



## Cathy's Message

As I sit her and look outside at the beautiful snow that is falling, it intrigues me that no matter how annoying it is to some people it is still so beautiful to look at. When I went outside to let our boys outside this morning, I was even more excited, one could build a snowman with this snow. You may be wondering what does this mean, well quite frankly NOTHING! However; trying to look at the bright side of what some could find annoying.

We are very excited about our webpage refresh and hope you will take a moment and test it out. Try it from PCs, Apples, and Phones and let us know what you think. We would also love to get more testimonials on our site. If you are interested please let me know, we can even help you with one if you do not feel comfortable writing one.

Are there any products you would like to see us carry? We will be attending a couple of conferences in April and if there are products you would like us to check into, please let me know and we will certainly make a point in checking them out.

Are you following us on Facebook? Please like our page at [www.facebook.com/szycom](http://www.facebook.com/szycom) you can also follow [cathy@szy.com](mailto:cathy@szy.com) and [david@szy.com](mailto:david@szy.com) on [LinkedIn](#). We are also on Twitter and would love to follow you ..

We hope you know how much we appreciate each and every one of you. Take care and have the best day ever. Cathy & David.



April 2015

## Windows Server 2003 Set To Expire July 14th

If your organization is currently running either Microsoft Windows Server 2003 or Exchange 2003 on any servers in your office, you need to know about a dangerous security threat to your organization that must be addressed very soon.

### Windows Server 2003 and Exchange 2003 Replacements MUST Be Made By July 14, 2015

Microsoft has officially announced that it will retire all support on the Server 2003 operating system on July 14, 2015. That means any business with this operating system still running will be completely exposed to serious hacker attacks aimed at taking control of your network, stealing data, crashing your system and inflicting a host of other businesscripling problems you do NOT want to have to deal with.

This is such a serious threat that the US Department Of Homeland Security has issued an official warning to all companies still running this operating system because firewalls and antivirus software will NOT be sufficient to completely protect your business from malicious attacks or data exfiltration. Running Server 2003 will also put many organizations out of compliance.

Unless you don't care about cybercriminals running rampant in your company's computer network, you MUST upgrade any equipment running this software.

### FREE Windows Server 2003 Migration Plan Shows You The Easiest, Most Budget-Friendly Way To Upgrade Your Server

During the month of April, we are offering a FREE customized Windows Server 2003 migration plan to all businesses still running this operating system on any computers in their office. At no cost, we'll conduct a full analysis of your network to help you determine what specific servers will be affected by this announcement. Additionally, we will provide a detailed analysis of all upgrade options available to you, along with the pros and cons of each option. While there, we will also assess other security, backup and efficiency factors that could be costing you in productivity and hard dollars. We will then put together a customized Server 2003 Migration Plan specifically for your office.

To schedule your FREE on-site assessment today, visit [www.szy.com](http://www.szy.com) to get started.

## Does This Password Sound Familiar?

You know the difference between a good password and a bad one. Many of us do like the convenience of a simple, easy-to-remember password that requires no effort to recall and type when we connect to our WiFi network, buy from our favorite e-tailer or use for online bill pay. But many of us also appreciate an added layer of security so we **don't** use an effortless password when sensitive data is on the line.

In a recent study conducted by SplashData, they looked at a sampling of over 3 million passwords (all of which were leaked during a data breach last year). They compiled a list of the most common passwords—and the results weren't all that surprising. **123456** was the No. 1 password used last year, followed by the classic **password**.

While these passwords may have the IT and security crowds shaking their heads in dismay, it's not all bad news. These popular passwords may offer next to no practical security, but according to the study, the 25 most common passwords only represent about 2% of the overall total.

This means most people don't use these passwords—or **qwerty**, or **111111**, or **iloveyou**. The study found more variation among the most popular passwords versus the 2013 study. Is it a possible trend? Are people turning to more imaginative or secure passwords? Maybe, but only time will tell. Even if the study suggests most of us don't rely on overly simple passwords, SplashData's list serves as a reminder to use more secure passwords and to change them regularly.

## Useless Trivia

- Montpelier, Vermont is the only state capital without a McDonalds
- A cow gives nearly 200,000 glasses of milk in her lifetime.
- Cuba is the only island in the Caribbean to have a railroad.
- Earthworms have five hearts.
- People say "bless you" when you sneeze because your heart stops for a millisecond.
- 11% of the world is left-handed.
- Camels have three eyelids to protect themselves from blowing sand.
- A full moon is nine times brighter than a half moon.

## Customers Expect More

In today's market, as in none before, it is crucial that we learn selling savvy. The sales environment has changed radically in four distinct ways:

**1. Customers are better-educated, more sophisticated and more value-conscious.** In other words, they are harder to please; they want more for their money. Think about your own demands as a consumer. You insist on quality goods and efficient service. You don't want some slick con artist trying to trick you into buying a product or service you don't want or need. And you don't want to be abandoned after the sale. You expect follow-up service. If something goes wrong, you want to know that the salesperson and the company are going to stand behind the sale.

