

Triangle Tech Times

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

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MANAGED IT
Solutions



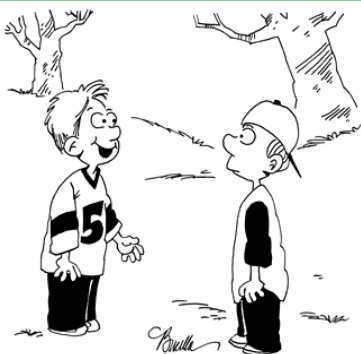
"As a business owner, I know you don't have time to waste on technical and operational issues. That's where **we shine!**"

Call us and put an end to your IT problems finally and forever!"

—Rob Downs, Managed IT Solutions

A Peek Inside!

Prepare for Security Threats.....	Page 1
E-mail in 2015.....	Page 2
Protect Your Data.....	Page 2
Client Of The Month	Page 3
Security Briefing	Page 3
Service Of The Month	Page 4
The Withings Activité Pop.....	Page 5
Market Through Customers.....	Page 5
Password Manager.....	Page 6
Endorse This Skill: Jihad.....	Page 6



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

Luck Is For Leprechauns! Is Your Business Prepared for Future Security Threats?

If your business hasn't been the target of malicious intruders or cybercriminals, consider yourself lucky. Hackers are a relentless bunch and they want your gold: information and access they can use to exploit loopholes in your business's Internet security. The last few years have been hard on companies all across the globe. And these cyber-breaches aren't going to stop simply because the "damage has been done." In the US and Canada, reported incidents have affected over 215 million consumers and over 7 million small businesses. And that's only counting the attacks that authorities have uncovered.

For cybercriminals, there is no end game. All too often, small business owners assume they are outside the firing line and hackers aren't interested in them. While the media focuses on the big cyber-attacks, there are countless other stories playing out at small businesses everywhere. Cybercriminals are constantly in search of loopholes and weak security. And, unfortunately, small businesses often have the weakest IT security.

Security industry analysts predict that 2015 won't be much different from 2014 when it comes to cyber-security. There are going to be more data breaches. It's just a matter of where and when. It's also a matter of being prepared.

During the month of March, we are offering local businesses a FREE 15-Point Cyber-Security Audit to help uncover loopholes in your company's online security. At no cost or obligation, our highly trained team of IT pros will come to your office and conduct this comprehensive audit. And after we're done, we'll prepare a customized "Report Of Findings" that will reveal specific vulnerabilities and a Prioritized Plan Of Attack for getting any problems addressed fast.

Because of the intense one-on-one time required to deliver these Cyber-Security Audits, we can only extend this offer to the first seven lucky companies who request it by March 31st. All you have to do is call our office at 919-848-3259 or go online at www.palladiumnetworks.com/notjustlucky/ to request yours today.

Get More Free Tips, Tools, and Services at www.managedits.com

FREE REPORT:

If you are still relying on tape drives, external hard drives or USB devices to back up your data, then it's critical for you to get and read this informative business advisory guide.



You will learn:

- 1) The only way to know for SURE your data can be recovered if lost, corrupted or deleted—yet fewer than 10% of businesses have this in place.
- 2) 7 critical characteristics you should absolutely demand from any off-site backup service.
- 3) Where many backups fail and give you a false sense of security.
- 4) The #1 cause of data loss that businesses don't even think about until their data is erased.

Claim Your FREE Copy Today at

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The Truth About E-mail In 2015

Love it, hate it or call it the gold at the end of your rainbow, e-mail is here to stay. Over the past two decades, it's become deeply ingrained in our day-to-day business communication. It's basically a requirement. Despite a number of software advances and changes in the online communication landscape, e-mail is more important than ever.

This was recently confirmed by a study conducted by Pew Research. They found that e-mail is indispensable among those who are Internet-connected at work. These days, that covers a lot of people. In fact, 61% say it plays an integral role in their job. Additionally, 46% say e-mail access keeps them more productive (while another 46% say e-mail has no bearing on their productivity one way or the other). Only 7% say e-mail hurts their productivity.

In 2014, social media analysts warned that e-mail was on its last legs and that it would soon be overtaken by other online services. However, as this study seems to confirm, that is not the case. In fact, in the workplace, it's very much the opposite. The Pew study found that social media, including Facebook, LinkedIn and Twitter, benefited only about 4% of those in a connected workplace.

Even among the millennial generation, and those who regularly use social media networks in their personal lives, it hasn't been something fully translatable to the professional environment as a productivity factor. This doesn't discount uses for social media in the workplace—as a marketing or customer outreach tool—but no social media platform has come close to replacing e-mail as the go-to communication tool.

