

Innovations

Stay safe online this holiday season

According to AVG, the number of poisoned websites is increasing. 1 in 1000 web pages are infected with malicious drive-by downloads.

What's worse? More people are online shopping, looking for decorating or cooking tips, and connecting with friends or family on the Internet during the holidays.

With a higher level of traffic and the ever increasing level of threats online, you cannot be too careful about how you use the Internet these days.

Give yourself the upper hand with these three tips to help you stay safe online this holiday season.

After all, awareness is the first step to safely surfing the Internet.

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Reactive or proactive security measures for your business: are you in your comfort zone?

Despite obvious consequences, many mid-sized companies are cutting back on security in order to weather the economic downturn. How can you be sure you have adequate coverage for your company?

According to a McAfee survey, seven out of ten mid-sized business believe that a data breach could put them out of business. That is a startling 70%! Yet, we see more companies slimming down their IT and security budgets in light of monetary strains.

The truth is... while you may spend less in reoccurring monthly charges, your company may be crippled by the costs of emergency repairs in the instance of a security breach. Darrell Rodenbaugh from McAfee shared his insight explaining a terrible trend afoot;

“An organization’s level of worry and awareness about increasing threats has not overcome the downward pressure on budgets and resources... But this creates a vicious cycle of breach and repair that costs far more than prevention.”

Do you have an expert at your fingertips?

The biggest question is if someone in your office is **capable** of deploying, configuring, managing, updating, and supporting a system with multiple lines of security for your organization. Remember, there are five key areas to consider when reviewing a security solution: end points, network security, e-mail, Internet, and data security. So, how can you determine the acceptable level of risk with regard to security for your organization? Take a look at these topics to review when evaluating your security needs.

* A reactive or proactive stance.

Should you wait until a threat emerges and then concentrate on protecting your company against those threats? No! That's like shopping for one meal at a time at the grocery store. Why wait until you're hungry to go shopping? Take a proactive approach to assess threats, determine vulnerabilities, and analyze the risks to your company in terms you can use. For example, the likelihood or impact of an infection or compromise.

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Do You Know Someone Who Could Use Our Help?

Refer a new client to us in December and we'll send you a **FREE 22"** widescreen LCD monitor

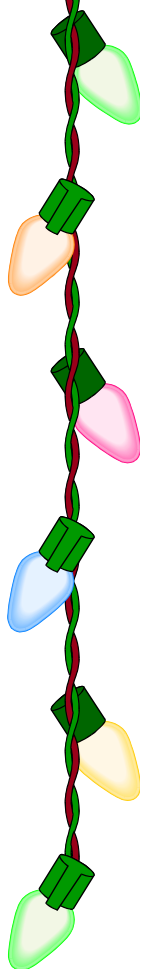
We love getting referrals from our loyal clients or friends and we're not afraid to show it!

Refer a new business client to us by January 15th and when they sign up with our managed service plan, we'll ship you a **FREE 22"** widescreen LCD monitor (that's over a \$200 value) and your referral receives **THREE FREE HOURS** of computer support right from the start with absolutely no strings attached.

Everybody Wins! You get a cool new 22" wide-screen LCD monitor and the person you refer gets to "try before they buy" with three free hours of computer support (they also get introduced to an honest, reliable technician who is dedicated to solving their computer problems). Just tell your friends to mention your name when they call so we can reward your loyalty if they become a client. We will make sure

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Reactive or proactive security measures...

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These quantitative results will help you measure the level of risk you are willing to carry with regard to security.

* **Policies to protect your company.**

While you may be confident in your staff and their ability to avoid infections, many dangers lurk in unsuspecting places online. According to RSA, the number of attacks via social networks at the end of 2008 totaled roughly 100,000 incidents. Promote a company policy restricting social networking and personal e-mailing at work in order to protect your organization from disaster. Unfortunately, all the preventative programs and policies in the world won't do a bit of good if there is no training, tracking, or enforcement to keep your company safe. So, be sure to follow up with your security plan.

