

TECHSAGE TECH TALK

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

An Irish Prayer:

*May God give you,
For Every Storm, A Rainbow
For Every Tear, A Smile
For Every Care, A Promise
And A Blessing in Each Trial,
For Every Problem Life Sends,
A Faithful Friend to Share,
For Every Sigh, A Sweet Song,
And An Answer For Each Prayer.*



*Happy
St. Patrick's
Day!*



Relying On A Good Luck Charm?

Carrying a four-leaf clover might work for leprechauns. But when it comes to Internet abuse by employees, you're going to need more than sheer luck...

Did you know that...

- 70% of all web traffic to Internet pornography sites occurs during the work hours of 9 a.m. – 5 p.m.
- Non-work-related Internet surfing results in up to a 40% loss in productivity each year at American businesses.
- According to a survey by International Data Corp (IDC), 30% to 40% of Internet access is spent on non-work-related browsing, and a staggering 60% of all online purchases are made during working hours.

The list goes on, and the costs to your company can be staggering.

What types of web sites present the greatest risk? Categories include abortion, alcohol, dating, death/gore, drugs, gambling, lingerie/swimsuits, mature, nudity, pornography,

profanity, proxy, suicide, tobacco and weapons.

Risks these types of web sites expose your business to include malware, viruses, fraud, violence, lawsuits, loss of confidential and/or proprietary data and more. Even social sites, while perhaps not quite as risky, can have a major impact on productivity.

Barriers that once stood at the edges of your office network have been annihilated by digital media.

Web content filtering is now crucial to network security – not to mention employee productivity – in this emerging environment. It can be deployed in a number of ways, but basically they boil down to two: inline and endpoint filtering.

Inline Web Filtering

One way to filter web content is to control it at the entry point or gateway to your network. This technique intercepts all web traffic and applies filters that allow or block web access requests. Because the entire network is filtered, no

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March 2016



This Monthly Publication provided courtesy of John Hill, President of TechSage Solutions.

We are Business Consultants with a Technology Focus and have Leveraged Technology to Propel Our Clients Toward Competitive Success in the San Antonio area for fifteen years. Our goal is to Simplify the use of Information Technology for our Clients so that they can focus on managing and growing their businesses.

Leveraging Technology to Propel Our Clients Toward Competitive Success

access to the user's device is required.

With inline web filtering, there's no need to expend resources managing content at each endpoint – your employees and their computers, whether desktop or mobile. Inline filtering not only saves bandwidth, it goes a long way toward mitigating cyberthreats. For securing activities that take place within your network, it's a critical and potent strategy.

Yet, with the shift away from traditional office-bound work routines to a work-from-anywhere culture, the effectiveness of inline filtering has diminished. When employees access the web outside your network's gateways – via home networks, hotels, coffee shops, etc. – their devices become vulnerable to attack.

And any employee can carry an infected machine into and out of your company's building and network on any given day,

exposing your entire intranet to infections. And that's why so many companies are moving to endpoint-based web filtering to complement their inline filtering.

Endpoint-Based Web Filtering

Endpoint-based filtering protects

employee devices from infections, no matter where they connect to the web. Software at the endpoint – your employee's device – carries a predefined filtering policy from the central server that can be intranet-based or cloud-based.

“Any employee can carry an infected machine into and out of your company's building and network on any given day.”

The endpoint filter is then updated periodically from your company network. This method assures that web filtering is always active, no matter which gateway the machine connects through. The downside is that it must be rolled out and maintained at all endpoints.

That being said, one advantage of endpoint-based filtering is that it addresses stringent employee privacy

regulations that are quickly becoming the norm in Europe and elsewhere around the world. Because it keeps browsing-pattern information within the user's device, endpoint-based filtering provides a fairly non-intrusive way to handle employee privacy concerns.

And finally, while endpoint-based filtering really is the only way to protect a network without boundaries, as most companies now have, ideally it works hand in glove with inline filtering.