That doesn't mean Silicon Valley start-ups aren't trying. They are always at work trying to find that next four-leaf clover in online communication, hoping to develop that so-called "e-mail killer." So far, nothing has stepped up that can achieve what e-mail can, particularly for businesses.

For many businesses, it comes right back to the fact that e-mail works. It's a proven platform and it remains the business communication "golden child." It's the same reason phones and fax machines aren't extinct. They serve a purpose and they help us get things done. That doesn't stop businesses from always looking for ways to streamline that process.

Another reason e-mail works: accessibility. E-mail is used on nearly a universal level. Social media platforms, while many are incredibly popular, can't touch the truly global reach of e-mail. Have you considered how e-mail impacts your job? Does it keep you productive? Or are you ready to move on to the Next Big Thing?

Did you have a great experience in hiring us for your IT Solutions? We want to hear about it!

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Want to make \$25-\$500 In easy money?!

Refer us to a company with 10 or more computers and you will get a \$25 VISA Gift Card after we have an appointment with them!

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MITS Featured Client Of The Month

Kay McGovern & Associates

Ask any court reporter and one name seems to stand out – Kay McGovern & Associates. Founded in 1990 as a d/b/a for Capital Litigation Support, Inc., the company strives to provide the highest quality transcripts within the ethical standards of court reporting. Its nationally-certified staff of employed and contract reporters boasts a total of over 100 years' experience in all facets of reporting – depositions, hearings, trials, conferences, scientific meetings and regulatory board proceedings.

Kay McGovern & Associates employs voice writing court reporters rather than machine writers, founder and President Kay McGovern, CVR-CM, is quick to point out. The difference lies in the method of taking down the record. A machine writer, sometimes called a stenographer, **types** what attorneys and witnesses say during a proceeding and uses software to translate the symbols they type into a verbatim transcript. On the other hand, a voice writer **repeats** verbatim what transpires during a proceeding into a computer or digital recorder. The recording is then converted to typewritten form using either voice recognition software or keyboardists, who type from the recorded voice of the reporter.



Kay McGovern

Little did the Florida native know she would end up working in the judicial system, having graduated with a B.A. from Columbia College in South Carolina, double-majoring in speech and business. Ms. McGovern also holds an M.A. from the University of Florida in one of her lifelong passions, theatre arts, with a concentration in costume design. The accomplished entrepreneur is a former officer and director of the National Verbatim Reporters Association (NVRA) and currently serves on its Finance Committee. In 1999, she was the NVRA National Speed Champion, achieving the highest score for her verbatim transcript of a dictation at approximately 350 words per minute..

"There definitely is a need for speed in our profession, as well as the ability to be flexible to the nth degree," Ms. McGovern explains. "You have to effectively and creatively problem-solve on an immediate basis and be willing to roll with whatever attorney clients and judges send your way with a smile on your face."

The greatest challenge court reporters face is the fluctuation in their calendar and surprise requests for expedited transcripts.

"Depositions and court dates constantly get cancelled and rescheduled so that even if your schedule is set for the week, when you look back on Friday, the calendar could be completely different," she sighs. "Court reporters, both freelancers and court officials, are forever working on one transcript or other, often under extreme pressure. Sometimes, there's a slowdown in the workload, but it generally takes a major economy crash to trickle down to our level. In fact, when the nation experiences a recession, business usually picks up because there could be more lawsuits," Ms. McGovern speculates.

Despite the challenges, she takes pride in her customer service and her colleagues' professionalism. Last year, as a shout-out to her employees and contractors, she treated them to a show at Memorial Auditorium in Raleigh. She'll occasionally also do lunch with them, recognize their birthdays with gift cards and other surprise perks during the year, including the ever-popular Christmas bonus.

What does she do away from the courtroom? Ms. McGovern enjoys kayaking in her new, orange Hurricane sit-on-top, hiking and walking her trusty dog, Marble, rocking old, throwback movies on her iPad, and of course, going to the theatre.

Security Briefing

Whether we use them for business or pleasure, we all want the confidence that the online services we use to store files, post life updates or check our email are given adequate security protection to safeguard our information. But since high-profile breaches such as the celebrity photo leaks of 2014, the security of Apple platforms has been in the limelight. So it is a welcome move that Apple has extended its two-step authentication feature to the popular FaceTime and iMessage applications.

After the fall-out from the celebrity photo leaks, Apple extended the two-step authentication process (also known as two-step verification) to iCloud, the online storage platform at the center of the scandal. The feature was initially introduced only to the user IDs for access to Apple accounts; the motivation for the launch of that extra security measure was the hacking of a journalist's data back in 2013. But what is two-step authentication and how does it work to protect your data?

