

Triangle Tech Times



PALLADIUM
NETWORKS

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

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“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, Palladium Networks

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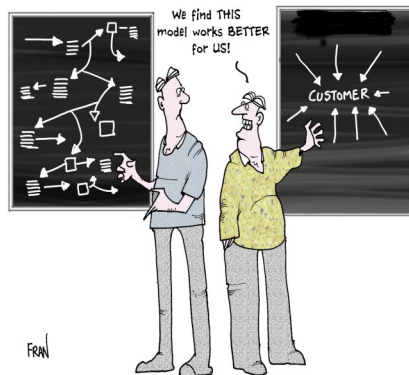
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Can Apple’s Macs Get Viruses?

A very common misconception is that Apple Mac products cannot get viruses. Not true! There is no such thing as a 100% safe computer. Devices running OS X, Windows, Linux, Android or any other operating system are all capable of being infected with a virus or other malware.



However, the likelihood that an Apple Macintosh user gets a virus is much lower than for Windows users. In fact, many Apple users don’t even run any antivirus software on their computers. Whether that is a smart strategy is debated by many IT professionals.

A few of the reasons why Macs don’t get as many viruses as PCs are:

1. Mac OS X is based on the Unix operating system, which is one of the oldest and most secure operating systems around.
2. Microsoft Windows is used by many more people, so it’s a bigger and better target. Plus the way that Windows is built makes it easier for viruses to spread across computer networks.
3. Many of the tools designed to create viruses or malware are written for the Windows operating system.

Windows Threats Even For Macs

Many Mac users find themselves having to use Parallels, BootCamp or other virtual software to run Windows only programs such as Microsoft Publisher. Because these Macs are now running a Windows operating system, they are now susceptible to Windows viruses. In addition, an Apple computer can certainly become a “carrier” of a Windows-based virus. This virus would not infect the Apple machine, but could infect other Windows machines on your network if it were to send that virus via email or across the office computer network.

And Even More Threats...

Any software, plug-in or other 3rd party add-on that is installed onto any computer that connects to the internet can introduce its own security risks. One of the most common ways that the “bad guys” are able to attack a Mac is through browser applications and browser plug-ins such as Adobe Flash, Adobe Reader, Java and others. Just about every Mac user has all three of these plug-ins installed on their computers (and many more). These are a necessary part of business, but do introduce additional security risks for all computers.

The Human Factor

Although Apple Macs are less vulnerable to viruses, they are still operated by flawed humans who can still be the victim of Trojan Horses, phishing and other online fraud. Your best bet is to keep everyone informed about online security risks in your business, no matter the computer they’re using.

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How Much Work Are Your Employees Really Getting Done?

Interruptions come in many forms. Phone calls, emails, faxes, colleagues, vendors. And once a person is interrupted, it can take as much as 30 minutes to get back on track. According to a recent study from the University of California, employees have an average of only 11 minutes of uninterrupted time on any given project; and they typically have 12 projects going at once. All this interruption adds up to over 10 ½ hours of unproductive time per week, says the study. So what advice does the study give to resolve this productivity loss? Close your email, let your phone go to voicemail, and shut your door – at least until the next crisis strikes.

6 Fun Tech Tips of the Month: Time Saving Techniques

In your browser or on your computer, instead of using a wheel mouse or the “old fashioned” side scroll that takes much longer, Try using the space bar! Press the space bar to scroll down a screen. Hold down Shift while pressing the space bar to scroll up.

Hit tab to jump between boxes on a screen when filling with information. If you hit a snagging drop down box, for example, for your state or a generic answer (yes, no) try typing the first letter of the word or state. It will save time from scrolling through every choice to find yours.

Hit CTRL + to make print on the screen larger and CTRL— to make it smaller.

On a cell phone if you need to redial the last number you called simply hit call from the keypad screen of your phone and the last number will come up. Press call again to dial.

We all hate the annoying automatic instructions for leaving a voice mail when we call cell phones. You can simply bypass these instructions by pressing a specific bypass key to the carrier of a persons' phone.
Verizon: * (star key)
AT&T and T-Mobile: # (pound key)
Sprint: 1 (number one)

Google is not only a search engine but it can also define any word, text, language or even math equation. Just type “define” before the information you wish to define, into the search bar and you will have your answer.

DropBox – Is It Secure For Your Business?

