



The E-Insider

"Insider Tips To Make Your Business Run Faster, Easier And More Profitably"

Are You Paying 80% Of Your Employees To "Cyberloaf" On The Internet, Watching Cat Videos, Searching For A Better Job Or Accidentally Downloading A Virus On Your Network?

Recently, we have seen a dramatic increase in the number of local businesses suffering significant financial and productivity losses due to employees inappropriately using their Internet access during work hours – and much of this is fueled by social media sites such as Facebook and YouTube. Studies have shown that between 60 and 80 percent of people's time on the Internet at work has nothing to do with work!

What makes this situation so dangerous is that the majority of business owners don't even realize that it's going on until it's too late. By then they have found themselves in the middle of a costly and embarrassing lawsuit because an employee posted something inappropriate online OR downloaded a virus.

In other cases, the owner NEVER finds out, but is inadvertently losing THOUSANDS of dollars because employees are spending 2-3 hours a day to goof off online – and you're footing the bill.

And age of the employee doesn't affect an employee's ability to waste time on the Internet. Older employees do things like managing their finances while younger employees check social media.

A Company Internet Policy Is NOT Enough

A recent study showed that the presence of a strong Internet policy at work was not enough to curb activity, as many employees don't think it's wrong to surf the web and a policy was not going to change their minds. Unfortunately, the only way to curb this activity is not only to threaten consequences, but to actually take action and reprimand employees.

Our Free Internet and E-mail Usage Audit gives you the answers to whether you have a problem on your hands. **Schedule your Internet and E-mail Usage Audit today by calling our office at 412-944-2424.**



"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!"

- Tim Steinour,
E-Safe Technologies

March 2014
Pittsburgh, PA

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"Have you got the app where the little red light jumps around?
It's amazing!"

If We Knew A Dozen Or More Ways That Cyber-Criminals Could Steal Thousands Of Dollars From Your Company's Bank Account, Damage Your Reputation And Cripple Your Operations Wouldn't You Want Us To Tell You About It?



Imagine walking into your office one morning to discover your computer network was breached by a hacker, exposing not only YOUR company's data, but also your clients'. Imagine the embarrassment of having to notify your clients that, because of you, their personal information may now be in the hands of cyber-criminals. And *hopefully* that's the *only* damage done...

Operations could be halted or severely limited for days, possibly weeks. Your data corrupt to the point of being useless. Clients lost. Potential lawsuits and government fines for violating data-breach laws. The exorbitant emergency IT fees to get everything restored to working order fast. Then there's the risk of your bank account being drained dry – and because you're a business, you are NOT protected by the banks in the same way individual consumers are.

You're At Greater Risk Than You Think

With St. Patrick's Day this month, I want to take a moment to remind you that just because you've been "**lucky**" enough to avoid an incident like this in the past doesn't mean you're not at risk – in fact, that's *exactly* what cyber-criminals want you to think.

That's why I'd like to offer you a discounted comprehensive E-Safe Security Penetration test that will reveal your exact risks on common security loopholes cyber-criminals use on a regular basis to get around firewalls and antivirus software to gain entry to your computer network. Normally we charge \$2995 for this service, but we've decided to give it to the first **10** companies who request it before March 17th (St. Patrick's Day) for **\$1495**. All you have to do is call our office at **412-944-2424** to find out more details.

The Pittsburgh Business Owners' Guide To IT Support Services And Fees

You will learn:

IT BUYERS GUIDE

What Every Business Owner MUST Know About IT Support Services And Fees



What You Should Expect To Pay For IT Support For Your Business And How To Get Exactly What You Need

- ✓ The 3 most common ways IT services companies charge for their services, and the pros and cons of each approach.
- ✓ A common billing model that puts ALL THE RISK on you, the customer, when buying IT services; you'll learn what it is and why you need to avoid agreeing to it.
- ✓ Exclusions, hidden fees and other "gotcha" clauses IT companies put in their contracts that you DON'T want to agree to.
- ✓ How to make sure you know exactly what you're getting to avoid disappointment, frustration and added costs later on that you didn't anticipate.

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DR Plans Are Vital For Your Business

Small to medium businesses continue to struggle when developing a comprehensive disaster recovery plan. DRPs or Disaster Recovery Plans, can spell the difference between your business's outright destruction when unforeseen calamities occur or a careful and systematic recovery to normal operations with little loss to operations or profits.

When creating a disaster recovery plan for your business, there are certain key elements that you need to consider.



