

# TECHSAGE TECH TALK

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



Meet Ricardo Centeno, he joins TechSage Solutions as the newest member of our Marketing Team.

Born and raised here in San Antonio his spare time is split between spending time with his family, staying active by playing pick up basketball at the local parks and cheering on his hometown team The San Antonio Spurs.

He is extremely excited to join the TechSage Team.



## “Lucky Charm” Keeps Hackers Out

**R**alph’s been a good employee for you. Shows up on time. Gets the job done. Doesn’t hassle anybody.

He’s also a porn addict. When nobody’s looking, he’s visiting sites on your network that you’d be appalled to see. IF...you knew about them. Without careful monitoring and filtering, this kind of Internet use on your network can remain hidden.

Shocking? Hard to believe it could happen at your company? A survey by International Data Corporation (IDC) revealed that 70% of all web traffic to Internet pornography sites occurs during the work hours of 9 a.m. to 5 p.m. Ralph’s little visits may seem harmless, but they’re adding a serious level of risk to the financial health and security of your company.

Here’s how. A visit to an adult website can be tracked. And if a logged-in user’s identity is leaked, it can be embarrassing, to say the least, to that user. The user may even become a victim of “sextortion” or blackmail. Just ask any of the people who used Ashley Madison, a dating site for illicit affairs. When the site was hacked, users were suddenly at risk of having their indiscretions revealed. This gives cybercriminals a powerful lever to pressure an employee into revealing sensitive company data. Considering that 60% of security breaches start from within the company, you have to wonder what someone at risk of being exposed might do to keep their little secret, well...secret.

Let’s face it, if you’re not carefully monitoring and managing how your network is being used, your company’s data could be in serious jeopardy.

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### March 2017



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 sixteen 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

## The Lighter Side:

### Have You Heard This Before?



- "March comes in with an adder's head, and goes out with a peacock's tail." Richard Lawson Gales
- "Up from the sea, the wild north wind is blowing under the sky's gray arch; Smiling I watch the shaken elm boughs, knowing it is the wind of March." William Wordsworth
- "Who in this world of ours their eyes In March first open shall be wise; In days of peril firm and brave, And wear a Bloodstone to their grave." Unattributed Author
- "Ah, March! We know thou art Kind-hearted, spite of ugly looks and threats, And, out of sight, art nursing April's violets!" Helen Hunt Jackson
- "Slayer of the winter, art thou here again? O welcome, thou that bring'st the summer night! The bitter wind makes not the victory vain. Nor will we mock thee for thy faint blue sky." William Morris
- "March: Its motto, 'Courage and strength in times of danger.'" William Morris
- "Beware the ides of March." William Shakespeare
- "In fierce March weather White waves break tether, And whirled together At either hand, Like weeds uplifted, The tree-trunks rifted In spars are drifted, Like foam or sand." Algernon Charles Swinburne

## Content Filtering In Today's Web 2.0 World

Whether you're already monitoring user activity on your network or not, you need to stay vigilant about evolving risks. And content filtering is key. If your business is like many, you may already be doing some filtering. But is it enough? As technology evolves, hackers drum up ever stealthier ways to invade your network.

Cloud-based filtering, for example, becomes a must when mobile devices tap into your network. The old concept of a static, location-based "firewall" just doesn't cut it anymore when your staff goes mobile.

Then there's social media. It's like a big window into the personal lives of your employees. It lets cybercriminals "case the joint" before breaking in. For instance, when users log in to a personal Facebook account at work and talk about vacations, favorite hangouts or weekend activities, hackers can use that information for social engineering and other ploys.

The number of ways your network is exposed to potentially damaging content grows daily. It's no wonder that 90% of companies and government agencies surveyed by IDC detected computer security breaches within the previous 12 months. Eighty percent of those organizations acknowledged financial losses due to these breaches. With odds like that against you, an up-to-date content filtering system could well be THE "Lucky Charm" that keeps your company, and your data, safe from all kinds of harm.

Please reach out to use if you have any questions, **210-582-5814**.

## Concerned About What Your Staff Is Doing On YOUR Company Network With THEIR Mobile Devices?

Save the date for **April 19th at 10 AM** for a **FREE Executive Webinar on Mobile Security**.

Registration details to follow.



## Free Report Reveals 7 Critical Security Measures Every Business Must Put In Place NOW With Mobile Computing

There's no doubt about it- the Internet and mobile/ cloud computing has made our lives so much easier and made our businesses more productive, cost-effective and competitive. But make no mistakes about it: the Internet is also a breeding ground for thieves and predators, not to mention an enormous distraction and liability if used inappropriately. It is causing people to be casual, careless, and flat out stupid about their privacy in an increasingly litigious society where heavy fines and severe reputational damage can occur with one slipup- which is why you cannot be casual or careless about introducing it to your organization. You can't turn on the TV or read the paper without learning about the latest online data breach.

