

Triangle Tech Times

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



MANAGED IT
Solutions

♦ VOLUME 16- ISSUE 8
♦ AUGUST
♦ TWENTY SIXTEEN

Malware Minute

Cybercrime is a HUGE problem in today's society. CNN Money reports that daily there are over one million threats attacking vulnerable organizations. There are three imperative things that your business needs to prevent this:

1. Threat Detection
2. Incident Response
3. Ongoing Vulnerability Assessments

Please give us a call if you would like to discuss the security of your company. Call us at (919) 848-3259

August 2016



This monthly publication provided courtesy of Rob Downs, President of Managed IT Solutions.

Our Mission: To build a community of successful minded entrepreneurs that inspires excellence, encourages collaboration and expands the capacity of all members to achieve great things.



It's only natural that when you hear of a disaster you think it couldn't happen to you.

That's why, even though we're told constantly that we should diligently maintain a working backup recovery system because all our company's data could be lost in an instant, we tend to brush off the advice.

Yet disasters do happen when you least expect them, and they can happen to anyone. So to illustrate the importance of staying on top of your data recovery system, here are three tales of "data gone wrong." After all, there's nothing quite like a good horror story to inspire action!

Toy Story 2: Gone!

One morning in 1998, the animators at Pixar Studios working on *Toy Story 2* noticed that Woody's hat started disappearing. Then his boots... Then all of Woody - gone! Other characters started disappearing too.

A rogue command in their system

Betting The Farm Your Backups Are Safe?

had started wiping out data. No problem, the team thought, as they pulled out the backups. Unfortunately, the backups were bad and only had data from 10 months ago.

Luckily, one of the project leaders who'd just had a baby had recently asked to have a copy of the film installed at her house. So they drove to her house and escorted her computer back to the studios "like an Egyptian Pharaoh." And as we now know, *Toy Story 2* was saved.

Moral: It's not enough to simply run backups. You need to periodically check to make sure the data is actually getting backed up and nothing is corrupted.

46,000 Insurance Customer Records: Lost!

In 2010, Zurich Insurance announced it had lost a backup tape containing confidential data from 46,000 customer records as it was being transferred from one site to

continued on pg2

another. To make matters worse, it was later revealed that it took a full year for their headquarters to learn that the tape was missing.

While there was no evidence that the data had fallen into the wrong hands, it was not encrypted and therefore easily accessible by anyone in

possession of the tape. The company was slapped with a £2.3 million fine from the British Financial Services Authority.

Moral: If your backups are physical, make sure they're transported and stored securely in a location away from your computer. And regardless of whether your backups are physical or in the cloud or both, make sure they are encrypted with high-level security.

Why MegaPetCo Closed Their Doors

The fast-growing set of chain stores MegaPetCo had refused to upgrade their IT system to one that could

handle their needs. One day a systems developer accidentally programmed a query that wiped out their entire database. All of a sudden, operations ground to a halt; from sales to payroll to purchasing and reporting, everything had been tied into that one database. And no backup.

They tried to sue their ISP, but between recommendations to upgrade and failure to do so, the lawsuit was dropped. Three months later, MegaPetCo filed for bankruptcy.

Moral: Backups may seem like a low priority, or even an unnecessary expense. Yet surely there is data that if lost would cost your company dearly. And when you compare the cost of replacement to the relatively minor expense of keeping good backups, the choice is clear.

Why Take A Chance That Your Backups Are Safe? Our FREE Data Recovery Audit Will Help You Know For Sure!

The effects of a data disaster run the gamut from minor annoyance to a death knell for the organization it happens to. We don't want that for you. That's why until September 30, 2016, we're offering our complete audit, normally valued at \$297, free to companies here in the Raleigh area.

At no charge, our data security specialist will come on-site and audit your current data backup and security procedures and determine whether your current system can guarantee you a fast, safe and full recovery of your data.

