

What's New

How Big Data Reveals The Humans Behind Your Users

The Internet is a data mine. From search engines to ad clicks, we can see what people are interested in. Big Data is accessible to just about every business, and it can tell you a lot about the people you do business with — or the people you want to do business with.

If you aren't tapping into Big Data (Google Analytics is an example), you're missing out. You can use data to home in on the customers you want to acquire and reduce those costs at the same time. You can better develop products and services you know customers will love. And you'll be able to adapt to changing trends driven by real people.

Inc., Feb. 26, 2015



What Are Managed Services, And Why You Should Demand This From Your IT Company

We all want to protect our businesses. They're a part of who we are, and it would be devastating if anything bad happened — including an unexpected cyber-attack. But it happens. Businesses are attacked every single day. Some businesses are left in ruin. Some can pick up the pieces, but at a great cost. Then there are businesses that are back up and running in a matter of hours, almost as if nothing happened at all.

These are businesses that said "yes" to managed IT services and made the commitment to protect their business, employees and customers. If your business lacks managed IT services and you haven't yet embraced total IT security, it's time to say "YES!" and give your business the top-notch IT support it needs to protect it from the countless IT threats that exist in the world today.

Managed services essentially offer

complete IT support without the need to hire dedicated in-house IT support staff. You get full-time access to network and technology experts without having to pay a full-time team. In other words, you save money *and* you have someone keeping a close eye on your network. The good news is that the IT company you already work with may already offer managed services — you just have to ask for it! (If you don't work with an IT support company or managed services provider, it's highly recommended that you do!)

Here Are A Few Reasons Why Managed Services Should Not Be Ignored:

It's A Proactive Service You Can't Find Anywhere Else. Proactive IT support is HUGE. You have to be proactive because, guess what? Hackers and cybercriminals are proactive. They're smart people and

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"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!"

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they're relentless. Managed services will give you access to your own outside team of exceptionally smart people and systems that can identify IT problems before they actually become problems.

On top of that, proactive managed services ensure your network – and everything connected to your network – receives regular updates, security patches and routine maintenance. Basically, they help keep your business protected while minimizing downtime that can cut into your bottom line.

It Helps You Save Money – And You Know How Much You'll Be Spending Month To Month. Hiring in-house IT experts is expensive. It's one of the most common reasons why many small- to medium-sized businesses don't invest in good IT support. The sticker shock is too much. But managed services take away the sticker shock.

Instead, you get the *exact* support you need, and you pay a set fee every month. It makes it MUCH easier to set a quarterly or yearly budget. And because managed services are customizable, you can put together a specific plan for your business and pay only for those specifics — there are no fluff or padded fees. Managed IT is also scalable, so as your business grows or changes, your managed IT services can change as well.

It Protects You In Many Different Ways. You can count on your MSP to minimize malware, spyware, ransomware, phishing scams and other exploitative hacks. You're protected by advanced software, hardware and old-fashioned human knowledge and experience. But the protection doesn't stop there – far from it! Managed services providers can also protect you against potential natural disasters, such as fire or flood, or hardware failures

– things that are impossible to predict yet possible to prepare for.

They can also protect you when it comes to compliance. There are many industries where compliance is a big deal, from banking to health care. If you operate in one of these industries, you know how important this is. Having managed IT services means your network is up-to-date with all the fine print. You don't have to worry about anything slipping through the cracks or breaking compliance, which can lead to all kinds of costly headaches.

It Gives You TIME. This is the most precious commodity of all. If you're running around dealing with network issues yourself – or trying to – you're spending a lot of time doing everything you DIDN'T want to be doing when you started your business. Wouldn't you rather be focused on taking care of the things you intended to focus on, like growing your business and taking care of customers?

When you bring managed IT into the fold, you have so much less to worry about. No, it's not set-it-and-forget-it, but it's close. Your MSP handles your IT, while you handle your business — and you collaborate when you need to. You can rest assured that someone is keeping a close eye on your network and that your MSP is a quick phone call or e-mail away (should you have any questions or concerns).

These few points only scratch the surface of why managed services are so important. Stop putting it off and make the phone call. Tell your IT company you want managed services and you're ready to protect the future of your business!

“Having managed IT services means your network is up-to-date

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

Send your request to kmarquez@tworivertech.com

Shiny New Gadget Of The Month:



Sticker – The Smallest Finder By Tile

First, there was the Tile – a small, square device used to find just about anything. You attach Tile to the thing you don't want to lose (keys, for example) and you pair Tile with the Tile app. Easy!

Now, Tile has introduced Sticker, their "smallest finder." It's a mini-version of their popular fob, and it can be stuck to just about anything, from TV remotes and portable electronics to tools, bikes, you name it – anything you don't want to go missing.

Plus, not only does Sticker stick to anything, but it also has a three-year battery life, so as they say, "you can set it and forget it." Once it's paired with the smartphone app, it's super-easy to track. And if you lose a "Stickered" device, Sticker emits a loud ring to help you locate your misplaced item, at a range of about 150 feet. Learn more about Sticker at

TheTileApp.com/en-us/store/tiles/sticker.

Going Strong Or Burning Out?

"Burnout is what happens when you try to avoid being human for too long."

–Michael Gungor

What Is Burnout?