Forget the Charms – You Can Bet On This

We highly recommend rolling out not only inline and endpoint filtering, but also an effective training program for your staff to encourage best practices and assure compliance with your company's web security policies and procedures.

Want to make sure all gaps are sealed and you won't have to count on a four-leaf clover, a rabbit's foot or knocking on wood to keep your network secure? Contact us today at **(210) 582-5814** for a customized Web Content Filtering Solution and Analytical Report on your system.

Referral Contest!

Refer a friend to TechSage Solutions between February 1, 2016 through May 31, 2016 for a chance to win a New Samsung Galaxy Tablet and matching carrying case.

How the Contest Works:

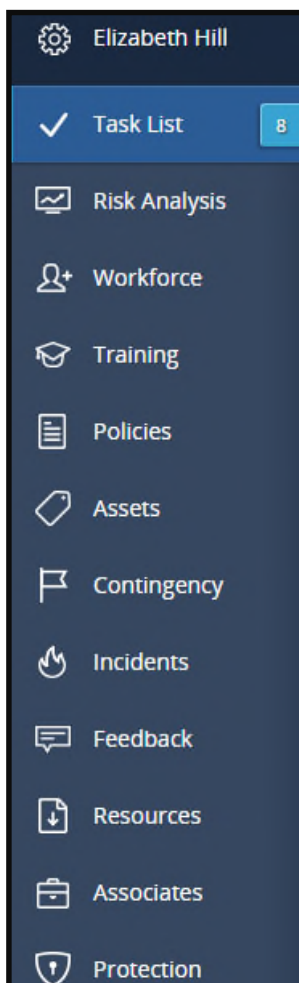
- 1) Call or email us with your referral information.
- 2) We will call to schedule an appointment.
- 3) We will pay you or donate \$25 to your favorite charity for anyone that you refer to us, who we get an appointment with.
- 4) When your referral becomes a client (and spends \$1,000 or more), we will pay you \$75 more or donate \$75 more to your favorite charity. Plus, we will give your referral \$100 off the purchase.
- 5) What makes a good referral for TechSage Solutions? A business owner who has 10 or more PC's and needs help with their network, data backups, email server or is just interested in having a second opinion on how they are doing things now. We provide service to the San Antonio area and surrounding cities.

Send an email to ehill@TechSagesolutions.com or call (210) 582-5814 with your referral details. Or, you can go to <http://www.techsagesolutions.com/about-us/referral-program/>



Cloud Solutions • Co-Location • Data Back-Up Solutions

www.TechSageSolutions.com



If Your Company Is Regulated by HIPAA, Check Out This New Tool

John and I are always on the lookout for new tools to assist our clients with their business. Last November we partnered with Ingenium, creator of HIPAA Help Center which was released last month. We are very excited about this tool since it is one place to manage your practice for HIPAA compliance. Why do we believe in this product?

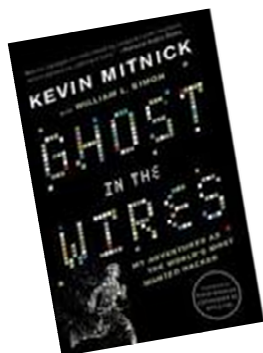
HIPAA Help Center has the following features:

- One central place for your documentation.
- Validated by certified HIPAA specialists.
- Policies and Procedures templates.
- Employee training. Once the employee is assigned to the portal, they can view and take tests to verify what they have learned. All this is tracked within the portal.
- Tracks the Business Associate agreements.
- There is a support team.
- Risk assessment evaluations to guide the Site Administrator, Security and Privacy Officers to current risk levels.

Ask yourself the following questions. Do you have the time to research and understand the law? If someone from Office for Civil Rights (OCR) calls asking for your Policies and Procedures, can you supply them within 48 hours? What are you using for training your staff and how do you track it? How are you managing Business Associate agreements?

If there are any concerns with the above questions, go to <https://techsagesolutions.hipaahelpcenter.com/> and check out the product or contact us at **210-582-5814**. We can schedule a demo with the HIPAA Help Center folks to answer any of your questions.

