Triangle Tech Times

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
President & CEO
Managed IT Solutions**

A Peek Inside!

"How often does he go online?"

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 business-crippling 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:

Email Us At: info@managedits.com
Call Us At: 919-848-3259

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.

MITS Featured Client Of The Month

Red Star Oil

Red Star Oil Company was founded in 1969 by S. Henry Ball, a well-known farmer and native of Wake County. What began as a small home heating oil supplier, with a one delivery truck, has grown into a multi faceted energy distributor. Red Star offers ConocoPhillips packaged and bulk lubricants, gasoline, on/off road diesel and kerosene.

Their Petroleum Business currently operates a fleet of five transport vehicles, thirteen tank wagons, a pump out wagon, and two storm response trailers. "If the roads are passable we will deliver. To insure that we are able to serve our customers in all types of weather, our company maintains emergency back-up generators. We stand by our reputation as having the 'Best Customer Service' in our trade". Currently operating two bulk plants in Raleigh and Zebulon North Carolina, Red Star controls a total capacity of fuel in excess of 180,000 gallons.

Continually enterprising their business, Red Star proudly provides clients with services that go above and beyond other companies within the fuel-energy distribution trade. Red Star offers fuel services for generators, construction sites, heating oil and much more. They stake a personable and devoted declaration with their company mantra. "Big enough to serve you. Small enough to know you."

Paving the future for Red Star is owner Lynn Ball Walker. "What makes us most proud is working along side our family, we have been, and remain a family owned business with a female flair for leadership." In down time the Red Star family enjoys simple pleasures, gathering around good food and fellowship to take the mind off of the everyday hustle and bustle.

Security Briefing   — Shortened URLs On Mobile Devices

Short URLs are everywhere and seemingly unavoidable. You have likely crossed paths with a short URL and had the same feeling everyone should have: "*I sure hope this isn't malicious!*" Many sites like LinkedIn and Twitter will automatically shorten URLs using their own service. You may already be aware of many of the sites that provide shortened URLs such as: bit.ly, tiny.cc, ow.ly, lnkd.in, goo.gl, t.co, y.ahoo.it, and fb.me. These vanity URLs are causing some very real problems in the security industry. What are we to do in this mobile-centric and BYOD world when we are not able to check the full URL path by hovering over it with a mouse? This highlights the biggest problem with short URLs.

What are the possible attack vectors from short URLs?

- Malicious Web Page – An attacker creates a short URL when the site is clean, modifies the page after any initial scanning or reputation check are performed, then posts the malicious code.
- Phishing – The attacker uses social engineering to get users to click on a shortened URL.
  Each site maintains its own database for redirects. This makes it increasingly difficult for any individual or security administrator to prevent, monitor and understand where traffic is actually going.

How can I determine if a shortened URL is malicious?

There are solutions for full-featured browsers in the form of add-ons or extensions like expandmyurl and longurlplease. These solutions are not for the everyday user, can be kludge at best and often don't work or are seemingly abandoned projects. Some tools even require additional configuration via a separate tool like GreaseMonkey. These tools have an even greater problem for those looking to protect their assets — they do not work with mobile devices. One service that specifically supports mobile devices is: LongURL Mobile Expander. On a mobile device, checking a URL without inadvertently executing it can be tricky. Since the user must push and hold to see the available options or copy/paste, there is an increased likelihood that the user will execute the link. Provided the user successfully copies the link without execution, they must then paste it in to a URL expander site, app, extension or plugin such as longurl.org. A wide variety of technical controls and services are available for regular networks, to prevent users from visiting malicious websites. Since normal content filtering tools are not readily available on mobile devices, the traditional advice for Web security applies:

- Always use up-to-date anti-virus and anti-malware
- Only click on links from trusted sources. This may not always protect you, but helps lower the risk
- Update browsers and operating systems regularly with the latest security updates.
  Use good judgement when browsing. After all, the person behind the screen, may be the most important available security control.

Content Taken From Solutionary.com

Did You Know That Managed IT Solutions Offers...

Comprehensive Moving and Office Cable Installation

Are You Tearing Your Hair Out, Concerned That Moving Your Office Will Result In Days Of Lost Productivity? "How can I simplify the process of moving my business?" If you're asking yourself this question, Office Cable Management is the answer! Let the professionals Managed IT Solutions help to simplify your life and office move with our Comprehensive Moving Services tailored for your business.