* **The purpose and scope of your security plan.**

If you want to protect your business from costly interruptions, create a plan. Of course, the obvious purpose is to protect your company data, but think about the five vectors mentioned earlier; end points, network security, e-mail, Internet, and data

security. Which is a higher priority for you? Build a plan that focuses on your most valued or vulnerable areas, but be sure your scope is all inclusive. Overlooking any one of these five areas may be detrimental to your company's progress. For example, compliance is a huge driver for security considerations in many industries today. Regulations may require you to keep documentation for a number of years and protect those documents from prying eyes. Make sure your plan protects your customers data, your employees, and you.

Don't let security get bumped off your radar! If you have any questions about the topics in this article, take immediate action to protect your organization today by picking up the phone and calling Intelligent Technical Solutions. We will work with you to conduct a thorough assessment of your network and pinpoint any exposure or risk to potential lapses in security, data backup, power outages, and system downtime.

Don't worry, we won't tie you down to one set of security measures. We understand that every business is a different. Our goal is to find the best solution to fit your organization and protect your most prized possession, your business.



The hottest gift for 2009!

Industry analysts are watching the number of electronic readers purchased increase daily. That's right, electronic readers could be among the list of the hottest gifts for 2009.

New lines of portable media devices line the shelves in retail stores rubbing elbows with iPods, portable video players, and video games.

However, with the falling prices of the growing selection of digital books, demand has hit an all time high for electronic readers like the Sony Corp's Reader and Amazon.com's Kindle Reader.

Shoppers this season have even seen electronic readers at stores like Wal-Mart and Best Buy.

These reading devices are a fantastic gift for anyone who loves to cuddle up with a good book. The Sony Reader, for example, features a lightweight design, paper like display for natural reading and less eye strain, and can carry up to 350 books on the go. Did I mention the best part? These readers are Mac and PC compatible so you don't have to worry about buying the right type.

Not interested in “The finest Rolex watch replica!” or “The new Live Lean Smoothie!”

Don't worry, we know you don't go looking for these types of scams! Spammers are just getting more aggressive with their approach.

Protect your company today with a spam filtering system that really works. Our e-mail filtering system sifts through your inbox and blocks unsolicited e-mails as well as possible infectious messages.

What to look for in a filtering service.

Be sure to get the features you need. Even if you are not ready to jump on board with us, we want to share a few major points to review when looking for a filtering solution for your business:

1. **Use the Free Trial version first.**
Be sure to try the software you intend to buy. You don't want to end up with software that hounds senders to validate their address over and over.
2. **Support and security are a must!**
Test the phone number to be sure you can get a live support technician. Be sure to check the company's background too, look for reviews online, and research the technology they use for the software you are purchasing.
3. **Compatibility and customization.**
Don't forget to check if the software will work with your current e-mail solution and look for customization options like an editable list of approved or denied addresses. That way you can avoid missing messages from influential senders and block those who seem to flood your inbox.
4. **Be sure you can retrieve a filtered message...** Just in case a new client or contact gets caught in the filter.

Know someone who could use our help?

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they get their three free hours of technical support just for saying your company name.

Who is a good referral? Any business owner you know that has 5 or more PCs is a great referral for us. Don't worry, you don't have to sell our services and we won't show up at your friend's place of business and pressure them to purchase anything.

This is no gimmick! We vow never to sell the information you give us about your friends, hound them with surprise sales calls or send some no-name annoying salesman to harass them during their busy work day.

The only catch is that you will be saddled with the task of determining where your new 22" monitor should live. Unfortunately, we cannot help you decide where to put it, but we will help you install it if you need assistance. Just give us a call!