A question that we often get around here is whether or not file-sharing services such as DropBox, YouSendIt and Google Docs are secure enough for business. If you use any of these services for your business, here's the scoop...

Treat DropBox As A Public, Shared Environment.

DropBox (and the others mentioned above) is designed to easily share very large files – ones that are not optimal for e-mail because they're so huge. Examples include videos, audio files, large PDFs and graphics files. These services are typically free (or very cheap), and you shouldn't have the expectation of great security for this price.

But an increasing use of these tools, even for legitimate reasons such as collaboration, is putting a lot of private information at risk. According to a recent Ponemon study, 60% of organizations have employees that frequently put confidential files on services like DropBox without permission. In fact, companies such as IBM have banned the use of these services completely.

When Does Or Doesn't It Make Sense?

When you have a file that doesn't need to be secure and simply needs to easily and quickly get from point A to point B, then DropBox can be a viable solution. On the other hand, you would not send or store any sensitive files, such as contracts or financial statements, on DropBox. These services are also not safe for any files subject to government compliance regulations such as PCI, HIPAA, SOX, Sarbanes-Oxley or HITECH. These file-sharing solutions are NOT compliant.

What To Use Instead

If you need to transfer files outside of your network and need to do so securely, some options to consider are:

- Creating a secure FTP (File Transfer Protocol) site
- Use 2-factor authentication rules
- Be sure to have audit logs involved to monitor the security of your data

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Shiny New Gadget Of The Month:

Intel Ultrabook Convertible



The Intel-based Ultrabook Convertible is one of the most cutting-edge on-the-go laptops to date. Quite simply, it's a laptop when you need it and a tablet when you want it.

Ultrabook with touch display, using Windows 8, delivers stunning graphics and the ultimate in precision and control. And unlike an iPad or Android tablet, this convertible turns into a powerful laptop in an instant.

Additionally, models with Intel Smart Connect Technology continually update your email and social networks even when your Ultrabook is shut down. You'll wake from sleep mode in less than 7 seconds and already be completely updated so that you can resume what you were doing in the blink of an eye.

And with Intel's Anti-Theft Technology, if your Ultrabook is ever lost or stolen, you can instantly disable the machine from anywhere, ensuring that your data is safe and secure!

Learn more today at
www.intel.com/Ultrabook

Are You a Manager...Or A Leader?

Modern leadership guru, Warren Bennis, said, "Managers are the people who do things right and leaders are the people who do the right thing." To run a business well, you need both. Employees, finances, sales, marketing, operations and, yes, I.T. all need BOTH a manager AND a leader. But that doesn't mean *you* should be the one doing both.

Why Leadership Is Your #1 Job

Bennis's idea is this: You need management. True. Managers budget, organize, react to situations and solve problems. They ensure things get done, monitor the day-to-day, and enforce the rules. They are the tactical part of your business. You probably do a fair amount of managing things now. But just like everyone else, you only have 24-hours in a day. So some management tasks can and should be delegated, hired, or outsourced.

Bennis, who was cited by Global Gurus International as one of the top 30 leadership experts in the world, defines leadership differently. Leaders establish direction, align people, and motivate and inspire to *prevent* problems. Like it or not, *everything* in your business – good and bad – ties back to the leader.

Unless and until you grow leaders inside your company, the leader is most likely you.

5 Ways To Differentiate A Leader From A Manager

Are you more of a leader or manager? Here are 5 leadership traits adapted from two of Bennis' books, *On Becoming A Leader* and *Learning to Lead*, to help you decide...

- 1) Managers set standards for performance; a leader sets a benchmark for excellence.** Do you dictate a status quo or do you paint a picture of what the "ideal" is? Do you merely communicate what's "acceptable" or do you encourage "exceptional"?
- 2) Managers want employee compliance; leaders seek employees' commitment.** Let's say you decide to streamline a process. To do so, you purchase new software. Do you just provide training on how to use the software or do you work on communicating the reasons why you're doing it so employees willingly and happily dive into training?
- 3) Managers have subordinates over whom they have formal authority; leaders have followers who are inspired to perform at their best.** Leaders recognize that continual improvement in ALL aspects of their business is critical to their success.
- 4) Managers try to avoid risks or minimize them; a leader looks for opportunities.** Maybe it's an investment in a new technology, or a decision to expand your business. Whatever the case, managers will tell you why it won't work. Leaders will tell you why it can.
- 5) Managers enforce rules and policies; leaders challenge red tape and bureaucracy when necessary.** Sure, you should have and enforce an acceptable use policy for your computers. But if any of your policies prevent someone from helping a customer or generating sales, put on your leadership hat and throw that rule away.