Because of all this, if you are going to allow employees to use mobile devices-especially their own devices- to access, store or use company data,

then it's critical that you download this free educational report that outlines "7 Critical Security Measures Every Business Must Put In Place NOW with Mobile Computing". If you have given any thought to or plan to give your employees the ability to access company data and systems with mobile devices give this Free executive report a read and re-consider your security measures.



**Download Your Free Report:**  
[www.techsagesolutions.com/7critical/](http://www.techsagesolutions.com/7critical/)

### Get Your Security Tip

#### IT Security Tip #6: How to spot a phishing e-mail

A phishing e-mail is a bogus e-mail that is carefully designed to look like a legitimate request (or attached file) from a site you trust in an effort to get you to willingly give up your login information to a particular website or to click and download a virus.

Often these e-mails look 100% legitimate and show up in the form of a PDF (scanned document) or a UPS or FedEx tracking number, bank letter, Facebook alert, bank notification, etc. That's what makes these so dangerous - they LOOK exactly like a legitimate e-mail. So how can you tell a phishing e-mail from a legitimate one? Here are a few telltale signs...

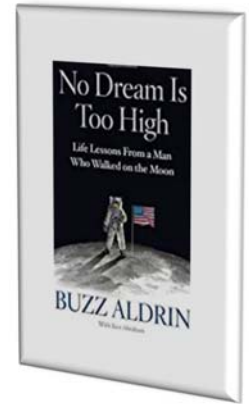
First, hover over the URL in the e-mail (but DON'T CLICK!) to see the ACTUAL website you'll be directed to. If there's a mismatched or suspicious URL, delete the e-mail immediately. In fact, it's a good practice to just go to the site direct (typing it into your browser) rather than clicking on the link to get to a particular site. Another telltale sign is poor grammar and spelling errors. Another warning sign is that the e-mail is asking you to "verify" or "validate" your login or asking for personal information. Why would your bank need you to verify your account number? They should already have that information. And finally, if the offer seems too good to be true, it probably is.

Sign up for our weekly Security Tips [www.techsagesolutions.com/cybersecuritytips/](http://www.techsagesolutions.com/cybersecuritytips/)

# If You Enjoy People's Life Lessons, I would recommend "No Dream Is Too High"

By Buzz Aldrin

John and I strive to either read or listen to a book each month. Last month, I read "No Dream Is Too High" by Buzz Aldrin. If you like reading about people's lives, I would recommend this book. Not only was Buzz Aldrin a world famous Astronaut for walking on the moon with the Apollo 11 mission, but he is also still very adventurous at 87. He is also a big thinker and does not consider anything impossible. His mission currently shortly is putting colonies on Mars. We heard him speak last May at our annual sales and marketing Boot Camp. He was wearing the T-Shirt that expressed "Get you're a\*\* to Mars."



In this book, he shared lessons learned through his life. I am considering reading it again just in case I might have missed something. Each chapter is a few of Buzz's life lessons. Here are a few. "The sky is the limit...there are footprints on the Moon!"; "Maintain your spirit of adventure; Practice respect for all people" are just a few out of thirteen chapters.

Are you interested in this book? For the first person that e-mails me at [ehill@techsagesolutions.com](mailto:ehill@techsagesolutions.com), I will send you a copy of the book. Put in the Subject Line: No Dream Is Too High.

## Referral Contest!!



Refer a friend to TechSage Solutions between January 1, 2017 - June 30, 2017 for a chance to win a Amazon Tap – Alexa Enabled Portable Bluetooth Speaker. A qualified lead places your name in the drawing.

### 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](mailto:ehill@techSagesolutions.com) or call (210) 582-5814.

## Shiny New Gadget of The Month:



## Handheld? Console? No, It's...Switch!

Nintendo's long-awaited new gaming platform Switch should be available any day now, if it isn't already. It combines the best elements of handheld games with a home console. Handheld, the gamepad is the screen. Slip it into its dock and it plays on your TV.

The gamepad comes with two detachable "Joy-Cons." One player can hold a Joy-Con in each hand, two players can each take one, or bring in more Joy-Cons and multiple people can play.

If you're on the go, pull out the "kickstand" on the back of the gamepad and prop it up on an even surface for easy viewing. There's a slot on the side for game cards and a USB-C port for quick charging.

Because it has greater processing power than the Wii U, you'll have no trouble playing Legend of Zelda: Breath of the Wild, Super Mario and a host of your other favorite Nintendo games.

## Solve It By Sundown

The Internet has revolutionized the computer and communications world like nothing before. This worldwide broadcasting system can disseminate information without regard to geographic locations at the speed of a "click," and therein lies a BIG PROBLEM.

The speed of a "click" has now conditioned us to how fast we expect things. If you want a book, you just download it (CLICK). If you want a movie, you just download it (CLICK). If you want a song, you just download it (CLICK). If you want information about something, you just go to Google, type in the info you need and CLICK. We are all being conditioned to getting INSTANT service and information. That being said, it should be no surprise to you that your customers are becoming more and more demanding at getting whatever they want...NOW!

