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This monthly publication provided courtesy of Tim Steinour, President of E-Safe Technologies.

"You are a top expert in what you do. We are top experts in what we do. Let us save you time and money by helping with any of your IT concerns."



Carrying a four-leaf clover might work for leprechauns. But when it comes to Internet abuse by employees, you're gonna need more than sheer luck...

Did you know that...

- 70% of all web traffic to Internet pornography sites occurs during the work hours of 9 a.m. – 5 p.m.
- Non-work-related Internet surfing results in up to a 40% loss in productivity each year at American businesses.
- According to a survey by International Data Corp (IDC), 30% to 40% of Internet access is spent on non-work-related browsing, and a staggering 60% of all online purchases are made during working hours.

The list goes on, and the costs to your company can be staggering.

What types of web sites present the greatest risk? Categories include abortion, alcohol, dating, death/gore, drugs, gambling, lingerie/swimsuits, mature, nudity,

Relying On A Good Luck Charm?

pornography, profanity, proxy, suicide, tobacco and weapons.

Risks these types of web sites expose your business to include malware, viruses, fraud, violence, lawsuits, loss of confidential and/or proprietary data and more. Even social sites, while perhaps not quite as risky, can have a major impact on productivity.

Barriers that once stood at the edges of your office network have been annihilated by digital media.

Web content filtering is now crucial to network security – not to mention employee productivity – in this emerging environment. It can be deployed in a number of ways, but basically they boil down to two: inline and endpoint filtering.

Inline Web Filtering

One way to filter web content is to control it at the entry point or gateway to your network. This technique intercepts all web traffic and applies filters that allow or block web access requests. Because the entire network is filtered, no

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access to the user's device is required.

With inline web filtering, there's no need to expend resources managing content at each endpoint – your employees and their computers, whether desktop or mobile. Inline filtering not only saves bandwidth, it goes a long way toward mitigating cyberthreats. For securing activities that take place within your network, it's a critical and potent strategy.

Yet, with the shift away from traditional office-bound work routines to a work-from-anywhere culture, the effectiveness of inline filtering has diminished. When employees access the web outside your network's gateways – via home networks, hotels, coffee shops, etc. – their devices become vulnerable to attack.

And any employee can carry an infected machine into and out of your company's building and network on any given day,

“Any employee can carry an infected machine into and out of your company's building and network on any given day.”

exposing your entire intranet to infections. And that's why so many companies are moving to endpoint-based web filtering to complement their inline filtering.

Endpoint-Based Web Filtering

Endpoint-based filtering protects employee devices from infections, no matter where they connect to the web. Software at the endpoint – your employee's device – carries a predefined filtering policy from the central server that can be intranet-based or cloud-based.

The endpoint filter is then updated periodically from your company network. This method assures that web filtering is always active, no matter which gateway the machine connects through. The downside is that it must be rolled out and maintained at all endpoints.

That being said, one advantage of endpoint-based filtering is that it addresses stringent employee privacy regulations that are quickly becoming the norm in Europe and elsewhere around the world.

Because it keeps browsing-pattern information within the user's device, endpoint-based filtering provides a fairly non-intrusive way to handle employee privacy concerns.

And finally, while endpoint-based filtering really is the only way to protect a network without boundaries, as most companies now have, ideally it works hand in glove with inline filtering.

Forget the Charms – You Can Bet On This

We highly recommend rolling out not only inline and endpoint filtering, but also an effective training program for your staff to encourage best practices and assure compliance with your company's web security policies and procedures.

Want to make sure all gaps are sealed and you won't have to count on a four-leaf clover, a rabbit's foot or knocking on wood to keep your network secure? Contact us today at (412) 944-2424 or www.E-SafeTech.com for a customized Web Content Filtering Review and Analytical Report on your system.

Free Report Download: If You Are Considering Cloud Computing For Your Company—Don't, Until You Read This...

INTRO TO CLOUD COMPUTING

“5 Critical Facts Every Business Owner Must Know Before Moving Their Network To The Cloud”



Discover What Most IT Consultants Don't Know Or Won't Tell You About Moving Your Company's Network To The Cloud

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, non-technical terms the pros and cons of cloud computing, data security, how to choose a cloud provider, as well as 3 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.

Get Your Free Copy Today: <http://www.E-SafeTech.com/cloudreport>

Shiny New Gadget Of The Month:



New App Tames Expense Tracking

Business Travel and Entertainment is one of those expenses that can bleed cash from company coffers – IF you or your CFO don't keep an eagle eye on it.

