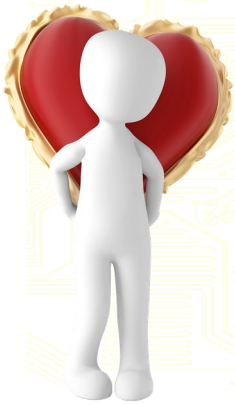
Happy Valentine's Day!

February 2017



# Tech Times

Solutions Unlimited, LLC

Better IT. Better business. Better life.

## 4 Business Issues That Could Leave You Heart-broken And Penniless

*A business can stay in business only if it has one thing: profit. After paying all the costs of doing business and paying all the people working in the business, profit is whatever is left-over. Profit is the cushion that protects entrepreneurs from unexpected expenses and the spark that helps a business truly grow.*

***What's stopping your business from thriving?*** There are four common issues that kill a business' profitability. Undercutting yourself, overwhelming yourself, not being prepared for emergencies, and running a business that goes unnoticed can cut into profitability. Take a look at these easy steps to save yourself a little heartbreak.

***1. Charging what you're worth.*** It's not uncommon for new business owners to undercut themselves. They often feel like they have to lower their rates in order to standout and capture a portion of the market. This is a mistake because your costs will outpace any profit you might make. If you're in a service-based business, another downside could be that people may equate higher prices with better value and lower prices with less than stellar service and low quality. You have the potential of shooting yourself in the foot. Be careful to evaluate your market and closest competition to ensure you are charging enough to be competitive and make a good profit.

***2. High costs and overhead.*** Everyone has heard that to make money, you have to spend money, but there is a limit. As AudienceBloom CEO Jayson DeMurs wrote in Entrepreneur magazine, cheaper options likely exist for ongoing costs. If your overhead is too high, you might want to look at what the business does need to thrive. Have you found the best deal for costs like utility bills, vendors, and maintenance expenses? If not, it's time to do some comparison shopping. Of course, there will be a few vendors you're just stuck with like the disposal company, so begin by making a short list of vendors you can change like your IT guys, Internet provider, and telephone company. You may be spending too much and you might be able to do something about it.

IT companies, for example, can come with a long list of services. Are you using all the services

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### Lovely

"The best thing to hold onto in life is each other."

~Audrey Hepburn

"Love doesn't make the world go round. Love is what makes the ride worthwhile."

~Franklin P. Jones

"All that we love deeply becomes a part of us."

~Helen Keller

"Being deeply loved by someone gives you strength, while loving someone deeply gives you courage!"

~ Lao Tzu

### Technology Love

*In an age where our cell phones have become a natural paring for our lives it's not surprising that we see characters on T.V. and in movies falling in love with technology too.*

***W.I.F.E.*** In this digital age, it's easy to grow attached to your device. After all, they support our every communication, informational needs, shopping pleasures, etc. Much like Plankton and Karen in the Spongebob television series, we rely heavily on our technology to carry us through. Plankton is so in love that Karen is described as his W.I.F.E (Wired Integrated Female Electroencephalograph).

***Pixel Perfect*** is another great example of technology sweeping us off of our feet. This playful Disney original is all about Roscoe falling in love with a holographic superstar, Loretta.

***Siri can't compare.*** In the movie Her, the main character Theo finds himself hopelessly in love with the operating

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# 4 Business Issues...

*(Continued from page 1)*

you're paying for? Do you know what your company truly needs? Can you sneak away for that romantic getaway and relax knowing your company will keep running regardless of your whereabouts?

If you answered "No" to any of these, give us a call. We will review your entire network and present you with a FREE Network Assessment that will show you what you currently have and what you need. Then you can compare this assessment to your current vendor and make informed decisions about your IT needs.

***3. Planning For Emergencies.*** Every business should have an emergency fund and back-up plans. The last thing a business owner wants is some unexpected emergency that sucks up all of the company's available funds, potentially leaving them in a crunch when it comes time to pay the bills. When we say emergencies, we mean everything from fires and floods to break-in's and cyber attacks. Would your business survive even just one major loss?

"And when you remove the cookies from your computer, just remove them, don't eat them."