**There's No Need To Panic, With Office Moving And Network
Cabling Services From Managed IT Solutions
Your Business Will Be Up And Running Again Fast**

The experts at Managed IT Solutions can simplify your relocation, with:

- Decreased downtime, by providing installation of your office cabling services without disrupting your daily business processes.
- Dependable cabling and wiring to eliminate the hassle of office moving.
- Flat fees for workplace cabling, providing stability for your technology budget.

Managed IT Solutions is the partner you can rely on to take the stress out of relocating your business and your technology. Our office cable management services can alleviate any worries you may have about moving your business.

When you count on our custom solutions for network cabling design, office cable management, office moving, office cabling services, network cabling analysis, communications & network cabling, equipment/server racks, or structure cabling, you can rest easy knowing your business is in good hands.

As experts in the design and implementation of strategic cabling plans, we provide solutions that will benefit your business for many years to come. Our office cabling services and office moving solutions are implemented to grow and change with your business, so you know your IT infrastructure will be stress-free now and in the future.

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Site Survey And Network Plan For FREE!**

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For more information on our office moves and what areas we cover, please visit us at

www.managedits.com

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.

Dr. Nido Qubein is president of High Point University, an undergraduate and graduate institution with 4,300 students from 40 countries. He has authored two dozen books and audio programs distributed worldwide. As a business leader, he is chairman of the Great Harvest Bread Company, with 220 stores in 43 states. He serves on the boards of several national organizations, including BB&T (a Fortune 500 company with $185 billion in assets), the La-Z-Boy Corporation (one of the largest and most recognized furniture brands worldwide) and Dots Stores (a chain of fashion boutiques with more than 400 locations across the country). As a professional speaker, Dr. Qubein has received many distinctions, including the Golden Gavel Medal, induction into the International Speaker Hall of Fame and as the founder of the NSA Foundation in Arizona. To learn more about Dr. Qubein, go to: http://www.nidoqubein.com/

Shiny New Gadget Of The Month:

The WayTools TextBlade

When we are surrounded by touch-screen mobile devices, sometimes we can get a little nostalgic for a good old-fashioned keyboard. Sure, there are a number of apps that make typing on a touch-screen easier, but tactile feedback is non-existent. Or we want to type something more substantial than a text message or quick email, and we don't want to go through the chore of typing it all out on a small screen. And then it's often hard to find a wireless keyboard that is both practical and truly portable.

The WayTools TextBlade aims to solve these problems. The TextBlade offers a fully-featured and responsive solution—while maximizing portability. Through a Bluetooth connection, you can sync it up to your favorite smartphone or tablet. The lithium polymer battery lasts upwards of a month with average use, and it's quickly recharged via USB. Small but powerful magnets keep it held in place when you're using it and when it's tucked away in your pocket.

It's priced at $99 and you can find it online at www.waytools.com.

In 2003, the recently deceased King Abdullah of Saudi Arabia paid a visit to the UK. During the trip, he met with Queen Elizabeth II at Balmoral, the royal family's castle and estate in Scotland. The queen asked then-Crown Prince Abdullah if he would enjoy a tour of the estate. The prince wasn't initially keen on a tour, but he decided it would be polite to accept as a guest of the queen. He agreed.

When their transportation arrived—two regal Land Rovers—the prince stepped into the front passenger seat. It allowed him an exquisite view of the estate and the surrounding countryside. What happened next, he was not fully prepared for. The queen opened the driver's-side door and climbed in. She swiftly turned the ignition, threw it into gear and hit the accelerator.

Keep in mind, women in Saudi Arabia are prohibited from driving.

Also keep in mind, the queen is a *very* experienced driver.

While giving the prince the royal tour, she did not hold back. It was pedal to the metal. As she blasted down the narrow country roads, she remained attentive to her guest and kept the conversation lively. It was an attentiveness the prince felt was misdirected. He pled with the queen to focus on the road. She did not.

Following Abdullah's death in January, Queen Elizabeth takes the throne as the world's oldest reigning monarch at a spry 88. Abdullah was 90.

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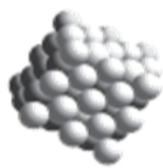
In a recent study conducted by SplashData, they looked at a sampling of over 3 million passwords (all of which were leaked during a data breach last year). They compiled a list of the most common passwords—and the results weren't all that surprising. **123456** was the No. 1 password used last year,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