

TECHSAGE TECH TALK

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



April 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.



7 Ways To Dodge A Data Disaster

You stride into the office early one Monday morning. You grab a cup of coffee, flip on your computer and start checking e-mail...

A note pops up that rivets your attention:

"Your files have been encrypted. Send \$5,000 within five days or they will all be destroyed."

You start sweating as your throat constricts and your chest tightens. Sure enough, every time you try to open a document, the same message appears. Your phone rings. It's Bob in accounting, and he's having the same problem. All files across your entire network have been encrypted. You contact the local police.

They suggest you call the FBI. The FBI says they can't help you. What do you do next?

a) You pay the five grand, desperately hoping you'll get your data back

b) You calmly call your IT pro, who says, "No problem, your backups are all current. No files were lost. Everything will be restored by noon, if not sooner." If your answer is "b," you breathe a sigh of relief and get back to work as your backup plan kicks in...

Ransomware attacks are more common than ever, especially at smaller companies. That's because small companies make easy marks for hackers. The average small business is much easier to hack than high-value, heavily fortified targets like banks and big corporations. According to Time magazine, cybersecurity experts estimate that several million attacks occur in the US alone every year. And that figure is climbing. So how can you make sure you never have to sweat a ransomware attack or other data disaster? One sure solution is having a solid

continued on pg2

Leveraging Technology to Propel Our Clients Toward Competitive Success

backup plan in place. When all your data and applications can be duplicated, you have plenty of options in the event of an attack. Here then are seven ways to make sure you're in good shape, no matter what happens to your current data:

Insist on regular, remote and Redundant processes. A good rule of thumb is 3-2-1. That means three copies of your data is stored in two off-site locations and backed up at least once per day.

Don't cheap out on disk drives. Less expensive arrays that save money can leave your data at risk. Get features like a redundant power supply and hot spare disks.

Guard against human error. Make sure people doing backups know exactly what to do. Take people out of the loop and automate wherever possible. And watch for situations where backups aren't a part of someone's regular duties.

Check backup software settings routinely. When new software or updates are put into service, a change in the way the settings are configured can cause incomplete backups, or backups that fail. Do the people who maintain your backups include this on their regular to-do list?

Make sure critical files aren't getting left out. As resources are added and priorities shift, documents and folders can get misplaced or accidentally left off the backup list. Insist on a quarterly or annual meeting with your backup management team to make sure all mission-critical files are included in your organization's data recovery systems.

Address network issues immediately. Any component in your network that isn't working properly can introduce another point of failure in your backup process. Every juncture in your network, from a misconfigured switch to a flaky host bus adapter,

can hurt your backups.

Ask for help with your data backup and recovery system. You cannot be expected to be an expert in all things. Yet data is the backbone of your business – its protection and recovery should not be left to chance. Leverage the knowledge, skill and experience of an expert who stays current with all the latest IT issues.

Data Recovery Review Reveals Backup System Vulnerabilities

Don't let *your* company become yet another statistic. Just one ransomware attack can result in a serious financial blow if you're not prepared. If TechSage Solutions can help in anyway, please contact our office at 210-582-5814 and schedule an appointment with John Hill.



Wishing you and your family a Happy and Joyous Easter from TechSage Solutions!

How to Take Advantage of Mobile Device Security To Boost Productivity WITHOUT Exposing Your Company To Security Breaches, Damaging Litigation And Rogue (Or Careless) Employees”

During this webinar you will learn:

- **Mobile Device Security Basics:** How Has Mobility Forever Changed the Way Your Business Conducts—and Secures—Business? We’ll answer the most commonly asked questions in simple terms about the top three changes as a result of mobility, greater employee flexibility, greater productivity and greater employee satisfaction.
- The **three-pronged approach every business must** use to address the expanding needs of these new mobile use cases before allowing employees to use mobile devices to access the company network.
- **This webinar will answer:** How do you embrace mobility safely and securely, and reduce or eliminate your risk? How to assess your organizational goals for mobility? How can my company manage mobile devices on our network?