This means that salespeople have to stay on top of their markets. They have to be knowledgeable about the products and services they are selling. And they have to be honest—they have to be sincerely interested in helping their customers find value and derive satisfaction.

**2. Competition is stiffer.** Customers now have so many options that price will always be the deciding factor—unless you can offer a strong differential advantage. That means you have to offer something that sets you apart from all the other salespeople who are trying to get your customers to buy from them. You have to provide quicker service, more up-to-date product knowledge and better follow-up. Moreover, your customers must acknowledge the superiority of your products and services, and the object of your presentation should be to lead them toward that recognition and acknowledgment.

If you can't lead your customers to that acknowledgment, you won't get the sale, no matter how good your product. Your success in selling depends less and less on the product you are selling, and more and more on your skills as a salesperson.

**3. Technology is rapidly replacing peddlers.** People are buying more through direct mail. The Internet is making it possible to buy almost anything you want at the click of a mouse. Companies are no longer looking for peddlers to handle items that are much easier to sell online or through the mail. In many cases, they're setting up self-service systems that can be operated by clerks. Of course, there are plenty of very good opportunities for really sharp salespeople who can sell with power and skill, especially in the industrial field.

To be successful as a salesperson, you must find ways to distinguish yourself from the inexpensive clerks and the commonplace peddlers. You must rise to the challenge with proficient skills, depth of knowledge and a positive attitude.

**4. Time has become a priceless commodity.** Prospects don't want salespeople wasting their time. And if you're serious about becoming successful, you don't have time to wander around showing your products or services to anyone who will look at them.

To survive in today's volatile marketplace, you need a clear and effective strategy. You need the skills to implement that strategy. And you need the know-how to make that strategy work for you. When you acquire and apply these things, you're demonstrating selling savvy.

## Word Keyboard Shortcuts

Depending on the version of word you are using some of these may not work.

**1. Double Click And Drag:** If you're like most people, when you want to move a section of text from one place to another, you use CTRL-C to copy and CTRL-V to paste. There is a faster way: Double click or highlight what you want to move, then simply drag what you've highlighted to where you want it to land.

**2. Double Underline:** You know you can affect text by hitting Ctrl-B to Bold, or Ctrl-W to underline. Ctrl-Shift-D will double underline.

**3. Adding Buttons To Your Toolbar:** Go to View, Toolbars, Customize toolbars, Commands, ten scroll to find the command you want-and drag it to where on the toolbar you want it.

**4. Conform Fonts:** Highlight the non-conforming text, hit Ctrl-Spacebar.

**5. Adding The Date:** Hit Alt-Shift-D to add the date automatically

## Refer Our Services

We love having you as a customer and, quite honestly, wish we had more like you! So instead of just wishing, we've decided to hold a special "refer a friend" event during the month of December.



Simply refer any company with ten (10) or more computers to our office to receive a FREE Network Checkup (a \$497 value). Once we've completed our initial appointment with your referral, **we'll donate \$100 to your favorite charity** for every referral that you've sent, as a small thank-you for thinking of us.

## Six Easy Ways To Improve Your LinkedIn Profile

LinkedIn is a great social media platform for entrepreneurs, business owners and professionals. Unfortunately, your LinkedIn profile may not be helping you to create those connections.

So let's tune yours up with six simple steps:

**Step 1.** Revisit your goals. At its most basic level, LinkedIn is about marketing: marketing your company or marketing yourself. Think about your goals and convert your goals into keywords, because keywords are how people find you on LinkedIn. But don't just whip out a keyword tool to identify popular keywords. Go a step further and think about words that have meaning in your industry. Use a keyword tool to find general terms that could attract a broader audience, and then dig deeper to target your niche by identifying keywords industry insiders might search for.



**Step 2.** Layer in your keywords. The headline is a key factor in search results, so pick your most important keyword and make sure it appears in your headline. Then work through the rest of your profile and replace some of the vague descriptions of skills, experience and educational background with keywords.

**Step 3.** Strip out the clutter. The average person has changed jobs six to eight times before they reach age 30. Sift through your profile and weed out or streamline anything that doesn't support your business or professional goals. If you're currently a Web designer but once worked in accounting, a comprehensive listing of your accounting background is distracting.

**Step 4.** Add in some personality. Focusing on keywords and eliminating clutter is important, but in the process your individuality probably got lost. Now add enthusiasm and flair. Share why you love what you do in your profile. Describe what you hope to accomplish. Remember, no one connects with keywords. People connect with people.

**Step 5.** Take a good look at your profile photo. A photo is a little like a logo. On its own an awesome photo won't win business, but a bad photo can definitely lose business. A good photo flatters but doesn't mislead. The goal is for your photo to reflect how you will look when you meet a customer, not how you looked at some killer party. The best photo strikes a balance between professionalism and approachability, making you look good but also real.

**Step 6.** Get recommendations. Most of us can't resist reading testimonials, even when we know those testimonials were probably solicited. So ask for recommendations, and offer to provide recommendations before you're asked. The best way to build great connections is to always be the one who gives first.



