thankful for.

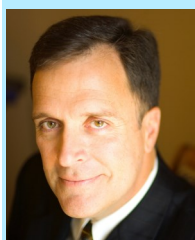
15. Spend less than you make.

16. Invest more in experiences and less in stuff.

17. Live intentionally. Be specific about what you want to accomplish each day. Don’t sleepwalk through your life.

18. If you can’t take action to deal with something, don’t worry about it. And if you can, then do it and stop worrying!

19. Tell people you love that you love them. You’ll rarely regret telling someone that you love them, especially when you no longer have the chance to do so.



Mark Sanborn, CSP, CPAE, is the president of Sanborn & Associates, Inc., an “idea studio” that seeks to motivate and develop leaders in and outside of business. He’s the bestselling author of books like *Fred Factor* and *The Potential Principle* and a noted expert on leadership, team building, customer service and company change. He holds the Certified Speaking Professional designation from the National Speakers Association and is a member of the Speaker Hall of Fame. Check out any of his excellent books, his video series, “Team Building: How to Motivate and Manage People,” or his website, marksanborn.com, to learn more.

Services We Offer

Cloud Services ∞ Managed Support & Services
Managed Security ∞ Hosted VoIP

New Client Alert!

We are very pleased and proud to welcome our newest client Total Comfort Group to the Two River Tech Family!. We are so pleased to have connected with owner, Frank Bachetta. He shared his amazing story on how he started his company during the financial crisis in 2008, in a spare bedroom, with a borrowed van running service only in Maryland and Delaware. In just a few short years, Frank and his team have grown into a very large organization serving over 17 states and recently moved into a larger facility to support their growing team and operation.

"It's been a wild ride and we're excited for the next chapter in our story. There is no way of knowing where we'll end up. I know we will continue to provide service that will exceed our clients expectations."

We will never lose sight of what brought us here, and we are forever grateful for our staff and clients we serve." Frank Bachetta-Owner, Total Comfort Group

We could not be happier to work with such a great company that is so passionate about what they do! We are very excited to get them up and running at their new office location in Eatontown, NJ and show them how our proactive IT services will help their company operate more efficiently. We look forward to a long lasting and successful working relationship!

The Total Comfort Group is one of the most trusted self-performing HVAC/R service contractors on the east coast. They offer a wide scope of services in seventeen states that include refrigeration, building automation, engineering, duct cleaning, coil cleaning, electrical and more. If you are interested in their services contact them on their website at <http://total-cg.com/>

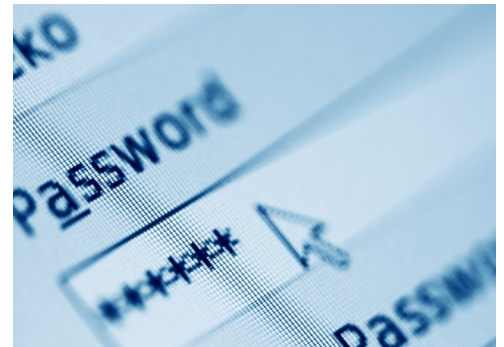
Here's The One Reason Why You Need So Many Different Passwords...

Thinking up passwords and managing them is a big pain, no two ways around it. One website requires a symbol, and another requires 14 characters. Meanwhile, your bank requires 10 characters, four PIN numbers and the answer to a secret question. In the midst of all this, it's easy to just use the same

three or four passwords for everything — after all, that's more secure than a single password, right?

But imagine this. Say you use the same password for your Gmail, your Amazon and the account you use to order gift cards at a

10% discount for client gifts. One day, the gift card website is hacked. Not only do the crooks get your credit card info, they also get the list of all the website's users and those users' passwords. Then, they publish these freely on the internet.



But if you use different passwords for all your accounts, you're safe despite any crisis that may arise. Make sure you practice good password security.

4 Ways To Improve Customer Satisfaction And Increase Your Profitability At The Same Time

1. Host an event. In B2B companies and small businesses that have a highly specific and local customer base, a big appreciation event can go a long way. Just make sure to view attendees as friends rather than customers you're trying to close on.

2. Personalize your services. If you're able to tailor your offerings to your customers' desires, that extra effort can really impress the people you serve. It doesn't have to be complicated. Get creative and add that little bit of human touch to your product.

3. Send handwritten notes. E-mails, social media and phone calls are great, but if you want a thank-you card or customer appreciation note to stand out, it's best to write them by hand.

4. Launch a loyalty program. These programs can increase profits for you and your business, but they'll also have the benefit of making your most loyal customers feel engaged and appreciated.

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