Do You Really Understand the Power of Social Engineering?



I just finished Kevin Mitnick's book called *Ghost in the Wires*. Back in the eighties, Kevin would hack into phone systems just because he could. He was obsessed with hacking like someone with an alcoholic problem. He would find a way to bypass security systems and hack into major organizations like Pacific Bell, Motorola and Sun Microsystems. He always knew where the FBI was so he could stay a head of them to avoid his arrest.

How did he do it? He was very smart and knew his stuff hacking into systems, but a lot of it was the organization personnel just freely gave him the information he needed. Kevin would select his target, know everything about the company then start making phone calls to the organization pretending to be someone else. The personnel from that organization would just give him the information he requested or give him access to their computer. In the meantime a backdoor would be installed on the victims computer, and Kevin instantly had access to the company's network.

This is called Social Engineering. If you receive a call asking questions about your company, ensure you know who you are talking to. Don't ever let anyone log into your computer unless you know for sure who it is. I always notify our clients when TechSage Solutions makes staffing changes and the staff are to call from our office number. Any doubts, ask if you can call the person back. If you are a client, our staff should be giving you our number **210-582-5814**.

That was a Close Call, I Was Lucky!

There are apps to prevent texting and driving. We hear the alert that we have a text and we can't help ourselves to read the message WHILE we are driving. Even though in the San Antonio area it is against the law, you still see people driving and texting. Imagine that! I know you are not guilty of the urge to text and drive, but if you have teenagers in your household or employees driving company vehicles, I would suggest checking out the below apps.

DriveSafe.ly for Android and iPhone
<http://www.drivesafe.ly/>

- Reads your text messages out loud
- Hands Free
- Bluetooth
- Understands text message short-hand

LifeSaver for Android and iPhone
<http://lifesaver-app.com/>

- Auto-detects driving and locks phone
- Parents can view in Driver Portal
- Arrival Notifications

cellcontrol for Android and iPhone
www.cellcontrol.com

- Parents can add the mobile number or device to Cellcontrol Online Account
- Can be used for company fleets

If you would like to research this further, google "apps for texting while driving"

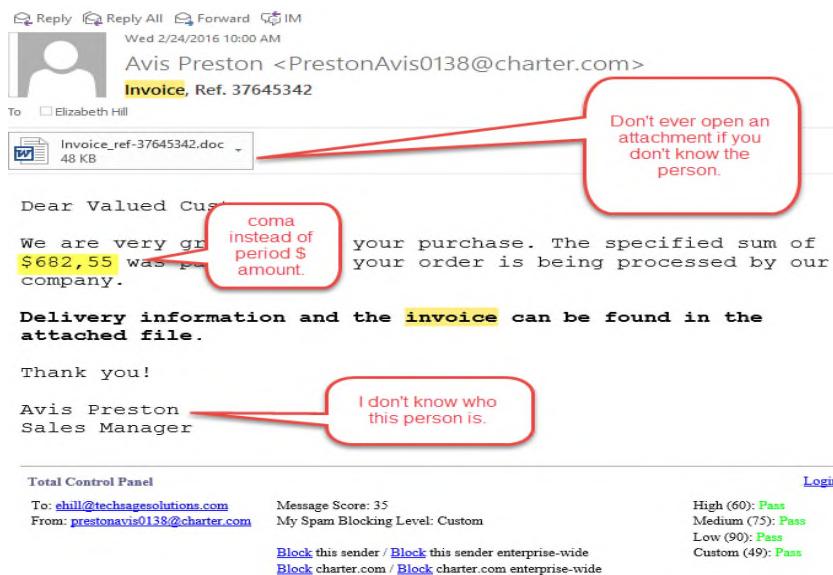
Macs Are Now a Target For Ransomware

Mac users, you are no longer excluded from the nasty malicious software. The latest ransomware software is called "KeRanger". Anti-virus usually does not stop it from downloading on your computer.

