

TECHNOLOGY INSIDER

"The latest in technology news, trends & tips for business"

Increase Business Productivity with VoIP

Benefits of VoIP vs. Traditional Phone Systems

What is VoIP? VOIP is an acronym for Voice Over Internet Protocol. Unlike traditional / analog phone lines, VoIP calls travel entirely over the internet. The benefit of VoIP includes features, flexibility, productivity and lower service costs. VoIP can be accessed a subscription via a hosted (cloud) provider or with an on premise VoIP phone system.

Lower Costs

- Consolidate voice and data services and reduced wiring.
- Stop paying for a separate phone guy. Most IT support companies will also support your VoIP phone system.
- Better call plans available with bundled local and national calling minutes and lower rates on international calls
- Lower tax rates (data plans are taxed at a lower rate than voice)
- Scalable. Easy to add and reduce capacity
- One phone system for multiple locations. Route all calls from a single location and free calling between offices

Features, Flexibility and Increased Productivity

- *Mobility.* Never miss a call with a wide range of call forwarding and call management options
- *Flexibility.* Use computer software or your smart phone to make calls from anywhere with your business number as the call appearance.
- *Features.* Voicemail messages delivered to your Email; Call auditing and reporting; Reception call management; Web console; Conference Calling, and more..
- *Branding.* Wide range of options for routing call traffic based on departments, hours, priority, etc..
- *Productivity.* Software integration with Outlook, CRM and other business applications

Call to Schedule your FREE VoIP Evaluation
Call 904-229-0922 or go to: www.Boxmeta.com



"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!"
- Dave Russoman, Owner

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JACKSONVILLE, FL

Inside This Issue...

Benefits of VoIP Phone Systems...**Page 1**

Cybersecurity, How to Protect your Data and Business...**Page 2**

FREE RPORT: Understanding IT Service Fees...**Page 3**

Gadget of the Month...**Page 3**

Windows Server 2003 Expiration, Time is Running Out...**Page 3**

Productivity Gadgets for Home and Business...**Page 4**

Trivia Corner!...Win a \$25 Gift Card...**Page 4**

Spring Time Fun Facts...**Page 4**



"You know what I just noticed about playing outside? No pop-up windows."

Cybersecurity: How to Protect Your Data and Business

As you are aware, the frequency and scale of attacks on corporate and consumer networks have increased, especially in the last few years. As a result, industry regulators and the government have adopted and continue to develop new policies and awareness with regard to Cybersecurity. There are a wide range of best practices to protect your business, including but not limited to network policy, security and employee awareness. Here are just a few..

- **Proactive management and maintenance of your network.** Reacting to a problem or breach, after it occurs, can be costly and destructive to your business.
 - Hire a professional IT service company that will proactively manage and monitor your network, implement security policies and provide ongoing education and training with regard to best practices.
 - Business Class Firewall with management and monitoring capabilities. (your ISP issues router/firewall does not provide this level of protection)
 - Centralized Anti-Virus. It is very easy for anti-virus updates to get out of date, if left up to the individual employees. Protect all endpoints with a business class, centrally managed anti-virus solution.
- **Restrict & Audit Employee Access.**
 - Limit and document employee access to the minimum required to complete their job/role, including ownership and management. Access can refer to permissions within a particular application, access to work remotely, user permission on the workstation, access to the company site after hours, etc.
- **Password Policy.**
 - Implement a company password policy with regard to accessing the network and applications, including email.
 - Maintain complex passwords and change them regularly with the assistance of management programs
 - Where possible, use password phrases (with characters/symbols to replace letters),
 - Use unique passwords for different systems and web sites.
- **WiFi Security.**
 - Isolate Guest / Private WiFi networks in your office
 - At home, change the default SSID/password for the router issued by your internet service provider.
 - Be very cautious when connecting to public WiFi. Hackers set up fake WiFi networks to capture your data. Never access financial or sensitive data when connected to a public hot spot. Purchase a personal hot spot device from your wireless carrier or enable the hot spot feature of your mobile phone, if supported.
- **VPN (Virtual Private Network).**
 - If working remotely, from the road or home, connect to your office network via a secure VPN connection.
- **Email**
 - Implement an email encryption solution if you are transmitting secure or sensitive client information, including the ability to automatically enforce encryption based on trigger words or characteristics within the message.
 - If you don't recognize the sender, delete and do not open the message.
 - Beware of unsolicited email attachments, even if from a recognized sender (the senders account could have been compromised).
 - Do not execute or open any email messages with software update notifications, such as Adobe, Microsoft or related to any Anti-Virus. Each of these programs has their own internal updating mechanism.
 - If an email contains a web link, hover over the link to confirm it is not a fake address or manually type in the web URL to your browser.
- **Employee Education.** Implement an annual cybersecurity presentation or include as part of an existing recurring company meeting. Ongoing education can also be communicated via a company newsletter, bulletin board or email.
- **USB policy.** Implement a company policy with regard to USB devices. Isolate USB devices for personal vs. business. Scan a USB device with your anti-virus software before opening the contents.

Call to Schedule your Cybersecurity Audit
Call 904-229-0922 or go to: www.Boxmeta.com

Shiny New Gadget



HP Sprout

The HP Sprout made its debut a few months ago as not just a new PC but more like a new computing platform by integrating computing, touch, projection and scanning. Sprout targets the amateur creative / graphics crowd by combining an all-in-one desktop PC with Intel's RealSense technology, plus a combination scanner/projector and touch sensitive projection surface. The projected image serves as a 2nd screen, projected down to the touch mat, which also serves as a scanning bed for images, documents and objects.