Many companies don't bounce back from a major hit without a proper plan in place. For example, what if your office was broken into and your server was stolen last night. Could your company continue work today? How would your organization get up and running again? Do you have a plan and how long would it take to get the ball rolling? If these questions made your heart skip a beat, give us a call. Our FREE Network Assessment will reveal any vulnerabilities you may have when it comes to theft and recovery. A secure off-site backup solution and a simple disaster recovery plan for your business can save you a major heartbreak at the end of the day.

***4. No one knows about your company, or your product.*** It's important to understand who your target client is, where they are, and how they will find you. This enables you to better reach those clients you truly want a long-term relationship with and promote your products or services appropriately. Don't sit in the shadows of your competition. Don't be shy, look for ways to make your company offerings shine.

***Just a few things to kick start your business.*** These are, in no way, the only issues that your business could face as you strive to make a consistent profit, but if you work through these issues it could make a big difference in your company's profitability.

***Need help paring down your IT bill or preparing for an emergency?*** Give us a call. Even if you don't go with IT services from our organization, we will conduct your FREE Network Assessment that will show you what you currently have in place and reveal vulnerabilities you can head off to put your organization on track for a brighter future.

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## Smartphone, Dumb Battery

*Fed up with your smartphone battery dying in the middle of an important call? Take a look at these tips to keep your battery charged.*

***1. Lighten up the brightness.*** Use your flashlight feature and dim down your screens brightness to preserve battery life throughout the day.

***2. Bluetooth battery drain.*** While headsets, car phones, and music players allow us to use Bluetooth technology, they are a drain on your battery life. Turn off Bluetooth when you're not using it.

***3. Limit your emoji's.*** This one might be a little more difficult, but if you can refrain from using those fun little emoji's, stickers and movies in Facebook Messenger you will be able to keep a few more percentage points on your battery each day.

***4. Bad vibrations.*** Vibrations are great for notifying you of an incoming call but they don't need to be active for everything like calendar alerts and messages. Vibrations actually use up more battery than regular ring tones.

***5. Shorten your screen timeout.*** Set your phone to timeout quickly and save your battery life.

## Technology Love...

*(Continued from page 1)*

system on his phone. This is such a fitting theme for the 21st century. Unlike Siri, Samantha overcomes her limitations as an operating system and truly loves Theo back. She even understands him when he talks.

***Bicentennial Man*** also shows a robot romance that blossoms into a love affair. In this film, the robot actually gets turned into a human in the end, but the Little Miss falls in love with Andrew, the robot, early on since he took care of her as a child.

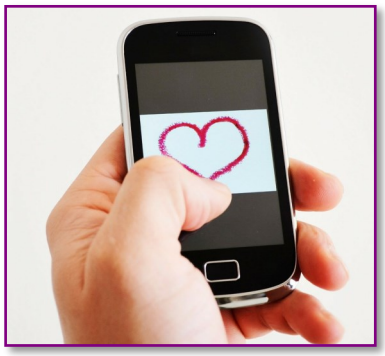
***Indulging in your device.*** With all this talk of romantic feelings for our technology it reminds me to consider the physical nature of love. One theory of love suggests a triangular explanation where each point exposes a part of the all consummate love; intimacy, commitment, and passion. There are varying levels on each side of course but we can never truly have a consummate love with our devices only that special someone you share your sock drawer with.

Disconnect today from your technology and have a very:

***H a p p y Valentine's Day!***

# Hackers Focus On What We Love In 2017

*eMarketer found that adults spend an average of 25 hours online every week. This time is generally on our cell phones. Hackers are keen to this fact and are now focusing in on our mobile usage.*



***Hackers are retargeting their arrows.*** This is no cupid's arrow either. Hackers are retargeting their arrows to attack applications on our smartphones and tablets. All it takes is one bad app download to kick-start their romance with your device.

***Learning from the past.*** In 2016, we saw staggering growth in the number of infectious advertising Trojans able to obtain "superuser" rights on an infected device. These "superuser" rights give the attackers access to everything on the phone and the ability to add, change or control anything they want.

***These threats are spreading through Google Play and Apple.*** Attacks are not localized; your decision between an iPhone or Android won't help in this respect. The best way to avoid these types of threats is to read the reviews on applications before you download. Look at the privacy policies, check out the website and if you're still not sure, call them.

***Keep your eyes peeled for new threats.*** There will always be a new threat on the horizon. Monitoring the applications you and your family uses, keeping an eye out for malicious e-mails, and suspicious websites will help keep you safe. After all, we are all responsible for security.

