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Technology Today

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

“As a business owner, I know 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!” - **Bill Schubert, Friendly Computers**

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5 Steps To Protect Your Business From Cyber Crime

A Seattle company was recently broken into and a stash of old laptops was stolen. Just a typical everyday crime by typical everyday thieves. These laptops weren’t even being used by anyone in the company. The crime turned out to be anything but ordinary when those same thieves (cyber-criminals) used data from the laptops to obtain information and siphon money out of the company via fraudulent payroll transactions. On top of stealing money, they also managed to steal employee identities.

Another small company was hacked by another “company” that shared the same high-rise office building with them. Management only became aware of the theft once they started seeing unusual financial transactions in their bank accounts. Even then, they didn’t know if there was internal embezzlement or external cyber theft. It turned out to be cyber theft. The thief in this case drove a Mercedes and wore a Rolex watch... and looked like anyone else walking in and out of their building. Welcome to the age of cybercrime.

You Are Their Favorite Target

One of the biggest issues facing small businesses in the fight against cyber crime is the lack of a cyber security plan. While 83% lack a formal plan, over 69% lack even an informal one. Half of small business owners believe that cyber crime will never affect them. In fact, small businesses are a cyber criminal’s favorite target! Why? Small businesses are not prepared and they make it easier on criminals.

The result? Cyber attacks cost SMBs an average of \$188,242 each incident and nearly two-thirds of the businesses affected are out of business within 6 months (2011 Symantec/NCSA Study). A separate study by Verizon showed that over 80% of small business cybercrime victims were due to insufficient network security (wireless and password issues ranked

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The 3 Biggest Mistakes Williamson County Business Owners Make With Their Computer Network That Cost Them Time, Money And Aggravation

Want to avoid the most common and expensive computer problems that most Williamson County business owners experience? Then read on! We've compiled a list of 3 things you should be doing to save yourself a lot of time and money by avoiding a big, ugly computer disaster.



1. Have an automated off-site backup system in place. I cannot stress the importance of this enough. Having an off-site backup of your data will be the equivalent of wearing a seatbelt in a major accident. You don't think much about it until you need it, and then you will thank your lucky stars you had it in place.

2. Centralize your data on your server. At one time, servers only made sense for large organizations because of their high cost and complexity.

But today, there are very affordable and easy-to-implement server systems designed specifically for any size small business. Depending on your business needs, your server can be in your office or hosted in the cloud. A server will not only speed up your network, but it will also make backups easier, allow secure remote access (allowing you and your employees to work from home or on the road) and make it much easier to share documents, databases and printers.

3. Keep your anti-virus software up to date, and perform weekly spyware scans. Almost everyone understands the importance of anti-virus software, but many businesses still do not perform weekly spyware sweeps. Spyware can cause a host of problems, including slowing down your systems, pop-up ads and even identity theft.

Want An Easy Way To Make Sure You Aren't Making These 3 Mistakes (Or Others) In Your Business?

With our FC Managed Service program, we take full responsibility for managing your computer network! This service is guaranteed to eliminate expensive, frustrating computer problems and give you the peace of mind that your data is safe and secure.

If you run a company with more than 5 PCs, ask about our free 2 hour on site no strings attached offer to correct any problem or evaluate any issue offered so you can see how we can help.

Free Report Download: What Every Small Business Owner Must Know About Protecting And Preserving Their Company's Critical Data And Computer Systems



This report will outline in plain, non-technical English common mistakes that many small business owners make with their computer network that cost them thousands in lost sales, productivity, and computer repair bills, as well as providing an easy, proven way to reduce or completely eliminate the financial expense and frustration of these oversights.

Download your FREE copy today at www.FCOFG.com/protect or call our office at (512) 931-0303.

Shiny New Gadget Of The Month:



The 30-Day Lantern

It's summer time and that means more outdoor activities. This 30-Day Lantern is the perfect companion for your cookouts and camping trips. Not to mention, it's a handy gadget to keep in your vehicle or garage for those emergency situations when power is down.

This lantern provides up to 30 days of reliable light on one set of batteries. The lantern generates up to 300 lumens of bright, white light that can be seen from up to 75 1/2' away. Made from impact-resistant ABS with rubberized encasements, the lantern is shock- and water-resistant.

The device has a green LED that flashes when the device is off for easy location in blackouts, and a built-in hook allows the lantern to be hung upside down. It has three light output levels and a flashing mode (provides 32 hours of light on high).

Get your lantern at
www.hammacher.com.