And no wonder: it often entails hand-entered data, widely disparate vendors, no real time reporting and, until now, an out-of-office transaction with no mobile reporting back to a central corporate database.

Enter Concur. This automated, mobile expense management system lets business travelers focus on their jobs while giving finance leaders complete and real-time visibility into spend.

It automatically captures and categorizes company credit-card transactions, making it simple for traveling employees to review, reconcile and submit statements for approval.

At the same time the immediate insight it provides helps you and your finance team stop bad spending decisions before they happen, manage budgets more effectively and drive better business performance.

Learn more at Concur.com.

4 Phrases of Amazing Customer Service

I've grown my companies by focusing on great customer service. We didn't always have the biggest names in business working at the firm, and we sure couldn't always afford the flashiest equipment. What we did better than all our competitors was ensure that our customers were thrilled.

In fact, superlative customer service can be your very best (and cheapest!) form of marketing. Customers talk about their experiences, especially if those experiences are unexpectedly good. Sometimes even the most difficult situations can yield satisfied customers, depending on how you and your team handle the problems that arise. Even a failure to meet expectations can offer an opportunity for a great recovery and a happy customer.

Here are four phrases that will help you bring up the level of service your customers receive:

1. "I don't know, but this is what I'm going to do."

You're not always going to have the answer to every question at your fingertips, and your customers will understand that. What they expect in exchange, though, is honesty and follow-up. The key here is to make a clear commitment like "I'll call you by 5 p.m. with the answer," and then keep that commitment!

2. "I am very sorry."

When you or your company has made a mistake, the customer wants to hear you accept responsibility and apologize. Too many customer service reps have been trained not to accept responsibility, in some cases because they fear the legal record

of having admitted failure. Realistically, though, the probability of a lawsuit is minimal, while the chance of losing a customer is virtually guaranteed. The apology is only a step, albeit an important one, and the goal is to turn the failure into a success by determining what your company can do to make it right.

3. "Yes."

"Yes" is what your customer wants to hear, and your goal should be to say that word whenever possible, even if – *especially* if – you're working through a problem. Customers want progress. Say yes to reasonable requests as soon and as often as possible, and leave your customers pleasantly surprised at how easily the problem was resolved.

4. "Is there anything else I can do for you?"

Here's your perfect wrap-up. Not only does this question give your customer the opportunity to bring up additional concerns, but it also lets the customer feel like they're in control. They can ask for additional information or they can thank you for your spectacular service.

Great customer service relies first and foremost on authenticity, and being trustworthy is the foundation. If your customers trust you to keep your word, then you're more than halfway there. If your customers know they can rely on you, even if there's a problem, that's the rest of the journey.

Work on training your customer service reps to listen, determine what the customer expects and do what they can to make sure that customer is satisfied.

Is Google siphoning off worker productivity?

Your employees *may* be doing work-related searches online. Or they may be checking out a hot new vacation package, or the next episode of their favorite TV show. It's tempting to think of personal browsing on company time as stealing from the company. Yet cracking down can backfire on you. Instead, focus on personal work outcomes. If employees get all their work done on schedule in spite of wasting half the day, it may be time to add more duties to their job descriptions. On the other hand, if productivity is in the pits, a focus on discipline rather than policing minute-by-minute activities will likely yield a greater payoff. *-Inc.com*

You, an "In-box Zero" hero!

E-mail management tool SaneBox makes it easy to keep your e-mail under control. It looks at your e-mail history when you first set it up and then drops only important e-mails into your SaneBox. E-mails from addresses you don't normally mail to go into the "SaneLater" folder. You can drag

e-mails you never want to see again into the "SaneBlackHole." SaneBox is supersmart and doesn't need training, but if you see an e-mail in SaneLater that you wanted to see now, just drag it into your in-box, and SaneBox will remember. It works with web mail as well as accounts hosted on IMAP and Exchange servers. You can try it free for 14 days at SaneBox.com.

-Entrepreneur-ideas.org

Wake up your web site with these 3 simple steps.