Sprout's main application, at launch time, called 'Create' is like a super powered Photoshop. The 'MyRoom' feature allows you to invite colleagues and contacts to scribble, collaborate and change your document, in real time, which can be particularly valuable for virtual work teams. Full, 360 degree object scanning is only a few software updates away.

Sprout is still in the early stages and until more apps and integrations are developed, the high price tag (\$2,000) will keep it classified as 'gadget' more than a traditional PC replacement.

FREE Report: The Business Owners' Guide To IT Support Services And Fees



You will learn:

- ◆ 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 the customer, when buying IT services
- ◆ 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

Claim Your FREE Copy Today at www.boxmeta.com/pay-support

TIME IS RUNNING OUT...

WINDOWS SERVER 2003 END OF SUPPORT JULY 2015

The end of life support for Microsoft's 11 year old server operating system, Windows Server 2003, is rapidly approaching on July 14, 2015. This follows the end of support for Windows XP, this past spring. Failure to upgrade your server operating system, dramatically increases any company's cyber-security risks.

Server migrations take, on average, 4 months from planning to completion. If you still have a server running Server 2003, now is the time to start planning.

End of support for Windows Server 2003 means:

- **No further updates or security patches released**
- **Loss of compliance**
- **Increased security risks**
- **Application conflicts and loss of 3rd party vendor support**

In addition to ongoing Microsoft support, upgrading to Server 2012, has additional benefits, including better security, improved performance, increased functionality, virtualization and improved manageability.

Call to Schedule your FREE Server 2003 Migration Plan
Call 904-229-0922 or go to: www.Boxmeta.com

Productivity Gadgets for Business and Home

Technology continues to push the limits of how much can be accomplished, each minute of the day. So, while the local library is a thing of the past and it is nostalgic to think of card catalogs and the Dewey Decimal System, we must embrace and move forward on the technology super highway. This highway is full of many, large and pioneering technologies but it also contains many notable, less applauded, valuable tools.

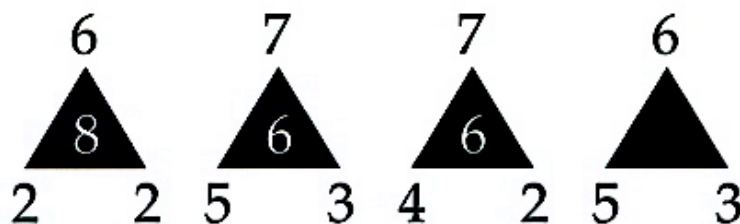
Here are just a few...

- ◆ **Livescribe 3 Smartpen (\$149)** The infrared camera in the tip captures your handwriting, storing it on the built-in memory. When paired with your tablet or smartphone, all your notes are synced to the Livescribe+ mobile app. Compatible with devices running iOS7 or newer; iPhone 4S or newer, iPad third generation or newer; iPad mini, iPod touch fifth generation or newer. You may also want to look at the **Livescribe Echo Smartpen (\$175)** if you prefer audio recording.
- ◆ **Virtual Keyboard (\$120)** Laser technology projects a virtual keyboard on any flat surface, including your desk, and the advanced optics track your fingers like magic. It connects via Bluetooth® wireless technology, allowing you to easily connect it with your Apple or Android smartphone, laptop or tablet.
- ◆ **SnapLite desk lamp iphone5 scanner (\$250)** works like an ordinary light for your desk but quickly transforms when you slide your iphone5 onto the top where it becomes a proper scanner for a range of objects and documents
- ◆ **IOGEAR MediaShair Hub (\$65)** take your movies, music, photos and documents on the go and share them with all your wireless devices. Just plug in your SD card, USB flash drive, or even your portable USB hard drive into the media hub and the built-in Wi-Fi connection shares the content with up to seven Android, iOS, or laptop devices within range.
- ◆ **Mobile Business Card Scanning Apps (Free—\$6.99).** There are many to choose from, regardless of your mobile platform. For Ex, CamCard, Evernote Hello, Business Card Reader Pro, ScanBizCards, SamCard Pro, etc. Scanning business cards and instantly linking them to your contacts database and social media, delivering a big boost to your productivity and sales.

Call to Schedule your FREE Network Evaluation

Call us today at 904-229-0922 or
go online to: www.BoxMeta.com

Trivia Corner: Who Wants to Win A \$25 Gift Card?



What figure is missing in the empty triangle?

E-mail your answer to: trivia@boxmeta.com

The first person to submit the correct answer wins a \$25 Gift Card!!

MARCH FUN FACTS



- 1) This year, the vernal equinox (also called the spring equinox, in the northern hemisphere) falls on March 20th @ 6:45pm.
- 2) If you stand at the equator on the first day of spring, you will see the sun pass directly over head. This only happens twice a year; first day of spring and the first day of autumn.
- 3) Baby birds learn to sing during spring. Although they are born with the ability to sing, they must learn the specific songs of their species. They often learn their songs within two months of being born.
- 4) Arizona and Hawaii do not follow daylight savings
- 5) Daylight Savings Time saves approximately 1% of electricity a day.
- 6) The Great Sphinx in Egypt points directly East towards the sunrise on the vernal equinox.
- 7) Spring fever is a real syndrome. When the temperature rises after a long winter, there is a dilation of the blood vessels so blood can be carried to the body surface where heat can be lost quickly. People experience an energetic feeling when this happens.
- 8) Benjamin Franklin was the first to propose daylight savings time in 1784. It wasn't fully implemented until the end of the Second World War.