Basics of a Disaster Recovery Plan

In building an effective disaster recovery plan, you should include thorough documentation that lays out the details of the ins and outs of the plan. You need to know that there is no right type of DRP, nor is there a single template that fits all. But there are three basic aspects to a disaster recovery plan: Preventive measures, detective measures, and corrective measures.

In addition, before building your disaster recovery plan, make sure that it can provide an answer to these basic questions:

1. What is the objective and the purpose of making one?
2. Who are the assigned team responsible when certain events occur?

What is the framework and the procedure to be followed?

Plan for the worst case scenario

Since you're planning for an unforeseen event, you might as well make sure that you have plan for the worst case scenario. That way, you'll never be overwhelmed and you're as prepared as you can be for any situation.

Having different tiers of backup plans is also advisable. It gives you a better assurance that when bad comes to worst, you have a system in place to make sure that these disasters are handled correctly, regardless of the disaster's severity.

Data issues

One of the objectives of disaster recovery plan is to protect the collection of data. Almost half of the total population of business organizations experiences data loss from both physical and virtual environments. This is often due to corruption of the file system, broken internal virtual disks, and hardware failures. Thus, there is a real need for established data recovery plans such as backup features offered by many IT solution vendors.

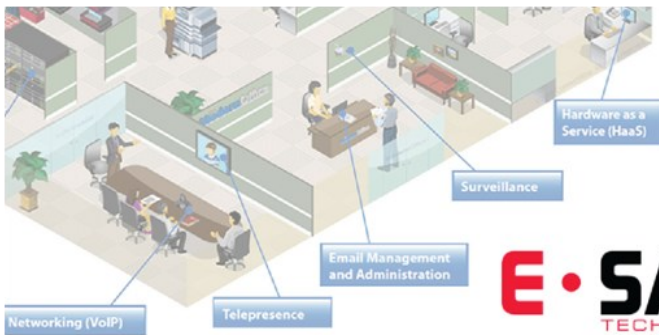
Test-drive

Before deploying your disaster recovery plan, you need to have a sort of a test-drive to check if it works. Aside from making it work, you also need to know if it's going to be effective. Through testing, any shortcomings can be identified and will garner corresponding resolutions to improve on your plan. Although the real score of its effectiveness can only be identified once a disaster occurs, at least you will have an idea of how your business and the recovery plan can operate during a disaster.

Building an effective disaster recovery plan is a must for your business. This might not directly lead to a positive impact on productivity but it will surely save you in the events that can possibly crush your business. Anticipating and adjusting for the things that might happen is one of the keys to a company's success.

Setting up an effective DRP can be quite an intricate process since there are several elements that you need to consider. Should you want to learn more, give us a call and we'll have our associates help you develop and test a plan that works best for your business.

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E-SAFE | The ModernOffice™
TECHNOLOGIES

E-Safe's Educational Series To Modernize Your Office

“What is Remote Monitoring and Automation?”

Remote monitoring and automation is a process that can help alleviate some of the burden off of your network administrators. It is an automated software that keeps an eye on your network, scanning different outputs and specifications to create a report which one can analyze on a daily basis. The software can provide your technical experts with 24 hour monitoring of the physical infrastructure, loosening the strain on internal support resources. When something is off in your environment there is an alarm notification system that is linked back to your pro-

vider. Customers are notified in real-time via email, phone message, or through the ticketing portal. As critical events occur, this real-time notification allows them to reduce the time it usually takes to diagnose and correct the arising issues. This improves overall efficiency and maximizes their uptime. Most providers enable their customers access to the web portal, which offers a central repository of system information with a dashboard view of the status of their systems. This provides users with convenience and the confi-

dence needed to continue to run at optimal speed. Also, the system automates everything on it's own which it extremely reliable. The monitoring and automation system runs 24x7 and performs regular inspections. This takes the possibility of human error out of the equation so you don't have to rely on calendar reminders and meeting schedules. Monitoring and automation software is the first step in creating more time for your network administrators.



**Start with a Plan,
Finish with Success.**

“How Can Remote Monitoring Improve My Business?”

Remote monitoring and automation has come a long way and has transformed the IT services industry. Here are a few things that these software applications monitor and track:

Hard Drive/Disc Space - Disc space on your network devices can fill up quick and then crash unexpectedly, leaving you down and out. The system monitors remaining space and creates a ticket when there is a threatening situation.