Depending on what we find, we'll either give you a clean bill of health or reveal gaps in your data backup system that could prove catastrophic. Then, if appropriate, we'll provide you with an action plan for further securing your data with our Managed Services Plan.

Call (919) 848-3259 TODAY and let's make sure your company isn't betting the farm on a flawed recovery system.

"Everything had been tied into that one database. And no backup."

Help Us Out And We'll Give You A Brand-New iPod For Your Trouble



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 July.

Simply refer any company with 10 or more computers to our office to receive a FREE Computer Network Assessment (a \$397 value). Once we've completed our initial appointment with your referral and have on-boarded them as a client, we'll rush YOU a free iPod Nano of your choice as a thank-you (or donate \$100 to your favorite charity ... your choice!). Simply call us at **919-848-3295** or e-mail us at **marketing@managedits.com** with your referral's name and contact information today!

ZARZAR PSYCHIATRIC ASSOCIATES, PLLC.

CLIENT OF THE MONTH



It started in the family almost 60 years ago when patriarch Nakhleh Zarzar, MD., completed his psychiatry residency at the UNC Chapel Hill School of Medicine.

Today his sons continue the tradition. Michael, Nicholas and David all pursued medicine with specialization in psychiatry, working alongside their dad until his retirement. The practice also owes its success to therapists Mary Spencer and Alice Colbert, who complete the clinical team, and a dedicated administrative staff.

Current transitions in healthcare have spawned a few challenges. "The external demands and limitations placed by insurers often create delays in our ability to give the people we treat the appropriate interventions," reveals Michael, a distinguished fellow with the American Psychiatric Association.

The administrative and clinical staff find fulfillment helping people achieve and maintain health. Their treatments include individual psychotherapy, behavioral therapy, marital therapy, relaxation training, and psychopharmacologic treatment.

"We maintain our commitment to the people to whom we provide care," stresses Michael. When he's away from their Lake Boone office, the oldest Zarzar enjoys putzing around the yard, or exploring new places.

Find out more at www.zpapllc.com.

Back To School, Back To The Grind

How To Keep Your Kids Safe Online

Now that school is back in, thousands of children will be surfing the Internet to conduct research, chat with new school mates, and complete homework assignments. Although the Internet provides a tremendous learning tool for kids, left unchecked it can also expose them to inappropriate material and unscrupulous individuals looking to exploit innocent children.

The statistics of online abuse towards children are alarming. According to a survey conducted by NetAlert, nearly one child in every five has been approached online by a stranger, and 47 per cent of children have been exposed to material that is pornographic, sexually explicit, violent, hateful, or that encourages them to participate in dangerous or illegal activities.

According to Highlights of the Youth Internet Safety Survey conducted by the U.S. Department of Justice, one in five children received unwanted sexual solicitations online, and there are a growing number of cases of pedophiles using the Internet to gain a child's confidence and arrange a face-to-face meetings (also known as 'online grooming').

These cyber criminals are using everything from spam e-mails to online messaging, children's chat rooms, and misleading domain names to trap children. If your child is using the Internet, take measures to educate and protect them from these dangers. Here are 3 things you should be doing now to keep your kids safe online:

Install web and e-mail filtering software to prevent your children from viewing inappropriate material. A good, email filter will not only keep the trash off your computer screen, but will also stop inappropriate spam from reaching your children.

Talk to your kids about online safety and proper Internet usage. Set limits and guidelines about when they can go online, what they can do, and how long they are allowed to be online. Explain why it is dangerous for them to "chat" with strangers online or download suspicious looking files.

Give your children specific online guidelines or rules to follow when using the Internet. It's not enough to warn them about potential risks; pedophiles know how to cloak their identity and gain a child's confidence to arrange face-to-face meetings.

Did You Know Managed IT Solutions Offers . . .