Right now, there are some of you who have already received a few text messages while you are reading my article, and people are expecting an instant response. There is no turning back or slowing down when it comes to technology; there is only speeding up and moving forward. Therefore, the companies that will succeed are doing everything they can to please their customers in a manner their customers expect...which happens to be...NOW!

I would, therefore, recommend a simple slogan, mantra or motto for all employees of your company to live by... Solve "IT" by Sundown...because if you

don't, you have just opened the door for your competitor to do so. I used to work with an IT company that sent out my weekly articles; if I ever had a problem with their service, their standard response was "We will get back to you with a resolution in 72 hours." The third time that happened I changed companies. My new IT company had me up and running in one hour and I have been working with them for years.

Anytime you push off a customer to fix something tomorrow (or in 72 hours), you are giving them the opportunity and incentive to go find someone who would be willing to fix the problem today. Your customer is thinking, "If they can fix it tomorrow, then why can't they fix it today?" Now, sometimes you don't have the part(s) or person available to fix it today and you tell the customer that. Well, my question to you is this: Does your competitor? Remember the Internet: a few typing strokes and clicks on a computer, and I will have a list of your competitors available to ask that question, and if they can fix it, YOU ARE GONE, FINISHED, TOAST.

The brilliant man Benjamin Franklin once said, "Don't put off until tomorrow what you can do today." I don't believe Mr. Franklin ever envisioned the Internet, but he sure understood how to be successful. If you want to set your company apart from your competition, then I would do everything I could to establish a culture that understands...

**WHEN AT ALL POSSIBLE – SOLVE IT BY SUNDOWN.**



Robert Stevenson is a highly sought after, internationally known speaker. He is the author of the best-selling books *How to Soar Like An Eagle in a World Full of Turkeys* and *52 Essential Habits For Success*. Robert is a graduate of the Georgia Institute of Technology (Georgia Tech) and is a former All-American Athlete. He started his first business at 24 and has owned several companies. Robert has international sales experience dealing in over 20 countries, and his client list reads like a *Who's Who in Business*. He has shared the podium with such renowned names as Generals Colin Powell and Norman Schwarzkopf, Former President George H.W. Bush, Anthony Robbins and Steven Covey. [www.robertstevenson.org](http://www.robertstevenson.org)

## Leveraging Technology to Propel Our Clients Toward Competitive Success

**Imagine careening through a virtual forest on the back of a Pegasus in a race against other fitness buffs...** VirZOOM hopes their stationary, VR-equipped exercise bikes will soon be coming to an arcade or fitness center near you. They've already installed the bikes in over a dozen venues in the US, from Connecticut to California. Walk into any of these places and you can strap on a VR headset and compete in live, multiplayer matches. Plans are already being hatched for full-blown tournaments, complete with prizes and onlookers. You can ride your way to fitness with the aforementioned Pegasus, straight bike races or even a good old-fashioned tank battle... Who'd'a thunk doing something so good for your health could be so much fun? *Engadget.com, 01.05.17*

**Uber has added a new destination: people.** Let's say you just flew into Phoenix and you want to meet a friend there for drinks before heading to your hotel. It used to be that you'd ask them, "Where are you? ... Where's that again?"

then try to quickly type in the address before you forgot any of the details, hoping you didn't misspell anything. With Uber's new "People" feature, instead of typing in your destination, you simply enter the person's name, skipping all the back and forth. Uber then locks in their destination and directs the driver to take you there. It also sends your ETA to the person you're going to see. Just sync your contacts with Uber before your next trip, and enjoy the ride. *Mashable, 12.21.16*

**The Furbo Dog Camera lets you play with your pet from miles away.** Missing your pup while you're at work or on the road? Pull out your Android or iPhone and check in. Furbo delivers 720p video in a 120-degree field so you see what's going on at home. Call your dog through the microphone and even flip her (or him) a treat for responding to your command. Just swipe your phone's screen in "Dispense" mode and Furbo launches a treat out onto the floor - or right into your dog's mouth, if she's clever enough to catch it. Furbo can be placed

anywhere with an electrical outlet nearby. And with its sleek white hourglass design and bamboo wood top, it blends in with any decor. *NerdTechy.com, 12.5.16*

**Introducing the mercenary software that powered Trump and Brexit.** NationBuilder was built for any person or organization with a supporter or donor base who cares about what they're doing. It helps activists cast their influence into the wider world via e-mail, social media and campaign website updates. Its goal is to convert interest into tangible support such as voting intent, monetary donations or volunteered time. Yet NationBuilder isn't the only platform used by politicians to carry out their vision. Nor is it just for political or advocacy groups; in one case a woman used it to help raise money for her fiancé's fight against cancer. What NationBuilder and other similar programs do is help people make a difference - no matter what their beliefs. *DigitalTrends.com, 12.21.16*

"Figure out what makes you happy, content, well adjusted, no matter how crazy it may sound to other people. Determine what is important to you, what's in your heart and mind that you really believe, and then you pursue that with all your might."

*-Buzz Aldrin in "No Dream is Too High"*