Protect your business while gearing up for the future today!

Who Should Attend:

CEOs and Executives who are already allowing employees to access company e-mail, files and applications via mobile devices or who are considering it. This webinar will also be highly relevant to Executives facing a network upgrade, expansion or refresh within the next 6 months who want to know their options for mobile device security.

When: April 19, 2017 from 10:00 a.m.—11:00 a.m.

Where: At the comfort of your desk

How to sign up: Call 210-582-5814 or register online at www.techsagesolutions.com/mobilesec2017

Get Your Security Tip

IT Security Tip #8: Bookmark the LEGITIMATE websites you frequently visit

Here’s a sneaky trick used by many hackers: they purchase and set-up a fraudulent website that is a close misspelling of a legitimate one. Example: www.faceboook.com instead of www.facebook.com. All you have to do is accidentally fat-finger ONE letter in the URL and up pops a very legitimate looking fake copy of the site you were trying to get to—and the login and links are full of key-logger malware and virus landmines waiting for you to click on them. This is particularly important for any social networks you belong to.

Sign up for our weekly Security Tips www.techsagesolutions.com/cybersecuritytips/

The Simple Formula C>E Get Off your "But"

By Sean Stephenson

Each month, John and I have a goal to either listen or read a book. I just finished "Get Off Your But" by Sean Stephenson. Sean was born with brittle bones disorder. Throughout the book, he describes his struggles to get where he is today. Despite his situation, he became a psychotherapist and internationally known professional speaker. He eliminated the "BUT" (excuses) out of his vocabulary and living with a cause instead of as a victim.



He goes by the simple formula C > E. C stands for **Cause** and E stands for **Effect**. Quoting from Sean's book, "We can tell that we're living at **Cause** when we have the results we really want out of life. You take full responsibility for everything that you have attracted into your life - the good and the bad." "When you are living at **Effect**, you have a pile of "reasons" for why you don't have what you want in life. Reasons are just excuses in fancy packaging. A reason is a two-syllable word for BUT - something we feel justified to sit back on in life."

After reading Sean's book, I had to ask myself is my **Cause** greater than my **Effect**.

We have seen Sean speak at several events. This picture was taken last January when we were attending our quarterly mastermind group. He is a little person with a giant attitude about life.

Are you interested in this book? For the first person that e-mails me at ehill@techsagesolutions.com, I will send you a copy of the book. Put in the Subject Line: "Get Off your "But""



Blue

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 or call (210) 582-5814.

Shiny New Gadget of The Month:



Thought Oculus Was King?

Once upon a time, Oculus Rift ruled the world...

The virtual reality (VR) world, anyway. Not so much anymore. Now that VR heavyweights Sony, HTC and Samsung have entered the ring, there's a whole new reality in, well...VR.

Sony's PlayStation VR was recently crowned "Editor's Choice" by PC Mag. And, if you happen to own a compatible Samsung Galaxy smartphone, such as the S7 or S7 Edge, you can get "untethered" VR for just \$100. You'll pay four times that for the Rift, HTC's Vive or Sony's PlayStation VR - all tethered sets, requiring a clunky cable from headset to hardware.

Vive has the most advanced technology, but Rift is nearly as sophisticated and sells for \$200 less. You could shell out that much for the Rift's hand controllers, but, according to PC Mag, they're well worth it. So while Oculus may not be king, it's still a serious contender.

5 Easy Ways To Spring Clean Your Computer For Maximum Performance

With Spring in the air, now is a good time to do an annual clean up of the computers, servers and electronic equipment in your office, both inside and out. Failure to thoroughly clean your computers and servers at least once or twice a year will result in decreased performance and possibly even system failures.

Here's why:

Dust clogs the computer's cooling system causing it to heat up, damaging sensitive electronic equipment. Dust can also cause fan noise and (believe it or not) slow performance!