One Management Task You Can Take Off Your Plate

Your computer network, phone system, software and all things I.T. can suck up your time and resources and be a royal pain – IF all you do is manage it. Checking backups, maintaining critical patches on the computers, updating anti-virus software and firewall protection, and dealing with issues that arise; these are all management tasks that can be outsourced.

As a leader, you can deal with I.T. differently. You look for opportunities to improve your company with technology, you use it as a way to help propel the vision for your company, you deploy it to reach your goals. Then you hire someone to handle the rest.

Allow us to take lead of your I.T. Needs!
Check out how else we can help you. ↓

What can we help you with today?

• IT Strategy planning /CIO	• Spam Filtering
• Managed Services	• Document Management
• Cloud Services	• Voice over IP (VoIP)
• Back up and Disaster Recovery	• Website Hosting
• Onsite and Remote Support	• Hosted Exchange
• Managed Print Services	• Xerox Copiers and Printers
• Virus/Spyware Protection & Removal	• Vendor Management (phones, Internet, copiers, web hosting, etc.)
• Network Security and Spam filtering	

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The Lighter Side:

PHILOSOPHY OF SPRING CLEANING



I don't do windows because...I love birds and don't want one to run into a clean window and get hurt.

I don't wax floors because...I am terrified a guest will slip and get hurt then I'll feel terrible (plus they may sue me.)

I don't mind the dust bunnies because...They are very good company, I have named most of them, and they agree with everything I say.

I don't disturb cobwebs because I want every creature to have a home of their own.

I don't Spring Clean because...I love all the seasons and don't want the others to get jealous

I don't pull weeds in the garden because...I don't want to get in God's way, HE is an excellent designer!

I don't put things away because...My husband will never be able to find them again.

I don't iron because...I choose to believe them when they say "Permanent Press."

3 Things You Need To Know About E-mail Marketing Before You Press "Send"

It's everyone's favorite application. Since its introduction, it has revolutionized the way we communicate, both personally and professionally. It has had a major impact on how companies market themselves, communicate with vendors, send out press releases, rally employees and alert clients to their latest and greatest promotion. The ease, low-cost and speed of e-mail in marketing is the biggest reason why our inboxes are overflowing with spam.

In response to the ubiquitous outcry "I hate spam," governments have crafted regulations surrounding the use of e-mail; and if you are one of the millions of companies using e-mail for marketing, then it's important that you familiarize yourself with these laws. But the danger doesn't stop there...

Even if you don't get caught by the feds for violating the rules of e-mail usage, you can still end up on a blacklist with the major ISPs such as Yahoo!, Gmail, GoDaddy and Earthlink. Once you get blacklisted, you are considered guilty until proven innocent, and ALL the e-mail you send won't get through, even to people who want to receive it—a consequence that could end up hurting your business more than a fine.

What Are The Basic Guidelines Of E-mail Marketing?

First and foremost, make sure you are only sending e-mail campaigns to people who have solicited (requested) to be on your distribution list. This is called "opting-in" or subscribing, and e-mails sent to these folks are considered "solicited e-mail." You are perfectly within your rights to send them messages; but if you got their e-mail address by any other means and they did NOT specifically request to be on your list, that's considered "unsolicited e-mail" or spam. Sending promotional e-mails to people who have not requested them is not only illegal, but annoying...so don't do it!

Next, make sure you provide directions on how a person can remove themselves from your distribution list in EVERY e-mail. The best place to put this information is at the very bottom of your message. You should also include your full company name and contact information at the bottom so no one can blame you for cloaking your identity—another legal "no-no" of e-mail marketing.

Our #1 Recommendation

Lastly, when sending e-mail out to your marketing list, we recommend using a service such as ConstantContact. This web-based application will help you manage your e-mail distribution list with automatic opt-out and opt-in tools and will keep your e-mail server off an ISP's blacklist.

Naturally, you want to make sure the information you are sending is interesting and relevant. No one wants more junk filling up their inbox, so the better you are at marketing, the better your results will be. E-mail is not a magic marketing bullet that will solve all your marketing problems but, used correctly, it can certainly help you reach more customers and build stronger relationships with the people you already do business with.

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www.palladiumnetworks.com

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