

What's New

Meta-WHAT?! What You Need To Know About The Metaverse

In 2014, Facebook purchased Oculus, a company that designs and produces virtual reality headsets and games. This would end up being the first step in Facebook's change to their new identity: Meta. Recently, Mark Zuckerberg, the founder of Facebook, unveiled the Metaverse with the goal of creating an "immersive Internet experience" that he hopes will lead to a "world of endless, interconnected virtual communities."

This idea would essentially allow people to meet with each other, play games and even work by using augmented reality glasses or virtual reality headsets. Ideally, people will have virtual office spaces where they can communicate with coworkers and virtual homes where they can host friends for get-togethers. The biggest concern with Meta is privacy. If people are living their lives in a virtual world, how will the information they share be protected? Only time will tell how Meta handles the privacy challenges of the Metaverse, but it's certainly an exciting time in the world of virtual reality.

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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!"

The IT Services Model Where Everyone Wins – And The One Where You Lose Big

If you're a business owner, there's probably a good chance you spent time figuring out the IT needs of your business. It's not as easy as searching online and picking the cheapest option or the company with the best reviews. The cheap option may not provide the services you need to keep your business at the top of its game, and the best-reviewed business may be too expensive or offer services that are completely unnecessary for your business.

To put it simply, if you want to get the most out of your IT support services, you must do some research. If you haven't spent a lot of time in the world of IT, it can be difficult to figure out where to even begin with your research. If you've found yourself in this situation previously or are preparing to open a new business and are interested in your IT support options, we've got you covered. We've put together the three most common forms of IT

support and explain the benefits and drawbacks of each so you can confidently decide on the best option for your business.

Managed IT Services

In this option, the IT services company takes over the role of your in-house IT department for a fixed and agreed-upon monthly rate. They'll install, support and maintain all the users, devices and PCs connected to your network on a routine basis. They will even take care of your hardware and software needs for an extra cost. If you're trying to plan for a monthly budget or want routine maintenance and IT support, this option will work wonders for your business.

It's my sincere belief that the managed IT approach is undoubtedly the most cost-effective and smartest option for any business. With managed IT services, your business will be protected from IT-related problems, and they will

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keep your systems up and running. They can prevent common “disasters” such as lost devices, hardware failures, fires, natural disasters and a host of other issues that can interrupt or outright destroy your IT infrastructure and the data it holds.

Technology As A Service

Another option that might work really well for your business is using a company that offers technology as a service. With these companies, you’ll get everything that managed IT services offer but with the addition of new hardware, software and support. This service ensures that your business is always up-to-date with the newest software and hardware.

The greatest benefit of technology as a service is that you’ll avoid the heavy cost of new hardware and software when you need it, but you will be paying far more for the same hardware and software over time. You’ll also need to pay attention to the services they offer to ensure they can provide what you need and that it does not cost extra.

Time And Materials

Time and materials are often referred to as the “break-fix” method. This essentially means that you pay an agreed-upon hourly rate for a technician to “fix” a problem when something “breaks.” It’s a simple and straightforward way to pay for IT services but often doesn’t work in your favor and can lead you to pay more for basic services.



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I would only recommend the time-and-materials approach if you already have an IT team and you need additional support for a problem that your current IT team doesn’t have the time or expertise to handle. Under the break-fix model, the IT company has no immediate need to stabilize your network because they are getting paid hourly. The break-fix model is unable to supply ongoing maintenance and monitoring, which computer networks need to stay secure.

Choosing the right IT option for your business can take time and is certainly not something you want to rush into. Take your time and do your research to find the best option to fit your needs. If you’re unsure of where to even begin – or need some help navigating the sometimes confusing world of IT support – give us a call. We would be glad to help you find the IT support you need.

Free Report Download: If You Are Considering Cloud Computing For Your Company, DON'T, Until You Read This...



If you are considering cloud computing or Office 365 to save money and simplify IT, it is extremely important that you get and read this special report: **“5 Critical Facts Every Business Owner Must Know Before Moving Their Network To The Cloud.”**

This report discusses in simple, nontechnical terms the pros and cons of cloud computing, data security, how to choose a cloud provider and three little-known facts that most IT consultants don’t know or won’t tell you about cloud computing that could end up causing you MORE problems and costing you more money than you anticipated. **Even if you aren’t ready to move to the cloud yet,** this report will give you the right information and questions to ask when the time comes.

To receive a copy of this FREE report, email kmarquez@tworivertech.com

Shiny New Gadget Of The Month:



Desklab Portable Touchscreen Monitor

The pandemic has caused more Americans to start working remotely for their employers than ever before. If you're working from home, you want to make sure you have the best devices available. One of the best things you can add to make your work more efficient in your remote workplace is another monitor, and there are few monitors out right now that can compete with the Desklab Portable Touchscreen Monitor. This monitor gives you an extra screen to work with as well as a 1080p touchscreen. You'll be able to expand your desktop, laptop, phone or tablet to become a second portable touchscreen. The monitor is lightweight and requires no setup, so it's ready to go whenever you need it.

Building Your Marketing Plan - Where Do You Start?



A strong marketing strategy is one of the most difficult things for new businesses to implement correctly. Many new business owners know how important marketing is but are unsure of how to make their plan successful. My good friend Allan Dib wrote a book titled *The 1-Page Marketing Plan* to teach business owners how to quickly market their businesses.