Isn't my Carbonite backup good enough? Or Business Continuation in a disaster

There are backups and then there are backups. I've got some pictures on my personal computer and I don't want to lose them so I use Carbonite or Mozy or something similar (and there are a LOT of them out there) to store my precious data in the cloud. It is an efficient system, both safe and easy. That is a backup.

Now, I've got my Quickbooks file on my server and have that set up with a similar backup service in the cloud or even with Intuit. My server dies and I go out and pull that file back. So far, so good. Safe and easy. But my business is fairly simple from a data perspective.

Here's where it gets tricky. I've got a tax CPA in the midst of tax season with 10 people banging away at tax forms and until the server hiccups. One of two hard drives that run the operating system on the server has died. That is the GOOD scenario. The server still works but now there's no safety net. Not a problem. Take the server down for a bit after hours (additional cost there since it is after hours) and replace the drive with a new, identical one. Since the server is three years old getting an identical replacement drive requires 4 days lead time (and additional expense) during which the server still had no safety net and is one drive away from going down entirely. Put in the new drive and it does not work. There is something else wrong. Bring the server back up since these 10 workers still need to work, step back and go to plan b. Create an image backup of the server and replace BOTH drives. We can do that while the server is running then replace the drives after work one day (again, more cost). But the backup image does not work. So, we've got to take down the server for a longer period of time and use the onsite backup that was created the previous week. But that does not work either once we've got the server in a shop. And we've got 10 people plus support staff twiddling their thumbs during tax season.

This is a true story. We managed to get it fixed and the customer was only down for about 5 hours but it was close to a total loss or at least the loss of several days of productivity during a critical time. Backups are not always enough.

And, remember, this was the good scenario. Had the motherboard crashed or some other disaster typical to computers happened then there is no server and several days are required to recreate the domain.

Enter the BDR server solution. It is a matter of some ease to place a second server whose sole purpose is to mirror the primary, to be there in case, to provide a complete ready to take over backup every 15 minutes. Server dies, so what? Just call us and we remote in and kick off the backup server and, voila! Back in business in a matter of minutes. That is a backup. **Backup Disaster Recovery** is a solution previously available only to enterprise sized companies who had the wherewithal to afford a complex series of servers that could take over. Now it is available to modest companies on modest budgets who can't afford to be down for a day or two while the new server is put together. Oh, yeah, should a small meteor crash into your building in the middle of the night and take out all of your computer systems, no problem. Give us a couple of hours and your entire domain is available on the internet. Get those workers back on the job virtually while the pieces of magnetized rock are being picked out of your office.

There are backups and there are backups. And then there is BDR. Some amazing technology available for less than the cost of gas. Well, OK, nearly everything is less than the cost of gas but you get what I mean.

The Lighter Side:

Useless Summer Fun Facts



The Eiffel Tower can grow by more than 6 inches in summer due to the expansion of the iron on hot days.

July is the month where most ice cream is sold in the US. Americans eat about 5.5 gallons of ice cream per year on average.

Popsicles were invented by accident in 1905 by 11 year old Frank Epperson. He mixed soda and water and left the mixture out overnight with the stirring stick still in it. Since the temperature was low, the mixture froze.

Watermelon is not a fruit, but a vegetable.

Many people enjoy throwing Frisbees in summer, but they were originally designed as pie plates in the 1870s. Students started throwing them in the 1940s.

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highest). With insecure networks and no formal plan to combat them, we make it easy on the criminals.

How They Attack

The #1 money-generating technique these “bad guys” use is to infect your systems with malware so that whenever you (or your employees) visit a web site and enter a password (Facebook, bank, payroll, etc.) the malware programs harvest that data and send it off to the bad guys to do their evil stuff.

They can get to you through physical office break-ins, “wardriving” (compromising defenseless wireless networks) or email phishing scams and harmful web sites. Cyber criminals are relentless in their efforts, and no one is immune to their tricks.

5 Steps To Protect Your Business

1. **Get Educated.** Find out the risks and educate your staff.
2. **Do A Threat Assessment.** Examine your firewall, anti-virus protection and anything connected to your network. What data is sensitive or subject to data-breach laws?
3. **Create A Cyber Security Action Plan.** Your plan should include both education and a “fire drill.”
4. **Monitor Consistently.** Security is never a one-time activity. Monitoring 24/7 is critical.
5. **Re-Assess Regularly.** New threats emerge all the time and are always changing. You can only win by staying ahead!

The Pagans used the term _____ for the first full moon in June because they drank fermented honey as part of summer wedding celebrations.

a) Moonshine b) Honeymoon c) June-moon d) Honeydew

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