Please keep in mind... We do not serve home users due to our ongoing commitment of excellent service to businesses just like yours. Our focus is business computing and we consider educating ourselves on the most current issues you face as an owner, our specialty. Also, with our managed service contracts, our clients enjoy preferential

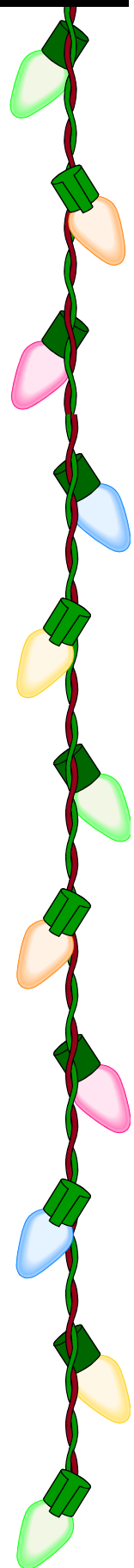
treatment. Unfortunately, this hinders our ability to handle home user situations in a timely manner.

We know this may sound too good to be true, but we want you to know how much we appreciate your trust. It means the world to us that you would pass along a good referral and we want to be sure we reward your efforts in a big way.

What if the referral doesn't become a client? That's ok, we understand that we are not a fit for everyone. So, we will go one step further, if you send us three referrals and not one of them becomes a client, we will send you a \$50 bill anyway for your time and efforts. Don't forget this is on top of giving your friends their three FREE hours of computer support.

What have you got to lose? Give us a call today to refer your friends to an established support company and you could be shoving cash in your pocket or throwing out your old monitor.

Intelligent Technical Solutions (702)869-3636





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*“We make all of
your computer
problems go away
without the cost of
a full-time I.T.
staff”*

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

Inquiring Minds...

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3 tips to keep you safe online this holiday season

Learn how to tell if a site is safe. — A domain name is not only an address to locate information online but a great way to identify the type of site you’re visiting. Keep in mind, the most common unregulated extensions are .COM, .NET and .ORG. However, there are many restricted extensions like .EDU reserved for credentialed educational institutions, .JOBS set aside for human resource managers, .MUSEUM exclusively for museums and .TRAVEL for entities whose primary focus of business is travel. For a full listing, visit the Internet Assigned Number Authority website at www.iana.org/domains to learn more.

Watch out for elaborate phishing scams. — Criminals online use phishing scams in conjunction with very realistic looking hoax websites called spoofs. Sometimes clever criminals even cloak their website address so these pseudo websites don’t appear to be counterfeit. For example, www.verify-ups.com sounds legitimate, right? No! Website addresses with additions preceding the standard address are common for phishing scams. An e-mail including the general UPS format, a pretend tracking number, and a phony website link could lead users to hand personal information over to thieves. So, never rely on links in an e-mail even if the message is sent from a friend.

Be aware of downloads online. — While an ActiveX control can be very helpful when using a website that has rich content, drive-by-downloads can destroy your computer. An ActiveX control is a miniature software program normally downloaded from a website that runs in the background enabling content that would otherwise be mute. For example, if you ship packages over the holidays using UPS.com’s online shipping tools you will be instructed to download an ActiveX control to help you pull up receipt forms and print labels. However, many harmful downloads are alive on the web, so be cautious about websites that require a downloaded program to function as these downloads may include spyware or viruses.



Happy Holidays

During this holiday season, we send best wishes to all, whether they are celebrating according to their religion, family customs, or just for the magical fun of Santa and gift-giving. Though the majority of families celebrate Christmas, we wish for joy, love, and peace, to all.

However you observe the holidays, they bring joyful times. As greetings ring out through every loving heart and decorations bring color to every corner, a warm feeling of family and friendship surrounds us.

The spirit of the holidays also reflects our dedication to helping those in need, to giving hope to those in despair, and to spreading peace and understanding throughout the world.

We are reminded of our appreciation for others and the relationships we hold so dear. May the spirit of the holidays renew our commitment to harmony and working together for a future of success. So, from our hearts to yours...

Intelligent Technical Solutions
is proud to share our gratitude for your
business and support throughout the year.
We look forward to serving you in 2010.
To you and yours, we say “Merry Christmas!”
“Season’s Greetings!” and “Happy New Year!”

