

# TECH SAGE TECH TALK

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

## **Are You Paying 80% Of Your Employees To “Cyberloaf” On The Internet, Watching Cat Videos, Searching For A Better Job Or Accidentally Downloading A Virus On Your Network?**

Recently, we have seen a dramatic increase in the number of local businesses suffering significant financial and productivity losses due to employees inappropriately using their Internet access during work hours – and much of this is fueled by social media sites such as Facebook and YouTube. Studies have shown that between 60 and 80 percent of people’s time on the Internet at work has nothing to do with work!

What makes this situation so dangerous is that the majority of business owners don’t even realize that it’s going on until it’s too late. By then they have found themselves in the middle of a costly and embarrassing lawsuit because an employee posted something inappropriate online OR downloaded a virus.

In other cases, the owner NEVER finds out, but is inadvertently losing THOUSANDS of dollars because employees are spending 2-3 hours a day to goof off online – and you’re footing the bill.

And age of the employee doesn’t affect an employee’s ability to waste time on the Internet. Older employees do things like managing their finances while younger employees check social media.

### **A Company Internet Policy Is NOT Enough**

A recent study showed that the presence of a strong Internet policy at work was not enough to curb activity, as many employees don’t think it’s wrong to surf the web and a policy was not going to change their minds. Unfortunately, the only way to curb this activity is not only to threaten consequences, but to actually take action and reprimand employees.

Our Free Internet and E-mail Usage Audit gives you the answers to whether you have a problem on your hands.

**Schedule your Internet and E-mail Usage Audit today by calling our office at 210-582-5814**



“As a business owner, 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!”  
John Hill, President, TechSage Solutions

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### Inside This Issue...

- Are you Paying Your Employees To Surf The Web? How To Find Out.....Page 1
- How to Thwart Cyber-Criminals That Are Eying Your Business.....Page 2
- What Every Business Owner Must Know About IT Support Services And Fees.....Page 2
- Protect Your Home Quietly .....Page 3
- Knock Down The Walls That Block Communication.....Page 3
- Dropbox for Business.....Page 4
- Why You Can’t Use Home Routers In Your Business.....Page 5
- Have You Heard This Before?.....Page 5
- Who Else Wants to Win a \$25 Gift Card.....Page 5
- Information about TechSage Solutions .....Page 6

## If We Knew A Dozen Or More Ways That Cyber-Criminals Could Steal Thousands Of Dollars From Your Company's Bank Account, Damage Your Reputation And Cripple Your Operations Wouldn't You Want Us To Tell You About It?



Imagine walking into your office one morning to discover your computer network was breached by a hacker, exposing not only YOUR company's data, but also your clients'. Imagine the embarrassment of having to notify your clients that, because of you, their personal information may now be in the hands of cyber-criminals. And hopefully that's the only damage done...

Operations could be halted or severely limited for days, possibly weeks. Your data corrupt to the point of being useless. Clients lost. Potential lawsuits and government fines for violating data-breach laws. The exorbitant emergency IT fees to get everything restored to working order fast. Then there's the risk of your bank account being drained dry – and because you're a business, you are NOT protected by the banks in the same way individual consumers are.

### You're At Greater Risk Than You Think

With St. Patrick's Day this month, I want to take a moment to remind you that just because you've been "lucky" enough to avoid an incident like this in the past doesn't mean you're not at risk – in fact, that's *exactly* what cyber-criminals want you to think.

That's why I'd like to offer you a FREE comprehensive Cyber-Security IT Audit that will reveal your exact risk score on common security loopholes cyber-criminals use on a regular basis to get around firewalls and antivirus software to gain entry to your computer network. Normally we charge \$497 for this service, but we've decided to give it away to the first **5** companies who request it before April 30<sup>th</sup>. All you have to do is call our office at **210-582-5814** or email [ehill@techsagesolutions.com](mailto:ehill@techsagesolutions.com)

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## The San Antonio Business Owners' Guide To IT Support Services And Fees



### You will learn:

- ✓ The 3 most common ways IT services companies charge for their services, and the pros and cons of each approach.
- ✓ A common billing model that puts ALL THE RISK on you, the customer, when buying IT services; you'll learn what it is and why you need to avoid agreeing to it.
- ✓ Exclusions, hidden fees and other "gotcha" clauses IT companies put in their contracts that you DON'T want to agree to.
- ✓ How to make sure you know exactly what you're getting to avoid disappointment, frustration and added costs later on that you didn't anticipate.

Claim Your FREE Copy Today at [www.techsagesolutions.com/free-stuff/](http://www.techsagesolutions.com/free-stuff/)

## Shiny New Gadget Of The Month:



### Nest Protect

The Nest Protect Motto: Safety shouldn't be annoying.

We have all experience it. That annoying low-battery chirp that 9 times out of 10 wakes you from a dead sleep. Why is it that the smoke alarm battery inevitably runs low in the middle of the night? Then it happen...in your half-awake stupor, you rip it from the wall with intentions of re-hanging it in the morning. More times than not, you forget to replace the batteries and re-hang it and then there you are with no warning system should a fire break out in your home. This annoyance has now become a safety issue.