## Cloud or Virtualization

To migrate to the Cloud or virtualize your machines? That is the question. Both Virtualization and Cloud Computing have benefits. But figuring out which one is right for your organization is another story. If you're having trouble deciding which technology is the best choice for the future of your business, this article will help you figure it out.

### The difference between Cloud Computing and Virtualization

To understand which technology you need, you first need to understand the role of that technology in your business.

Virtualization is basically using virtual hardware or software stored off-site, instead of the actual physical asset being in your office. A common asset many organizations choose to virtualize is a server. So if you're thinking about buying a new server, you may want to consider investing in a virtual one instead. The advantage of this is that you'll free up office space and save money on the up-front expense of an in-house server as well as its maintenance costs.

Cloud Computing, on the other hand, is not about individual assets, but instead is an operational model. Your business will run through the Cloud, where employees can create documents, interact with each other and customers, and even store files and data. The main advantage of the Cloud is that it increases operational efficiency and boosts organizational productivity.

### Arguments for virtualizing

If you're considering either the Cloud or Virtualization and have done neither, it makes sense to think about Virtualization first. With both Virtualization and the Cloud, you're essentially changing the architecture of your business - from physical to virtual. Virtualization, however, is a small change, while Cloud Computing is a more dramatic one. If you opt for going all in with the Cloud right away, it may be a bit mind jarring for some of your staff as they get used to the new technology. And this could slow down their productivity. Virtualizing a few technology assets, instead of your entire workflow system, is an easier way to get a grasp of working with virtual technology for the first time.

A more fundamental reason to choose Virtualization is that you're just looking to create more office space. In this case Virtualization is a no-brainer.

### Arguments for the Cloud

If your organization gets to the point of needing to add virtualized machines or servers quickly, the Cloud can automate this process. However, your IT department must be ready and willing to hand this process over to your end users.

Also, if your organization has been using virtualized machines for some time or is simply ready to overhaul its workflow and operational process altogether, then the Cloud is likely a better fit for your business.

### Which is the best choice for your business?

What it comes down to is operational efficiency (Cloud Computing) or saving money and space on individual assets (Virtualization). What's more important to you?

And do you have a progressive organization and staff that are ready to adapt to using virtual technologies? If not, then Virtualization may be the initial step you need to start changing your organization's infrastructure to compete in the modern business world.

Want to learn more about Virtualization and Cloud Computing? Contact us today 814-455-6069 x300 or [cathy@szy.com](mailto:cathy@szy.com)

**WAKE UP EVERY MORNING AND TELL YOURSELF:**

**I CAN DO THIS!" Zig Ziglar**

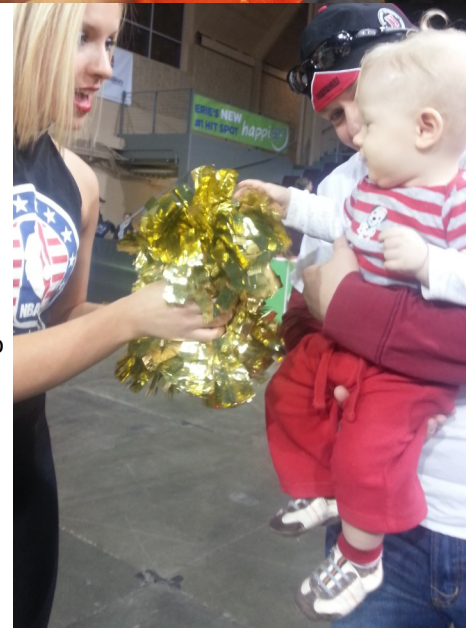
## Szymanski Updates

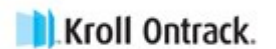
**Scotty Cravener:** It has been one year now since I have joined the SZY family, and I would like to thank every one for a great year. There cannot be a greater group of people to work for, and with.

The learning process never stops in the IT field, and Cathy and David push us to learn by encouraging us to take Comptia and Microsoft exams. Comptia and Microsoft have a comprehensive learning program ending in certifications in multiple areas. These certifications show the expertise of both the company and the individual. I have made it my personal goal to pass the necessary exams to qualify me to address any issues that come my way. I started with the Comptia A+ exam which focuses on hardware. Hardware issues can exist in any environment, so it no surprise that we all take this exam first. Windows 7 is the operating system of choice in a production environment so the MS 70-680 was my first choice in MS exams. Passing this exam got me a "MCTS Configuring Windows 7" certification. I am currently working to get my "MCSA Windows Server 2012" certification, which is a series of three exams. I have passed two of the three and am taking the third at the end of May. Wish me luck! **Scott**



**Kevin Reichel:** Kellen just celebrated his 1<sup>st</sup> Birthday, which was a blast. He has started learning how to feed himself and how to walk on his own recently. He also tries very hard to talk, most of it we can make out what he is trying to say...lol He loves going everywhere with us, his latest trip was to the Bayhawks game, he loves the excitement of events like this and we look forward to many more events with him this summer. **Kevin**





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