Burnout is a syndrome conceptualized as resulting from chronic workplace stress that has not been successfully managed. It is characterized by:

- Feelings of energy depletion or exhaustion
- Increased mental distance from one's job or feelings of negativism or cynicism related to one's job
- Reduced professional efficacy

This is considered in occupational context and should not be applied to experiences in other areas of life.

Ask yourself, how many times have you felt burnout in your career? Those who are highly engaged in their work are more likely to have burnout, not necessarily people who just "clock in and clock out." Just because someone is productive does not mean they aren't at risk.

Why do we keep putting ourselves in stressful situations? Stress can be an addiction.

- People want to make sure they are good enough and want to feel valuable.
- It can give you the sense of feeling significant and important.
- There's a sense of guilt and fear of not doing enough.

As long as stress is satisfying those needs, you will not get rid of that behavior. Start flipping how you are satisfying your needs in order to get rid of that behavior.

Burnout Signals – Emotions And Feelings

If you are feeling like this every day, you may be burnt out:

- Physical and emotional exhaustion
- Lack of energy
- Feeling sad or hopeless
- Lack of joy from things that used to bring you joy at work
- Diminished connection with colleagues
- Feeling like you are not contributing anything to your job



Mark Comiso has over 25 years of experience in founding, building and scaling numerous companies. He's been with start-ups and publicly traded companies, including digital marketing agencies, SaaS companies and much more. He's renowned for helping other entrepreneurs grow their own businesses, and as a longtime member and leader within Entrepreneurs' Organization (EO), he's well-suited for the task!



What Is The Cause?

- Heavy workloads
- Job insecurity
- Frustrating work routines (too many meetings, far too little time for creative work)
- Crunch on downtime that is necessary for restoration

Burnout = High Resources + High Demands

High Resources:

- Supervisor support
- Rewards and recognition
- Self-efficacy and work

Low Demands:

- Low workload
- Low cumbersome bureaucracy
- Low to moderate demands on concentration and attention

What's Needed?

- Employee support/high resources
- Acknowledgment/feel good about work
- Opportunities for recovery from stress
- Mental and emotional well-being

Reevaluate

- Zero-base meeting calendar
- Team up the A-players
- Culture around "precious time" and wellness

Services We Offer

*Cloud Services ~ Managed Networking Services
Cybersecurity ~ Hosted Voice over IP*



TRTG Happenings



2021 Hearts of Hope Benefit



At TRTG we are fortunate enough to provide IT support to many of the amazing nonprofit organizations in our area. We love to see how our cost saving technology solutions has made such a great impact in the nonprofit space! The positive feedback we receive is always amazing, but what we enjoy most is seeing how our service is helping to make a difference in our community. Now more than ever, we are relying on technology to try to function as “normal” as possible.

During the pandemic, we have seen many businesses forced to close or are dealing with major loss of income due to restricted hours and temporary shutdowns. As we know, this has made a huge impact on our economy and many are left without jobs or are making a lot less income. This has left many families unable to continue any extra support or treatment for their children that have been diagnosed with behavioral issues. In recognizing this issue, Collier Youth Services, Family and Children Services, Hope for Children Foundation of NJ, The Society of Prevention of Teen Suicide and The YMCA of Greater Ocean County came together and worked tirelessly throughout the pandemic to ensure our youth continued to receive the treatment and support they deserved in this difficult time.

On February 18th, 2021 we were proud to sponsor and attend the 2021

Hearts of Hope Virtual Breakfast to celebrate our mental health heroes! They showed a heart-warming slide show of the grateful families benefiting from the support of these programs. We also enjoyed some comic relief with a performance given by comedian, Johnny Beehner. This event left all guests feeling proud to continue to support such a wonderful cause!

Beware of COVID-19 Scams



While this is not technology related, we want to make sure our clients are aware of any current scams.

It is important to be mindful of COVID-19 vaccine scams.

All COVID-19 vaccines are free and you will never be asked for your credit card information or social security number. Things to keep in mind:

- ◆ Do not pay to put your name on a priority list
- ◆ Do not pay to get early access to the vaccine
- ◆ Do not pay out of pocket for the vaccine
- ◆ Vaccines are not solicited door-to-door

How to spot a Phishing email

A phishing e-mail is a bogus e-mail that is carefully designed to look like a legitimate request (or attached file)

from a site you trust in an effort to get you to willingly give up your login information to a particular website or to click and download a virus.

Often these e-mails look 100% legitimate and show up in the form of a PDF (scanned document) or a UPS or FedEx tracking number, bank letter, Facebook alert, bank notification, etc. That’s what makes these so dangerous – they LOOK exactly like a legitimate e-mail. So how can you tell a phishing e-mail from a legitimate one? Here are a few telltale signs...

First, hover over the URL in the e-mail (but DON’T CLICK!) to see the ACTUAL website you’ll be directed to. If there’s a mismatched or suspicious URL, delete the e-mail immediately. In fact, it’s a good practice to just go to the site direct



(typing it into your browser) rather than clicking on the link to get to a particular site. Another telltale sign is poor grammar and spelling errors. Another warning sign is that the e-mail is asking you to “verify” or “validate” your login or asking for personal information. Why would your bank need you to verify your account number? They should already have that information. And finally, if the offer seems too good to be true, it probably is.