The premise behind two-step authentication, which experts recommend all businesses implement as part of their security strategy, is actually pretty simple. Usernames and passwords are all too easily stolen by malicious parties, whether by phishing emails or a more sophisticated hacking attack. So, rather than typing just your username and password to access your account, the password is teamed up with a four-digit verification code which is newly and uniquely generated each time you attempt to access your account.

The verification code is delivered by text message (meaning that to use the two-step verification feature, you'll need to have a cellphone to receive the SMS on). As a result, even if a hacker manages to get hold of your password, unless they also have your phone by their side then they won't be getting into your account. This authentication method is already used by organizations around the world including banks, mobile service providers and other companies who recognize the added layer of security that it brings. And now you can give yourself the same level of protection to ensure that only you can FaceTime your family and send iMessages to your friends.

Fear not, there's a backup plan to ensure that you can still access your accounts if you happen to forget your password or if something happens to your phone so you can longer receive authentication codes. Apple also provides you with a 14-character recovery key that will get you back in if all else fails. To enable two-step authentication for your FaceTime and iMessage applications, login to your Apple ID account, select Password and Security and then click Get Started under Two-Step Verification.

To find out more about using two-step verification and other security measures to protect your business, call us at **919-848-3259**.

Did You Know That Managed IT Solutions Offers...



PALLADIUM CONTINUUM

Business Continuity And Disaster Planning

If disaster were to strike your business today would you be able to survive it? "I don't feel truly protected with the data backup solution I have now, but I don't know how to change it." Do you worry about things like this? Featuring Palladium Continuum, our strategic Disaster Recovery solution that will allow you to rest assured your business and your Computer Hard Drive Backup system are safe and sound.

With Managed IT Solutions behind you for Disaster Recovery and Business Continuity Planning, you can rely on our experts to:

- Calm your fears about the disasters you can't control, with our Data Backup solution Palladium Continuum, we can safeguard you from all that's out there.
- Decrease downtime in the case of a disaster, with Recovery and Back Up strategies that will have your business running smoothly again in no time.
- Say goodbye to error-prone tape backups, with comprehensive Business Continuity plans that continually back you up.

We can give you the power to stop worrying about your irreplaceable business data and focus on running your business.

Want To Know For Sure If Your Current Backups Are Truly Keeping Your Data Secure?

Our Free Security Analysis Will Reveal the Truth...

At no charge, a security specialist will come on site and...

- Assess your current data protection including backup and restore procedures, tape rotations and maintenance schedule to see if there is anything jeopardizing your data's security.
- Review procedures for storage and transportation of data. Many people don't realize they damage their disks (and thereby corrupt their data) by improperly caring for their storage devices.
- Check your network backup to make sure they are accurately backing up all of the critical files and information you would NEVER want to lose.
- Present a simple and easy to understand chart that will detail the makeup of your data, including the age and type of files you are backing up. Why should you care? Because many companies inadvertently use valuable computer storage to back up their employees' personal MP3 files and movies.
- Discuss current data protection needs and explain in plain English where your risks are. We know everyone has a different level of risk tolerance, and we want to make sure all the risks you're taking with your data are by choice not because of miscommunication or accident.

MARKETING THROUGH YOUR CUSTOMERS

BY: MIKE MICHALOWICZ

Word of mouth—the better-than-anything-you-could-pay-for form of spreading the word about companies and products worth supporting. Your customers do your marketing for you, and you simply continue delivering the high-quality product they're raving about.

But how do you get your customers to do it?

On May 9, 2013, an article was published by a journalist who'd stopped in Dominique Ansel Bakery in New York City and asked what was new. The staff offered the journalist a taste of a new product that would launch to the public on the day after the article was published. On May 10, 2013, the Cronut™ was born. There were customers waiting outside the little bakery, lined up to sample the delectable baked good they'd read about.

By the end of the week, the line outside the bakery was 100 people long. People stood in line to sample the Cronut™ they'd heard about from their friends. And they didn't just buy one Cronut™; they bought lots of them—as well as all of the other unique, handmade pastries the shop produces.

The Dominique Ansel Bakery is a small business. They don't have a big marketing department who dreamed up the Cronut™ as a publicity stunt. They simply embrace the creativity inherent in baking, and word of mouth pulls customers from all over the world into the little shop. It's organic. It's natural. It's the power of word of mouth.