Allan explains that one of the biggest mistakes new business owners make is trying to ensure that their marketing plan is perfect from day one. It's impossible for your marketing to truly be perfect since it's iterative and needs constant optimization. Instead of trying to make your marketing perfect, just try to get it done. Feedback will tell you what worked and what didn't, and you can adjust your strategy based on that.

Before you can even start planning your marketing strategy, there are a few things you need to figure out first. Before anything else, you need to figure out who your audience is. This will allow you to find a certain niche that will help you build a solid marketing plan. If you try to target everyone as your audience, you'll end up targeting nobody.



Mike Michalowicz has always believed that he had the formula to success and has proven it on multiple occasions. He is the creator of the book Profit First, which is used by hundreds of thousands of companies across the globe to drive greater profits. Mike is a former small-business columnist for The Wall Street Journal and served as a business makeover specialist for MSNBC. Mike currently leads two new multimillion-dollar ventures as he puts his latest research to the test.

Furthermore, Allan explains that once you have found your target audience, you need to create a message that resonates with them. Test your ideas on your current customer base, and if you find one that fits, implement the wording into your marketing campaign. Don't try to sell in your advertisements; instead, have them fill out a form or give your business a call.

Once you've found your target audience and crafted your message, you'll need to find the perfect place to broadcast. Through your research in finding your target audience, you should have a general idea of where to publish any marketing. Don't be afraid to use multiple platforms to reach a wider audience.

Allan is a best-selling author and an extremely successful marketer. He's helped over 500,000 businesses achieve rapid growth and (in my opinion) is one of the best minds in the business. If you're needing more marketing advice from one of the masters of the craft, check out his book, *The 1-Page Marketing Plan*.

Services We Offer

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

TRTG Happenings



On February 15th we sponsored and attended the 4th annual Hearts of Hope Breakfast! The event took place at Brookdale Community College in Lincroft, NJ. Our clients from FCS and the YMCA partnered up with Collier Youth Services, Hope for Children and the Society for the Prevention of Teen Suicide host this event every year to raise money and awareness towards their mission-driven work. While each organization offers a broad spectrum of programs and services that address specific needs, all strive to improve the lives of at-risk individuals. While each organization offers a broad spectrum of programs and services that address specific needs, all strive to improve the lives of at-risk individuals. They are committed to assisting vulnerable people and providing dignity and hope to all those they serve. This event helps to magnify their efforts and impact with a focus on mental health. We got to hear an amazing speech from Susan Tellone, McCoy, the clinical director of the Society for the Prevention of Teen Suicide based in Freehold, NJ. Her main message is how across the country, were all experiencing a very subconscious level of anxiety,” and feeling the impact of the pandemic. Many young people have lost their proms, graduations, and sport activities they have worked to hard to prepare for, the chance to gain sports scholarships to college and even the

ability to visit a college. Some have had family members die of covid-19. A sense of safety and the future feels uncertain. In order to help get this situation under control Tellone feels that one of the most important factors in suicide prevention is one trusted caring adult in the life of a young person. Suicide happens when someone is in such pain that they think their problems are unsolvable, Tellone said. Prevention is about helping kids problem-solve and cope, she said. To her, the pandemic may even have a silver lining. It’s causing both adults and young people to speak more openly about how they are feeling and how they are coping. Fortunately, the wonderful organizations that came together to host this event will help to greatly reduce the number of suicide amongst children and adults in our community. We feel honored to be a part of wonderful cause.

Social media a gold mine for scammers in 2021

Social media permeates the lives of many people – we use it to stay in touch, make new friends, shop, and have fun. But reports to the FTC show that social media is also increasingly where scammers go to con us. More than one in four people who reported losing money to fraud in 2021 said it started on social media with an ad, a post, or a message. In fact, the data suggest that social media was far more profitable to scammers in 2021 than *any other method* of reaching people.

While investment and romance scams top the list on dollars lost, the largest number of reports came from people who said they were scammed trying to buy something they saw marketed on social media. In fact, 45% of reports of money lost to social media scams in 2021 were about online shopping. In nearly 70% of these reports, people said they placed an order, usually after

seeing an ad, but never got the merchandise. Some reports even described ads that impersonated real online retailers that drove people to lookalike websites. When people identified a specific social media platform in their reports of undelivered goods, nearly 9 out of 10 named Facebook or Instagram..

Together, investment scams, romance scams, and online shopping fraud accounted for over 70% of reported losses to social media scams in 2021. But there are many other frauds on social media too, and new ones popping up all the time. Here are some ways to help you and your family stay safe on social media:

- Limit who can see your posts and information on social media. All platforms collect information about you from your activities on social media, but visit your privacy settings to set some restrictions.
- Check if you can opt out of targeted advertising. Some platforms let you do that.
- If you get a message from a friend about an opportunity or an urgent need for money, call them. Their account may have been hacked – especially if they ask you to pay by cryptocurrency, gift card, or wire transfer. That’s how scammers ask you to pay.
- If someone appears on your social media and rushes you to start a friendship or romance, slow down. Read about romance scams. And never send money to someone you haven’t met in person.

Before you buy, check out the company. Search online for its name plus “scam” or “complaint.”