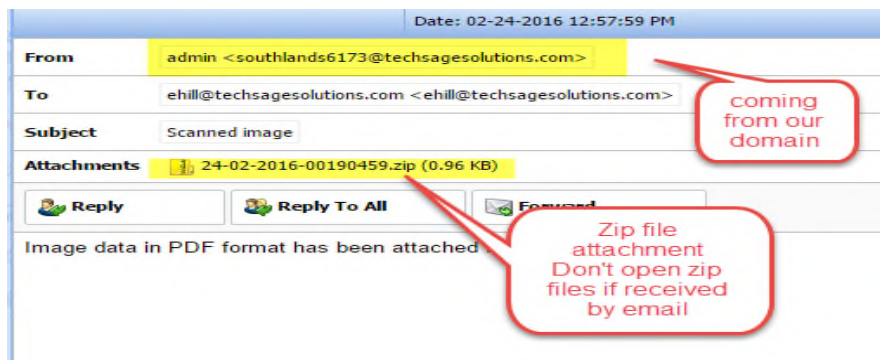
Ransomware is a type of malicious software that restricts access to a computer system in some way and demands the user pay a ransom to the malware operators to remove the restriction. Even if you pay the ransom, you still might not get your files back. So what are the options, pay the ransom or ensure you have a unaffected back-up solutions for your files.

Ransomware can infect your computer like any other malware. Downloading files that you are not sure where they came from is a way to be infected. Also clicking on advertisements, or a website that has been compromised. You could receive an email with an attachment or link that could carry the malware. I have email examples below, I received these emails not long ago.

I have no idea who this person is. It made it to my inbox even with high restrictions set on my spam filter and anti-virus.



Example two



So what should you do? Be aware, update anti-virus, spam filters and don't open anything that looks suspicious. Mac users, you are no longer excluded!

Shiny New Gadget Of The Month:



New App Tames Expense Tracking

Business Travel and Entertainment is one of those expenses that can bleed cash from company coffers – If you or your CFO don't keep an eagle eye on it.

And no wonder: it often entails hand-entered data, widely disparate vendors, no real time reporting and, until now, an out-of-office transaction with no mobile reporting back to a central corporate database.

Enter Concur. This automated, mobile expense management system lets business travelers focus on their jobs while giving finance leaders complete and real-time visibility into spend.

It automatically captures and categorizes company credit-card transactions, making it simple for traveling employees to review, reconcile and submit statements for approval.

At the same time the immediate insight it provides helps you and your finance team stop bad spending decisions before they happen, manage budgets more effectively and drive better business performance. Learn more at Concur.com.

4 Phrases of Amazing Customer Service

I've grown my companies by focusing on great customer service. We didn't always have the biggest names in business working at the firm, and we sure couldn't always afford the flashiest equipment. What we did better than all our competitors was ensure that our customers were thrilled.

In fact, superlative customer service can be your very best (and cheapest!) form of marketing. Customers talk about their experiences, especially if those experiences are unexpectedly good. Sometimes even the most difficult situations can yield satisfied customers, depending on how you and your team handle the problems that arise. Even a failure to meet expectations can offer an opportunity for a great recovery and a happy customer.

Here are four phrases that will help you bring up the level of service your customers receive:

1. "I don't know, but this is what I'm going to do."

You're not always going to have the answer to every question at your fingertips, and your customers will understand that. What they expect in exchange, though, is honesty and follow-up. The key here is to make a clear commitment like "I'll call you by 5 p.m. with the answer," and then keep that commitment!

2. "I am very sorry."

When you or your company has made a mistake, the customer wants to hear you accept responsibility and apologize. Too many customer service reps have been trained not to accept responsibility, in some cases because they fear the legal record of having admitted failure. Realistically, though,

the probability of a lawsuit is minimal, while the chance of losing a customer is virtually guaranteed. The apology is only a step, albeit an important one, and the goal is to turn the failure into a success by determining what your company can do to make it right.

3. "Yes."

"Yes" is what your customer wants to hear, and your goal should be to say that word whenever possible, even if – *especially* if – you're working through a problem. Customers want progress. Say yes to reasonable requests as soon and as often as possible, and leave your customers pleasantly surprised at how easily the problem was resolved.