Backup Automation - Backups should run every half hour to make sure your business could be up-and-running in case of a disaster. The software keeps track of these backups and makes sure they are happening as smooth as possible.

Patch Health - Operating systems come are updated on a monthly basis to make sure your device doesn't experience lagging, glitching, and crashing. The support system automatically installs these patches and keeps your OS running at optimal speed.

Anti-Virus Updates - Hackers, spammers, and phishers are sitting at their computers on a daily basis trying to penetrate our networks to obtain personal data about our customers. Automation at the anti-virus level is extremely crucial to keep your data secure. The monitoring software keeps those anti-virus solutions up to date, ensuring that your vital business information is protected.

Next Issue:

VoIP

What our customers are saying:

“When we decided to jump into the 21st century and upgrade the enterprise from one small business server to a complete data center and disaster recovery location in support of a nationwide company, the professionals at E-Safe offered their experience and expertise to plan, develop, employ and assist in the operation of our dynamic virtual environment. From planning to implementation and maintenance we continue to trust our friends at E-Safe. Our environment continues to grow and we look forward to continuing the strong relationship that we have built with the professionals at E-Safe”

- Bill Barnwell, Turret Steel

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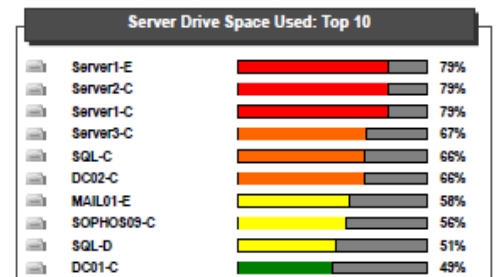
The ModernOffice™

“How Does Remote Monitoring and Automation Work?”

Remote monitoring and automation is an extremely non-intrusive way to gather data and information about your network and systems. To implement the solution, a provider can come to your office and install the software on your servers and workstations. Once the software is running on your system, the network administrator will update the system with the appropriate services you are looking to implement. It can automate your backup process, patch updates, anti-virus solution, and

create tickets through the web portal that will notify you if something is awry. If you are on a basic monitoring agreement, you can either try to fix the problem yourself or you can notify your provider (who will also receive the ticket) and they will resolve the issue for you. These automation software solutions are also part of most managed services contracts. Your provider becomes your trusted partner in IT, so they get to know your environment and equipment. They install the software and can resolve issues before they turn

into business crippling defects. Monitoring and automation streamlines the IT support model and makes a huge difference in uptime. With solutions like these, simplifying your IT management has never been easier.



“What’s My Investment In Remote Monitoring?”



The pricing model for remote monitoring is similar to that of any managed services plan. Usually, you will be charged per device per month. These plans also come with a discounted hourly rate for services. Suppose the system creates a ticket that rolls into your email inbox. It is going to be a difficult process to get the problem fixed. You decide you want your provider to come and handle the issue. The technician comes on-site to provide the service at a discounted hourly rate because you already

have a monitoring contract with your provider. Monitoring prices per server usually range anywhere between \$20 and \$50 depending on the software the provider is running and the level of support. The prices per workstation are much lower, usually between \$5 and \$15 depending on the solution. You can also factor in how much time your network administrator is spending repairing issues that could be augmented with an IT consultant. Monitoring enables you and your staff to take a proactive approach to business continuity instead of reacting on a break-fix basis.

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Want to Learn More About
Remote Monitoring
or E-Safe's
Modern Office Series?

Contact Tim Steinour at
TimSteinour@E-SafeTech.com today!

Get More Free Tips, Tools and Services At Our Web Site: www.E-SafeTech.com

Shiny New Gadget Of The Month:



Nest Protect

The Nest Protect Motto: Safety shouldn't be annoying.

We have all experience it. That annoying low-battery chirp that 9 times out of 10 wakes you from a dead sleep. Why is it that the smoke alarm battery inevitably runs low in the middle of the night? Then it happen... in your half-awake stupor, you rip it from the wall with intentions of re-hanging it in the morning. More times than not, you forget to replace the batteries and re-hang it and then there you are with no warning system should a fire break out in your home. This annoyance has now become a safety issue.

According to the National Fire Protection Association (NFPA), almost two-thirds of US home fire deaths happened in homes with no smoke alarm or no working smoke alarm.