**Whether your needs are hosted or onsite Voice over Internet Protocol,
Managed IT Solutions can accommodate.**

A hosted VoIP system allows users to have fully-functional business phones within their office area without the need for extra hardware other than the phones themselves. This is a great option for smaller companies that would rather not have the need for extra setup onsite, potentially creating extra costs for supplies in excess of what is needed. A hosted system will leave all of the so-called "heavy lifting" to the offsite VoIP provider who will deliver the calls to your in-office phones.

An onsite VoIP system on the other hand, is a great option for larger companies that are in need of a greater amount of extensions or lines. This can cut costs that hosted services can charge for the additional lines. Having an onsite VoIP system allows the company its own IP-based private branch for receiving and sending call data. Doing so will improve call clarity and allow for a higher volume of calls at any given time.

Would you like to know which system type would best fit your office?

Schedule your FREE VoIP assessment and plan of action today!

Visit us at www.managedits.com/services/voip/



If the hosted system meets your needs, we offer hosted VoIP services through Cytracom.

Get a new advanced phone system with no hardware costs and less than \$25 per month per phone. This includes unlimited local and long distance calling.

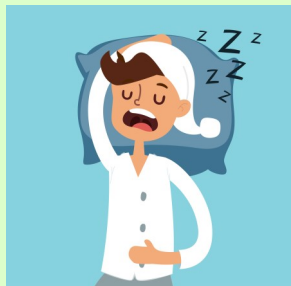


If the onsite system is best for you, we offer on-premise VoIP services through 3CX.

The on-premise varies in price depending on the size requirements of your system. Sign up for your FREE VoIP assessment today and receive a no-obligation quote!

Get more free tips, tools and services at www.managedits.com

Shiny New Gadget Of The Month:



A Great Night's Sleep In The Palm Of Your Hand

The techno-geeks over at Hello Inc. have just released Sense, a device that helps you wake up feeling great. A tad smaller than a baseball, this little sphere sits on your nightstand next to your bed and monitors conditions in your room while you sleep. Things like temperature, humidity, light and sound in your bedroom are tracked, along with your body's slightest movements as you sleep. It pairs with your smartphone so you can see patterns and change conditions in your room to get the best night's sleep possible. Sense can play any number of soothing sounds to help you drift off to sleep. Then, when it's time to rise and shine, it gently wakes you up at the best time in your sleep cycle. It's priced at \$129, and you can find it at hello.is and other online retailers.

5 Ways To Build Raving Fans

Marketing is about connecting with consumers.

Great marketing, though, is about transforming those consumers into fans, raving fans – people who feel loyalty, and feel invested in your business and its success. Here are some creative ways to start converting your customers into your biggest fans.

1. Have your clients do some of the work.

This isn't about being lazy; it's about involving your clients in a memorable experience. Build-A-Bear is the perfect example of this technique. Children receive many stuffed animals over the course of their childhoods, but none so special as the bear they build themselves, selecting the fabric and components. The consumer's investment in the experience cultivates loyalty, and their unique experience can't be duplicated anywhere else. Offer your clients a way to personalize their experience with you.

2. Reject clients.

It's human nature to want what you've been told you can't have. The more limited an item or service is, the more we value it, and if your customers feel like they have achieved something by managing to get your attention, or having earned the privilege of spending money with you, they'll give you a lifetime of loyalty. As long as your product meets or exceeds expectations, then making it clear that you're selective about who you do business with will make you more appealing.

3. Deny your own existence.

Though now a much more public item, the American Express Black Card was long the subject of curiosity. The company refused to confirm its existence or answer any questions

about what the card might offer. Now customers beg for an invitation to the Black Card, despite the ridiculously high annual fee. Think about it... Customers clamoring to spend money with you? Cultivate mystery and clients will seek you out.