# Automated Password-Cracking Tools Run More Than 1 Million Variations In 28 Hours

*Will a standard dictionary attack find your password in just one day? Create passwords that are more difficult to crack so you can rest assured your data is safe.*

***Passwords that are easy to remember.*** As a personal objection to the whole password problem, many people use a word that's very easy to remember. The most common words used, according to security experts reporting in INC. magazine, are "password" and "password1." Some people even use a common date in standard form. Sure, these types of passwords are easy for you to remember, but they are even easier for automated password-cracking tools to guess too.

***No match for a dictionary attack.*** Automated password-cracking tools can check more than a million password variations in as little as 28 hours. Passwords that have simple text included in a dictionary and simple number sequences, are easy to hack.

***Toughen up your passwords.*** Passwords composed of random strings of upper and lower case letters, numbers and punctuation can usually withstand an attack pretty well, but they are more difficult to remember. So, what can you do to toughen up your password, but still make it easy to remember?

***Mnemonic devices could save you.*** Here is a great tactic to help you create a difficult-to-break password that is easy to remember.

Take the first letter of each word in a sentence and swap out numbers or a symbol here and there. Add natural capitalizations like "I" and Names, then throw in some punctuation at the end. Here is a great example:

*When I was 5 I learned to ride a bike.*
Password: *WIw5Il2rab.*

*"We make all of your computer problems go away without adding additional full-time I.T. staff!"*

**Ask about our fixed price service agreements — Computer support at a flat monthly fee you can budget for, just like payroll!**

## Inquiring Minds...

***A Fun Valentine Gift For The Younger Generations.*** Looking for something fun to give your loved one under the age of 18? Dig up some old technology to school them on early tech trends. Think about it, 18-year-olds born around 2000 truly have no idea what a boombox is, tape players never existed, and Polaroid cameras were not a fad.

***Where can you get your hands on some old technology?*** Believe it or not, Amazon has a great selection of old tech-like products. They currently stock a full selection of Polaroid cameras. For example, the Polaroid Snap Instant Digital camera is sure to be a new favorite with the younger generation, but it is definitely a gift they will never buy for themselves. Boomboxes were quite a hit in the 80's and 90's too. Anything that played music out loud was a wonder in those good old days. Amazon carries a handful of retro collection boomboxes that have AM/FM radio, cassette and Mp3 converters to accommodate old and new music.

***Things we thought would be obsolete by now.*** It's truly amazing how far technology has come over the past 30 years and how much we have held on to as well. Did you ever think we would still have VHS players and tapes? I know I didn't. However, they have proved to be surprisingly resilient in the age of streaming media and Blu-ray. Even though only about 60% of us own VHS players, manufacturers are still pumping out VHS movies at an unbelievable rate.

***Improve Your Wi-Fi With These Quick Tips.*** At home or at the office, you can employ these quick tips to improve your Wi-Fi signal.

***1. Point the antenna up.*** You will notice that the physical antennas on your router are manually adjustable. Pointing them upwards can actually give you maximum single strength. Position your router's antenna straight up and if there are multiple antennae, point them at a slight angle upwards away from each other.

***2. Put your router in the right position.*** Think about where your router is located. Is it close to the center of the coverage area you need? If not, repositioning the router in a more central location on a high shelf or mounted on a wall will help open up the signal for everyone to use.

***3. Keep the signal clear.*** Don't place your router on metal shelves or filing cabinets. These can block the signal just like a stone wall. Believe it or not, microwave ovens and old cordless handset phones can cause an interruptions with Wi-Fi signals too.

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## A Sweet Tune-Up You'll Love!

Valentine's day makes my mouth water with the thought of those tasty little heart shaped chocolates in the decorated foil wrappers. You know the little delectable treats you'll find hanging around the office this time of year.

Well, just like our secret addiction to Valentine candy, our computers are secretly addicted to RAM. That's right, your workstation craves more. Additional RAM can improve the heart of your computer boosting it's overall speed, reaction time and problem solving skills. A little RAM goes a long way too. However, just like buying chocolate at See's Candies, there are many kinds of RAM and unfortunately your computer has a very specific type in mind.

Get the perfect gift for your PC (a sweet clean-up with a RAM boost) and we'll even throw in a FREE Box of Chocolates for you, so you can enjoy the splendors of your Sweet Tune-Up!

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