According to the National Fire Protection Association (NFPA), almost two-thirds of US home fire deaths happened in homes with no smoke alarm or no working smoke alarm.

The Nest Protect smoke and carbon monoxide (CO) alarm comes without that annoying chirp or the threat of false alarms. It's unique structure and settings give you quiet, visual low-battery reminders and allow you to relay to the alarm when the smoke is from that burning grilled cheese versus an actual fire. Its remote features also allow you to manage your alarm and receive alerts via your smartphone.

This innovative device gives you all the protection and security you need, without the annoyances. Get yours today at: <https://nest.com/>

## Knock Down The Walls That Block Communication

To be a successful executive you must know how to knock down walls. I don't mean the walls of brick and steel that hold up buildings; I mean the bureaucratic barriers that hold up communication.

In many companies, communication flows through narrow channels, usually from the top down — chimneys of power, they're called. People walled off from these chimneys are left to work in an information vacuum.

Today's successful corporations have demolished the walls that prevent the lateral flow of communication. With the walls gone, information permeates the organization.

Such organizations find it easier to achieve the "Four F's" that management expert Rosabeth Moss Kanter tells us are essential to business success. A successful company, she says, must be focused, flexible, fast and friendly.

- ◆ You can't focus the efforts of your entire workforce if your organization is crisscrossed with walls that impede the flow of information.
- ◆ You can't be flexible if you have a rigid corporate structure in which every division and department is a closed information loop.
- ◆ You can't be fast if information has to seep slowly through layer after layer of management.
- ◆ And you can't be friendly if your people don't talk to other people inside and outside your organization.

If you look around, you may see plenty of boundaries in your own company that need to be removed. One of them may be the door to your office that remains closed to input from your employees. Another might be a rigid boundary between hourly and salaried employees that keeps people in one category from talking freely with people in another. Or it could be a boundary that shuts out ideas that don't originate in your own organization.

Other boundaries might be the lines that run between divisions of a corporation. If one division develops a new method or a new technology, does it keep it to itself or does it share it with other divisions? Among the toughest boundaries to dismantle are the ones individual managers erect around the borders of their turf.

In the old days, corporations became overpopulated with people who were promoted to their "levels of incompetence." Armed with the word "manager" in their titles, they staked out their own little turfs and guarded them jealously.

In a corporation without boundaries, advancement means moving into positions in which knowledge can be put to productive use as coaches, advisors or knowledge workers; where expertise is inter-



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.

Pay now, play later;  
Play now, pay later.

John Maxwell



"Have you got the app where the little red light jumps around?  
It's amazing!"

## STILL Using Outdated Tape Backups?

If you don't know for sure if your company's data is being backed up in a way that would guarantee you are backed up and running FAST is the event of a major disaster. You may need my backup master someday very soon....

I notice many times when I

want to relay information, telling a story is best. That's why we would like to share the comic book, "Zen And The Art of IT Backup". It truly simplifies the important points and considerations you face when choosing a backup and recovery system for your business.

This short comic tells a story of the Apprentice and the Master.

If you'd like a FREE copy to enjoy, call Beth at 210-582-5814 or email

[ehill@techsagesolutions.com](mailto:ehill@techsagesolutions.com)

## Dropbox for Business Your files, anywhere

Dropbox for Business was introduced to us last summer. Most are familiar with Dropbox and use the solution for your personal files. If you are not familiar with Dropbox, it is a cloud solution for storing your documents, pictures, videos are whatever is in a digital format. The client (dropbox folder) is stored on your computer as seen below.

The app can be downloaded to your phone and tablet as well. This gives you immediate access to all your digital files wherever you are. Just save your files to the Dropbox folder or through the internet portal and the files sync to the cloud. Logging into the web portal, files and folders can be shared to whomever you wish using the person's email address.

So what is different from personal and business Dropbox? Security is the main reason. The company files are stored using 256-bit AES encryption and SSL (Secure Sockets Layer). My understanding, currently in BETA (testing stage) if a computer is lost or someone leaves your business, remotely delete the Dropbox folder to keep your business's most important data safe.

Another feature under the business account, permissions can be assigned. Currently I am the administrator of our business account, Curtis and Eric do not have these rights where they can add or delete users.

Activity log showing all activities for each users accounts including what devices are attached to the company Dropbox.

Collaboration is huge with any business. Permissions can be set whether the company desires for the team share folders be outside of the company or not. One-click sharing instead of zipping large files and sending as an email attachment. If you desire, share files with your clients so they can view or download the latest version in seconds. As I am creating this newsletter, I will save to my Dropbox folder on my home desktop, it syncs to the cloud, I will open the file on my office desktop from the Dropbox folder to print. It is that easy.

I had this question when we first set-up our business account, can I have a personal and a business account? Before you could not but now you can.

Since this is usually the app section, Dropbox can be a major player in managing the company files. Below are apps for business that plays well with Dropbox. I use CloudOn and not familiar with the others.

If you have further questions about Dropbox for business, please contact me at 210-582-5814.

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**Wireless Security** is the prevention of unauthorized access or damage to computers on a wireless network.

The most common forms of wireless security are wired equivalent privacy (WEP) and Wi-Fi protected access (WPA). WEP is not as secure as WPA.