Does your company web site reflect its current success and position it for future growth? To be sure it does, do this: 1) Focus your main message on customer needs. The only thing visitors care about is what your company can do for them. Make that clear upfront and they'll stay and engage. 2) Delete the self-praise and let your best customers speak for you with testimonials. 3) Create a single call to action. Don't just let visitors wander around. Entice them to take action by offering a low-risk, high-value item, such as a free e-book,

webinar, resource list, etc., in exchange for their contact information. Now you've got a web site that works! *-Inc.com*

The future is here, with 3-D video holographics.

Imagine summoning up a rotating image of the Death Star... Or, more practically, an attention-grabbing 3-D demo of your latest product... Or a striking 3-D video logo advertising your brand... London-based Kino-mo develops hi-tech smart visual displays. Their floating-in-the-air video holographics engage and fascinate prospects, increasing sales. These ultra-bright, eye-catching 3-D videos can also generate a high level of brand awareness. Until now, holograms have been extremely expensive and required time-consuming installations in a dedicated space. Kino-mo Holo Displays are the first to offer an affordable, "plug-and-play" holographic solution. And perhaps the perfect way to grab attention and boost your bottom line.

-Kino-mo.com

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How to Get the Most out of Office 365

While many Office 365 users know the service can boost their company's productivity, many aren't utilizing it to its full potential. There are several key principles and tips that can make the service even more productive. So to help you get the most out of Office 365, here are some tips to follow.

Get all staff onboard

To maximize your company's productivity on Office 365, every employee that uses a computer needs to utilize it. While this may sound easier said than done, you can encourage company-wide use by getting the leaders of your company to use it first. When your executives, managers and top employees are all using and promoting Office 365, it sets a good example that will help persuade all employees to fall in line.

Train employees

If your employees don't know how to use Office 365, you will see little gains in productivity, and the cloud service becomes a wasted investment. This is why training is absolutely vital. Teach your staff all the ins and outs of the platform, so they can take full advantage of it.

One way to efficiently train your staff is to create or gather a series of short training videos, only a few minute in length. Shorter videos are easy to digest for your employees and help them retain the info. Best of all, they can be reviewed again and again, and used for all employees. This saves time for management, who is often responsible for employee training.

Utilize core tools

When you first implemented Office 365, what sold you on it? Likely it was the fact that it increases staff productivity by allowing them to work and collaborate from anywhere. So if you're not yet utilizing the tools that enables them to do that, there's no better time than now to get started.

Some of the core tools that enable you and your staff to become more productive and work from anywhere are OneDrive for Business (OD4B), SharePoint and Skype for Business. OD4B and SharePoint enable your staff to upload and save documents to a virtual drive, share that document with another group or user, and then edit it at the same time. This gives you and your employees the ability to access that document from anywhere, and essentially work from anywhere. Skype for Business also enhances productivity by creating a more flexible communication channel. Employees, colleagues and customers, can communicate easily wherever they may be in the world. From online meetings, to conference calls, video calls and instant messaging, you have a wealth of options for instant communication.

Don't forget security

Not only can a security breach cost you money, but it can also destroy your employees productivity. While Office 365 already has security built in with Azure Active Directory, you should still be cautious of what files you add and share on the service. If you do upload files with sensitive company information to the platform, it's wise to keep them under you or your executives direct control.

These four productivity tips should help your business make the most out of Office 365. If you'd like more ideas on how to better utilize the platform, make it more secure or need additional training, give us a call. We are happy to share our expertise for your maximum gain.

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Four Ways to Manage your Online Image

Not only has the 21st Century brought about vast technological advances, it has also enabled new ways for businesses to get their brand messages out to customers and unearthed a new-found necessity: online reputation management. With a multitude of platforms and tools out there, it has never been easier for customers to directly interact with brands and products. So to ensure they get a positive impression of your company online, here are four steps to follow.

Own the first page of search results

In his new book on online reputation management, Tyler Collins, a digital marketing expert for Fortune 500 companies mentions the importance of a company's search results that appear after pressing enter. These results make up the majority of a business or personal reputation online. For optimal results, it is advised that you occupy the first 10 spots (the entire first page of the search results), and within this number, there should also be a variety of related content such as positive reviews, media coverage as well as customer testimonials that contribute to the establishment of trust and credibility.

Paint the picture before the exhibition

Especially for entrepreneurs embarking on a new company, it is best to work on their online reputation before launching. This includes creating a brand, company name and message, all of which should help your business land the top 10 search results online. You should invest some time in thoroughly researching potential brand names to ensure your tentative company name has no negative associations.