Crumbs and dirt in your keyboard can cause keys to stick and crunchy sounds when typing. Plus, it's just gross and unhealthy; do you know there are more germs on your computer keyboard than the average public toilet? Even dust, fingerprints and dirt build-up will make your computer monitor dim and fuzzy.

But the physical "dirt" is only the beginning...

Here are 5 quick steps you can take today to clean up your systems and improve performance:

1. Use Disk Cleanup to delete temporary files, unused programs and any other files taking up space and slowing things down. (Start > All Programs > Accessories > System Tools > Disk Cleanup)
2. Defrag your hard drive to speed up access to your data. (Start > Control Panel > System and Security > Administrative Tools > Defragment your hard drive).
3. Update your spyware and antivirus software with the newest definitions. The internet changes fast. Having outdated security can slow you down dramatically.
4. Make sure you have the latest security patches and updates installed and configured properly.

Check your backups and conduct an emergency "restore" of the data. Remember, the best time to check your backups is when you DON'T desperately need to recover your data!

If you are currently a managed workstation client, we have you covered. For all non-managed workstation, reach out to us if you need our assistance.

As of January 31, “outsiders” can now Skype into the White House Press Room. This enables journalists outside the Washington, DC, area to ask questions during White House press briefings. It’s part of the Trump administration’s strategy to keep in touch with people outside the beltway. Journalists attending via Skype must be at least 50 miles from the DC area. All political questions aside, it’s just another example of business (or, in this case, government) taking advantage of available technologies. Or, in this case, finally catching up... Skype, the world’s largest video calling service, is nothing new – it’s been around since 2003. Sometimes it just takes a while for users to figure out how to make tech work to their advantage. *Yahoo.com, 01.31.17*

Anti-malware programs can’t even touch this new kind of attack... “Fileless” attacks became all the rage among hackers in 2016. According to a report by cybersecurity firm Carbon Black, fourth quarter 2016 saw a 33% rise in these “non-malware” attacks compared to the first quarter.

Experts expect the trend to continue through 2017. Cyberbad-guys carry out these attacks in any number of ways. Their “en vogue” method at the start of 2017 was hijacking PowerShell and WMI (Windows Management Instrumentation) to do their dirty deeds. Brian Kenyon, chief strategy officer for Symantec, said recently, “Fileless infections are difficult to detect and often elude intrusion prevention and antivirus programs.” Reports show the Democratic National Committee hack last year used a fileless attack. *DarkReading.com, 12.27.16*

“DIY” data security kits can offer basic protection. Are you a do-it-yourselfer willing to take defending your company’s data into your own hands? If so, you can find a variety of low to no cost products that provide basic safeguards. Koozali SME Server, for instance, bundles security and other server apps for small businesses. These include file sharing, directory access, redundant backups, firewall and web hosting. Its makers claim you can be up and running with it in less than 20 minutes. It’s based on Linux, yet allows you

to network Windows and MacOS as well as Linux-based devices. It’s all free and there is no paid version. However, because no support is provided, you may need to contact a professional for assistance. *SmallBusinessComputing.com, 12.21.16*

Cassette audio tapes (remember those?) are making a comeback. Compact disk sales are declining, yet vinyl records have enjoyed a resurgence over the past several years. And last year, cassette sales rose to 129,000 units, an increase of 74% over 2015. So what’s up with cassettes – why so popular all of a sudden? Actually, the numbers are still miniscule compared to the 105 million CDs sold in 2016. Yet the bump in cassette sales reflects a growing appetite for tangible items that fans can cherish. Also, it doesn’t hurt that artists like Justin Bieber, Eminem and Prince brought tape reissues to market. Or that online retailer Urban Outfitters has exclusive deals to sell their cassettes, as well as vintage gear to play them on. *TheVerge.com, 01.23.17*

Lessons Learned from Lucy

Two of our three dogs are miniature Dachshunds, and they rule our household. If anyone has Dachshunds, you know what I mean. I am highlighting Lucy because she teaches me something new on a daily basis.

This month’s lesson, have fun! There is nothing wrong with having a bad hair day.