The Nest Protect smoke and carbon monoxide (CO) alarm comes without that annoying chirp or the threat of false alarms. It's unique structure and settings give you quiet, visual low-battery reminders and allow you to relay to the alarm when the smoke is from that burning grilled cheese versus an actual fire. Its remote features also allow you to manage your alarm and receive alerts via your smartphone.

This innovative device gives you all the protection and security you need, without the annoyances. Get yours today at: <https://nest.com/>

Knock Down The Walls That Block Communication

To be a successful executive you must know how to knock down walls. I don't mean the walls of brick and steel that hold up buildings; I mean the bureaucratic barriers that hold up communication.

In many companies, communication flows through narrow channels, usually from the top down — chimneys of power, they're called. People walled off from these chimneys are left to work in an information vacuum.

Today's successful corporations have demolished the walls that prevent the lateral flow of communication. With the walls gone, information permeates the organization.

Such organizations find it easier to achieve the "Four F's" that management expert Rosabeth Moss Kanter tells us are essential to business success. A successful company, she says, must be focused, flexible, fast and friendly.

- ◆ You can't focus the efforts of your entire workforce if your organization is crisscrossed with walls that impede the flow of information.
- ◆ You can't be flexible if you have a rigid corporate structure in which every division and department is a closed information loop.
- ◆ You can't be fast if information has to seep slowly through layer after layer of management.
- ◆ And you can't be friendly if your people don't talk to other people inside and outside your organization.

If you look around, you may see plenty of boundaries in your own company that need to be removed. One of them may be the door to your office that remains closed to input from your employees. Another might be a rigid boundary between hourly and salaried employees that keeps people in one category from talking freely with people in another. Or it could be a boundary that shuts out ideas that don't originate in your own organization.

Other boundaries might be the lines that run between divisions of a corporation. If one division develops a new method or a new technology, does it keep it to itself or does it share it with other divisions? Among the toughest boundaries to dismantle are the ones individual managers erect around the borders of their turf.

In the old days, corporations became overpopulated with people who were promoted to their "levels of incompetence." Armed with the word "manager" in their titles, they staked out their own little turfs and guarded them jealously.

In a corporation without boundaries, advancement means moving into positions in which knowledge can be put to productive use as coaches, advisors or knowledge workers; where expertise is interchanged throughout the organization.



Dr. Nido Qubein is president of High Point University, an undergraduate and graduate institution with 4,300 students from 40 countries. He has authored two dozen books and audio programs distributed worldwide. As a business leader, he is chairman of the Great Harvest Bread Company, with 220 stores in 43 states. He serves on the boards of several national organizations, including BB&T (a Fortune 500 company with \$185 billion in assets), the La-Z-Boy Corporation (one of the largest and most recognized furniture brands worldwide) and Dots Stores (a chain of fashion boutiques with more than 400 locations across the country). As a professional speaker, Dr. Qubein has received many distinctions, including the Golden Gavel Medal, induction into the International Speaker Hall of Fame and as the founder of the NSA Foundation in Arizona.

Meet E-Safe Team Member Rob Wise



Rob Wise is our Senior Business Development Manager here at E-Safe. Most of his working life has been centered on the AS/400 and he has been involved with it and its follow products since 1988. He enjoys working with a variety of different technology solutions and solving technical problems. Before E-Safe, Rob was an Engineer at the IBM plant in Burlington, VT. He was also a System Engineer at IBM in Youngstown and a System Administrator at Eaton Corp. He has his Bachelor's Degree in Engineering from Youngstown State University. He has a wife, Diane, and three children, Melinda, Stefanie, and Jason. He enjoys visiting with his children, golfing, and traveling. Rob was a Church Organist playing the pipe organ from 1974 to 2007.



Getting Help With Office Issues

Microsoft Office (MS Office) is a popular and top-selling software suite that features a myriad of publishing programs for desktop computers. Basically, it comes with an array of applications that can help you document everything needed in your work, studies or business. As a user, you have the option to choose from several different suites intended for home users, small business enterprises and large corporations - all depending on your needs. While this program is user-friendly, there are times when people need help with it.

When it comes to helping you with solutions for your Office issues, here are five of the most common go-to places:

F1

Let's assume you've already installed Microsoft Office Suite and an application is already up and running. However, the problem is you need to figure out how to do something. Finding a solution can sometimes be frustrating, so follow one of two options to get a quick answer to your questions.

The first is to press F1 to open the help database. You can then search for a solution to your problem. The second option is to press the question mark '?' located in the upper right corner of any Office program. This will open the same solution database.