Another great example of a company whose customers are ardent fans is a well-known jewelry store (whose name I can't share with you). Their policy for purchases of engagement rings is pure genius. A couple selects a ring—say a diamond of one full carat. The jewelry store has a secret upgrade policy, and they supply the client with a stone that's just a little larger than the one they paid for. When customers take their one-carat ring to an appraiser, they discover that it's a carat and a quarter. The customer—stunned at having received more than they paid for—returns to the jewelry store, at which point the jeweler thanks them for their business, tells them about the secret upgrade and—here's the genius part—asks the customer not to tell anyone about the secret upgrade.

But the customer does tell. The customer tells everyone he can think of about the spectacular customer service he received and about the exceptional value the jeweler provided. That customer ropes in hundreds more customers, and the jewelry store doesn't do anything except make customers happy and wait for new customers to pour in. It's brilliant.

Whether customers are sharing a Cronut™ with a friend, or whether they're swearing a coworker to secrecy about the jewelry store's secret upgrade they swore not to divulge, if you can get your customers talking about you, your company and your brand, then you're starting a marketing trend that can not only become self-sustaining, but can also bring more customers than you'd ever dreamed of—right to your door.



Pronounced mi-KAL-o-wits, Mike started his first business at the age of 24, moving his young family to the only safe place he could afford—a retirement building. With no experience, no contacts and no savings, he systematically bootstrapped a multimillion-dollar business. Then he did it again. And again. Now he is doing it for other entrepreneurs. Mike is the CEO of Provendus Group, a consulting firm that ignites explosive growth in companies that have plateaued; a former small-business columnist for *The Wall Street Journal*; MSNBC's business makeover expert; a keynote speaker on entrepreneurship; and the author of the cult classic book *The Toilet Paper Entrepreneur*. His newest book, *The Pumpkin Plan*, has already been called "the next *E-Myth*!" For more information, visit <http://www.mikemichalowicz.com/>.

Shiny New Gadget Of The Month:



The Withings Activité Pop

Lately, it seems the tech world has been inundated with wearable devices, from fitness trackers to smartwatches. They offer a number of useful features, but they also lack in elegance. They are often bulky, ordinary, complicated and—in the case of smartwatches—have less than desirable battery life.

This is where the Withings Activité Pop comes in. It looks like a classy watch on the outside, but on the inside it's a very different story. It's an activity tracker, verging on expressing itself as a smartwatch.

From the smartphone app, you control everything, from the analog dials to your activity goals. The watch face features a secondary dial that tracks your activity—from 0% to 100%—for the day. It's simple and straightforward. It's water-resistant up to 30 meters and available in three colors: azure, sand and shark gray. It's currently available at Best Buy, in-store and online.

The Lighter Side: Endorse This Skill: Jihad



We endorse the skills of our coworkers, friends, acquaintances and other connections on LinkedIn all the time. But what would you do if one of your connections listed "jihad" as one of his skills? Unless you're in the business of extremism (you're probably not), you're likely to slink away quietly and alert LinkedIn admins.

Well, one senior Taliban commander decided to update his LinkedIn profile with this very "skill." Specifically, he listed "jihad and journalism." This particular terrorist leader, Ehsanullah Ehsan, even lists himself as "self-employed."

Unfortunately (or fortunately), when LinkedIn was contacted by the *Telegraph* for further information, the social media company decided it was best to take the account down.

There has been some chatter as to the legitimacy of the account. The profile's distinct lack of Taliban propaganda and recruiting information suggested it wasn't operated by the terrorist leader himself or anyone in a significant leadership position.

Of course, as a terrorist leader and all-around terrible human being, he has more pressing things to worry about other than a suspended LinkedIn account, such as a \$1 million bounty placed on him by Pakistani officials.

Never Forget A Password Again With A Password Manager

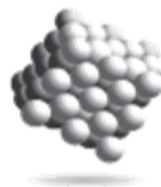
We all have a number of passwords for all the online services we use. You name it: banking, online bill payment, e-mail, social networks, shopping and more. You know it's incredibly easy to lose track of them all—unless you are committing one of the greatest online security offenses by using one password for everything.. One of the best—and most secure—ways to handle your passwords is with a password manager.



It's not uncommon for password managers to get overlooked when it comes to online security. There is a lingering—and false—concern that keeping all of your passwords in one place can potentially open up all your protected accounts to intruders—if they are able to break into the password manager. It's a legitimate concern, but password managers use powerful encryption to keep your passwords safe. They are specifically designed to keep you even more secure than you otherwise would be.

Many password managers—including LastPass, KeePass and 1Password—do much more than simply "remember" your passwords. They also offer password-creation assistance. They will tell you if a password is too weak or just right. Some managers offer the option to generate a secure password for you. Since you don't need to remember it, it can be more complex. They are compatible with a number of platforms and they are packed with customizable tools to keep you safe.

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