4. Encourage tattoos.

Extreme? Maybe. Effective? Absolutely! Not only are folks who get logos tattooed on themselves acting as walking advertisements, they're also absolutely certain to be loyal customers. Encourage tattoos by creating a cool logo and cultivating a reputation that's unique and appealing. Is this practical? Two words: Harley-Davidson. For folks with Harley tattoos, the brand isn't just a commodity; it's a lifestyle.

5. Create your version of boot camp.

Organizations like fraternities or the military create cohesion and loyalty by putting new recruits through tests and challenges. Let your customers know that your business runs differently than others, that you will require work and dedication from them. They will realize they're part of a special group, and they'll feel invested in promoting your services. Providing code words and emblems of membership makes customers feel like they're one of the elite, special few who have made it through boot camp.

It's no secret that marketing today is radically different than it was even ten years ago. We have to work harder to promote our brands, but the potential upside is huge, because devoted, raving fans will take up your banner and do some of the work for you. Creating and nurturing these fans will reward your efforts for years to come.



MIKE MICHALOWICZ (pronounced mi-KAL-o-wits) 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; 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/>

Here are 3 ways LinkedIn can generate new business for you.

1) Above all, earn the ask. The more value you provide in the relationship, the more "right" you have to phone time, a free consultation or the opportunity to make your pitch. 2) Build a sales funnel. Organize your contacts and planned interactions for best results. Recognize and engage with inbound warm leads. And remember, timing is everything! 3) Target and engage your ideal prospects. LinkedIn's search engine gives you direct access to over 450 million professionals in more than 200 countries. In minutes, you can build a hyper-targeted prospect list by job title, industry type and/or location. With just these few tactics, LinkedIn can become a powerful business-building ally.

-Inc.com

Did you notice the day Windows became malware?

If malware is any piece of software that gets into your computer through stealth means – even if it's a premier operating system – then Windows 10 fits the definition.

Microsoft has been very aggressively asserting its self-imposed deadline of July 29 for free upgrades from Windows 7 and 8.1. And if it hasn't been yet, you may find your computer hijacked and converted into a Windows 10 machine – whether you give permission or not. By default, Windows 10 collects advertising and personal data. It changes your computer's configuration. And if you try to stop the upgrade by clicking the X on its dialog box, it installs it anyway. Aw, c'mon, tell us that's not malware!

-ComputerWorld.com

Imagine owning the domain rights to Google.com - even for just 60 seconds...

When Babson College MBA student Sanmay Ved happened to notice the google.com domain up for sale, he figured why not go ahead and try to buy it. To his huge surprise, the sale actually went through! He had just purchased google.com for the princely sum of \$12. It didn't take Google long to become aware that something had gone horribly wrong

– less than 60 seconds, in fact. They fired off an e-mail to Sanmay, telling him they'd cancelled his order and refunded his \$12. As an afterthought, Google sent Sanmay a little spiff for his cooperation: \$6,000.13, to be exact. If you squint, you might see that the number spells "Google."

-DigitalTrends.com

Is the IoT a "Clear And Present Danger"?

According to a U.S. government report, the "Internet of Things" could deliver a disabling global attack. With smart cars, smart homes and new apps that reach into every nook and cranny of our personal lives, the IoT poses greater risks to our safety than ever before. And revealing more about your life than a novelist, it takes the invasion of privacy to new heights. True, it may help folks live longer, healthier lives. And it may boost food production. Or even improve job and lifestyle options for some. Yet the question isn't whether it's good or not ... it's how do we deal with it? One thing is for sure: good or bad, buckle up because here it comes!

-ITworld.com

WWW.MANAGEDITS.COM



MANAGED IT
Solutions

919-848-3259

INFO@MANAGEDITS.COM • SALES@MANAGEDITS.COM

facebook
MANAGED IT Solutions

twitter
MOVETO THE CLOUDS
MANAGEDITS

LinkedIn
MANAGED IT SOLUTIONS

PALLADIUM STRATUS



PALLADIUM CONTINUUM



PALLADIUM VOICE



PALLADIUM SYNC