MS Diagnostics

Microsoft Office failures, such as your program crashing or not launching, don't necessarily mean that the software is corrupt or needs to be reinstalled. There might be another root cause. But there's no need to panic, as Microsoft offers an in-house physician for your Office problems called MS Diagnostics.

This tool runs a number of tests on Office programs, identifying existing and potential problems. Basically, the MS Diagnostic tool is like an MRI that thoroughly scans your Office software application, and which can usually provide repair options too.

Office Support

If the issues with your Office applications are not repaired using MS Diagnostics, then you possibly need the help of Office Support. This is one of the six main tabs on the Microsoft Office website.

Once you open Office Support, it welcomes you with an opening question: "What do you need help with?". You can then select a specific application or product or select All products in that field. In the search box, you can also enter certain keywords that are relevant to the issue. A consolidated list of results will be generated that match any words you have entered. Many users are able to find a solution to their problems by visiting this page.

Community forums

Sometimes, the information on the Microsoft website is too general and doesn't go far enough in helping you find the solution you need. One way to get a more thorough and updated fix for your Office application problems is to look at the various Office oriented forums on the Internet. Many of these forums tackle issues regarding Microsoft Office, with corresponding solutions that have already been tested. Joining forums can be helpful, especially when you want to learn new information, such as the latest software upgrades.

Tech support

There are some issues that cannot be resolved using MS Diagnostics, website support, and community forums. If all else fails, then you might need to get in touch with Microsoft's technical support. You can directly air out your concerns with a person who is an expert with technical Office issues.

If you've tried to fix problems with MS Office and don't seem to be getting anywhere or issues keep recurring, then give us a call now and we will find the best solutions for you.

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Another Reminder Of Why You Can't Use Home Routers In Your Business

This past Christmas, a hacker reportedly stumbled upon a back door to Linksys and Netgear DSL modems that allow an attacker to reset the router's configuration and gain Admin access. Not good!

Some routers have this "back door" open to the local computer network while others are open to the Internet side of things, opening up users of these devices to remote Internet attacks. This essentially means that someone could easily gain access to the network and all files located on it.

In the past, this may have taken weeks or months to get out, leaving plenty of time for the manufacturer to get in contact with their clients, right? Not so anymore. In this instance, the exploit was promptly posted up to GitHub in a PowerPoint explaining all of the details and how to exploit the devices. Many others started trying this out (just for fun, of course), and confirmations started flooding in immediately for all to see.

The Bottom Line: If you are concerned at all about the security of the data on your network, you need to have a real, business-class firewall and router in your office. These days, it doesn't pay to go cheap on IT security.

Password Tip! Want an easy-to-remember password that's super-secure? Try mixed-entry passwords. While JohnSmith12345 could fairly easily be broken, J1o2h3n4S5mith (inserting the same numbers between each letter in the password) would take about 1,800 years to crack, and is almost as easy to remember!



You're invited to our 5th Annual March Madness Customer Appreciation and Vendor Showcase on March 20th 2014 at PNC Park!

With over 12 technology vendors and presentations on the latest technology advances this is an event you don't want to miss!

For More Information and to Register Visit:
www.E-SafeTech.com/MarchMadness

The Lighter Side:

Have You Heard This Before?



- "March comes in with an adder's head, and goes out with a peacock's tail." Richard Lawson Gales
- "Up from the sea, the wild north wind is blowing under the sky's gray arch; Smiling I watch the shaken elm boughs, knowing It is the wind of March." William Wordsworth
- "Who in this world of ours their eyes In March first open shall be wise; In days of peril firm and brave, And wear a Bloodstone to their grave." Unattributed Author
- "Ah, March! We know thou art Kind-hearted, spite of ugly looks and threats, And, out of sight, art nursing April's violets!" Helen Hunt Jackson
- "Slayer of the winter, art thou here again? O welcome, thou that bring'st the summer nigh! The bitter wind makes not the victory vain. Nor will we mock thee for thy faint blue sky." William Morris
- "March: Its motto, 'Courage and strength in times of danger.'" William Morris
- "Beware the ides of March." William Shakespeare
- "In fierce March weather White waves break tether, And whirled together At either hand, Like weeds uplifted, The tree-trunks rifted In spars are drifted, Like foam or sand." Algernon Charles Swinburne
- "With rushing winds and gloomy skies The dark and stubborn Winter dies: Far-off, unseen, Spring faintly cries, Bidding her earliest child arise; March!" Bayard Taylor