4. "Is there anything else I can do for you?"

Here's your perfect wrap-up. Not only does this question give your customer the opportunity to bring up additional concerns, but it also lets the customer feel like they're in control. They can ask for additional information or they can thank you for your spectacular service.

Great customer service relies first and foremost on authenticity, and being trustworthy is the foundation. If your customers trust you to keep your word, then you're more than halfway there. If your customers know they can rely on you, even if there's a problem, that's the rest of the journey.

Work on training your customer service reps to listen, determine what the customer expects and do what they can to make sure that customer is satisfied.



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; 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/>.

Leveraging Technology to Propel Our Clients Toward Competitive Success

Is Google siphoning off worker productivity?

Your employees *may* be doing work-related searches online. Or they may be checking out a hot new vacation package, or the next episode of their favorite TV show. It's tempting to think of personal browsing on company time as stealing from the company. Yet cracking down can backfire on you. Instead, focus on personal work outcomes. If employees get all their work done on schedule in spite of wasting half the day, it may be time to add more duties to their job descriptions. On the other hand, if productivity is in the pits, a focus on discipline rather than policing minute-by-minute activities will likely yield a greater payoff. - *Inc.com*

You, an "In-box Zero" hero!

E-mail management tool SaneBox makes it easy to keep your e-mail under control. It looks at your e-mail history when you first set it up

and then drops only important e-mails into your SaneBox. E-mails from addresses you don't normally mail to go into the "SaneLater" folder. You can drag e-mails you never want to see again into the "SaneBlackHole." SaneBox is supersmart and doesn't need training, but if you see an e-mail in SaneLater that you wanted to see now, just drag it into your in-box, and SaneBox will remember. It works with web mail as well as accounts hosted on IMAP and Exchange servers. You can try it free for 14 days at SaneBox.com. -*Entrepreneur-ideas.org*

Wake up your web site with these 3 simple steps.

Does your company web site reflect its current success and position it for future growth? To be sure it does, do this: 1) Focus your main message on customer needs. The only thing visitors care about is what your company can do for

them. Make that clear upfront and they'll stay and engage. 2) Delete the self-praise and let your best customers speak *for* you with testimonials. 3) Create a single call to action. Don't just let visitors wander around. Entice them to take action by offering a low-risk, high-value item, such as a free e-book, webinar, resource list, etc., in exchange for their contact information. Now you've got a web site that works! -*Inc.com*

The future is here, with 3-D video holographics.

Imagine summoning up a rotating image of the Death Star... Or, more practically, an attention-grabbing 3-D demo of your latest product... Or a striking 3-D video logo advertising your brand... London-based Kino-mo develops hi-tech smart visual displays. Their floating -in-the-air video holographics engage and fascinate prospects, increasing sales. These ultra-bright, eye-catching 3-D videos can also generate a high level of brand awareness. Until now, holograms have been extremely expensive and required time-consuming installations in a dedicated space. Kino-mo Holo Displays are the first to offer an affordable, "plug-and-play" holographic solution. And perhaps the perfect way to grab attention and boost your bottom line. -*Kino-mo.com*

Who Else Wants To Win A \$25 Gift Card?

The Grand Prize Winner of last month's Trivia Challenge Quiz is Eileen Leeth of San Antonio! She was the first person to correctly answer my quiz question from last month: Gaming technology has given us a host of beloved characters. **Who of the following does NOT come from Nintendo®?** a) Mario b) Donkey Kong™ c) Sonic the Hedgehog™ d) Princess Peach™

The correct answer was **c) Sonic The Hedgehog**. Now, here's this month's trivia question. **The winner will receive a \$25 iTunes gift card!**

According to US government statistics, as of December 2015, which Internet browser had the highest overall usage share around the world?

a) Safari b) Chrome c) Internet Explorer d) Firefox

Email Kathleen now with your answer!
Kpastrano@techsagesolutions.com