Don't forget the execs

Equally important to online brand management is the implementation of reputation management policies for key executives. While researching a company, potential customers don't only take statistics and reviews into consideration but also the people that are involved with and leading the organization. This is why it's absolutely essential that your key executives have a clean online reputation.

To achieve this, the company can create a dedicated bio for each executive that helps increase the search ranks of that particular executive's name. The next step is to get (positive) media coverage whenever possible. Everything from blog posts to press releases and quotes in an online news story will help forge a strong and credible image for the individual, and in extension, for the company.

Ask for help when required

When times get tough, seek the expertise of specialists that help maintain and improve online images for a living. It is almost impossible to change a customer's first impression of executives and the company, so investing in expert advice can turn out to be the most important step in creating and maintaining your virtual image.

We hope you find these four online reputation tips helpful. If you need more help creating a credible online image or are looking to utilize technology to establish a stronger online image, give us a call. Expert advice awaits.

Beware of Fake Flash Download on Macs

Just when you thought your Mac was safe from all security threats, we have some troubling news for you. There's a new form of scareware in town that's been fooling Mac users into purchasing illegitimate software. And in all fairness, this one is quite convincing. If you want to ensure you don't get duped, read on to learn more.

What is scareware?

For those who've never heard of it, scareware is a type of malware designed to trick you into purchasing illegitimate software. If you've ever been prompted to buy the antivirus software known as Mac Defender (also known as Mac Protector, Mac Guard, Mac Security, etc.), then you've seen scareware firsthand. Essentially, this malware burrows into your computer and attempts to scare you into purchasing their product, oftentimes which is antivirus. This new form of scareware on Mac works in the same fashion.

How this new Mac scareware fools consumers

If you're familiar with scareware, you may think you have nothing to worry about. You already know how scareware attempts to trick users, so why should you be afraid of this one? The reason is this malware masquerades as an Adobe flash update, and quite a believable one at that because the installer is signed with a legitimate Apple developer certificate and downloads a legitimate version of flash on your machine. The catch is that it also downloads the scareware.

What happens once you download the scareware?

After you download the Adobe Flash update, the scareware is also installed on your system. You'll then be prompted to scan your computer. If you do, it will claim you have a variety of malware on your system like Trojans, viruses, worms and more, in an attempt to scare you into buying fake security software to clean the malware out. If you're reading this and have somehow gotten to this stage in the ruse, don't buy the software.

Lessons to learn

Regardless of whether you're a Mac or PC user, there is a valuable lesson to learn here. When getting software updates, ignore all prompts from random third party sites. Instead you should get your updates directly from the software developer.

Malware is becoming a growing threat for Mac users. So it's important to remember that just because you use a Mac, doesn't mean you're automatically immune to security threats. If you'd like to know more about how to protect your Apple systems, call our Mac security experts today.

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E-Safe Welcomes Justin Grogan to the Team!



E-Safe Technologies is happy to welcome a new member to the team. Justin Grogan, a Level One Systems Engineer, joined E-Safe back in the middle of February. Justin is from Ellwood City and has lived in a few different Pittsburgh suburbs. Justin attended Butler County Community College for Business Management and the DCI Career Institute for Computer Networking. Before E-Safe, he was an onsite computer technician at a Pittsburgh school district where he handled many of their technology needs. Justin has over eight years of experience in the IT world in various roles. Justin is very happy to be a part of the team here at E-Safe where he says that he was welcomed with open arms by a team that has been nothing but helpful during his transition.

In addition to his work with E-Safe, Justin is a volunteer firefighter for the Ellwood City Fire Department.

At home, Justin lives with his mother, step father, and one of his two brothers. His family has two dogs and a cat. His hobbies include hunting, fishing, playing softball, and playing ice hockey. Justin also enjoys traveling to see the Pirates and the Penguins play both home and outside of Pittsburgh. Justin hopes to someday retire down south and travel the country. Like many of us here at E-Safe, Justin is a big Pittsburgh sports fan as well!

Welcome to the team Justin!!!

March Madness Technology Showcase

Pittsburgh's Premier IT Solution Showcase

When: Thursday, March 17th, 2016 - 8:00am to 3:00pm

Where: Hard Rock Cafe - 230 W Station Square Dr, Pittsburgh, PA 15219

**Special Guest Speaker:
Charlie Batch**

**Presented by: E-SAFE
TECHNOLOGIES**

Register: www.E-SafeTech.com/MarchMadness/

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