Technology Times

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

"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 David Kistler – Business Owner

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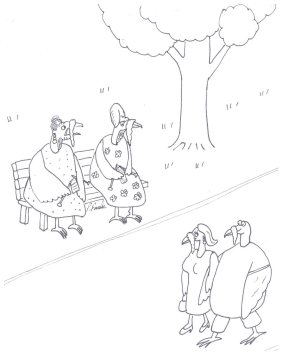


"Funny, every November, she always seems to find herself an overweight boyfriend with life insurance."

New Security Breach Notification Laws: What You Need To Know

It's Monday morning and one of your employees notifies you that they lost their laptop at a Starbucks over the weekend, apologizing profusely. Aside from the cost and inconvenience of buying a new laptop, could you be on the hook for bigger costs, and should you notify all your clients?

Maybe, depending on where you live and what type of data you had stored on that laptop. Forty-six of the fifty states, plus Washington D.C., Guam, Puerto Rico and the Virgin Islands, have security-breach laws outlining what businesses must do if they expose any kind of client or employee personal information, and practically every single business is directly affected by these laws. (Currently, the only states without such laws are Alabama, Kentucky, New Mexico and South Dakota, but that is likely to change.)

An Emerging Trend In Business Law

Since companies are storing more and more data about their employees and clients, states are starting to aggressively enforce data breach and security laws that set out the responsibilities for businesses capturing and storing personal data. What do most states consider confidential or sensitive data? Definitely medical and financial records such as credit card numbers, credit scores and bank account numbers, but also addresses and phone numbers, social security numbers, birthdays and in some cases purchase history—information that almost every single company normally keeps on their clients.

"We Did Our Best" Is No Longer An Acceptable Answer

With millions of cyber criminals working daily to hack systems, and with employees accessing more and more confidential client data, there is no known way to absolutely, positively guarantee you won't have a data breach. However, your efforts to put in place good, solid best practices in security will go a long way to help you avoid hefty fines. The definition of "reasonable security" is constantly evolving, but here are some basic things to look at to avoid being labeled irresponsible:

- **Managing access.** Who can access the confidential information you store in your business? Is this information easily accessible by everyone in your company? What is your policy about taking data out of the office on mobile devices?

Shiny New Gadget Of The Month: Roku

www.roku.com/streamingstick

About the size of a large thumb drive, the Roku Streaming Stick allows you to watch TV shows, games and movies on demand via the Internet on your TV.

The Streaming Stick costs as little as $50; for that price, you can create smart TV on the cheap. Simply plug the Streaming Stick into a special port in the back of your TV. The device uses its Wi-Fi connection to set up your service and instantly stream shows on demand via the Internet. With 550-plus free and premium videos, music and game channels from HBO, Disney and Major League Baseball, Roku is becoming the new cable box.

It's predicted that in the next 4-5 years, the bulk of TV and movies will be viewed over the Internet through subscription services like Roku. As you can imagine, Roku has stiff competition with the likes of Apple TV (which leads the market with over 4.2 million devices sold). Google is also getting into the TV streaming game with Nexus Q.

- **IT security and passwords.** The more sensitive the data, the higher the level of security you need to keep on it. Are your passwords easy to crack? Is the data encrypted? Secured behind a strong firewall? If not, why?
- **Training.** One of the biggest causes for data breaches is the human element: employees who accidentally download viruses and malware that allow hackers easy access. Do you have a data security policy? A password policy? Do you have training to help employees understand how to use e-mail and the Internet responsibly?
- **Physical security.** It's becoming more common for thieves to break into offices and steal servers, laptops and other digital devices. Additionally, paper contracts and other physical documents containing sensitive information should be locked up or scanned and encrypted.

The bottom line is this: Data security is something that EVERY business is now responsible for, and not addressing this important issue has consequences that go beyond the legal aspect; it can seriously harm your reputation with clients. So be smart about this. Talk to your attorney about your legal responsibility. Then, to get more information and training on IT security, visit us online at www.fixedforever.com/security or call us for a FREE Security Audit at 314-993-5528.

Windows XP Pro and Windows 7 Pro!

You don't have to get a new Windows 8 laptop or pc!
We can still build you any pc with Windows XP Pro or Windows 7 Pro or Home Premium, and we can also still get laptops with Windows XP Pro and Windows 7.
If you need one please call us today!

Are You Inviting Criminals To Rob You?

The next time you think about "Checking In" with Facebook or Tweeting about your vacation, don't. Burglars are now using social media sites to target homes when people are away on vacation, business or just out at dinner.

One such web site, PleaseRobMe.com, swears they never intended to encourage burglars; however, this site pulls information from social networking sites like Twitter, Foursquare and Google Buzz to expose how much information criminals can easily learn about you online.

The Dutch developers, Barry Borsboom, Boy van Amstel and Frank Groeneveld say they like social networking, but that their goal is to shine a giant spotlight on the dangerous side effects of location sharing. Regardless of their intention, our recommendation is to keep your location private.

The Ultimate Guide For Setting Up A "Work From Home" System For Your Staff

If you are thinking about implementing a "work from home" program for your employees, or if you want to install a virtual network to enable your key employees to work seamlessly on the road or from a remote office, DON'T—until you read this eye-opening guide.

In this free report, you'll discover:

- ☐ What "telecommuting" is and why so many small businesses are rapidly implementing work from home programs.
- ☐ The **single most important** thing you MUST have in place before starting any work from home or remote office initiative
- ☐ How one company **saved $11 million** after implementing a work from home program, and how you can implement the same money saving strategies in your business.
- ☐ How one company slashed its turnover rate from 33% to 0% (and **increased productivity by 18%**) all by implementing a work from home program.
- ☐ How to get a FREE "Home Office Action Pack" ($97 value).

Download your FREE copy today:
www.fixedforever.com/workfromhome

You Are Doing This Facebook Thing All Wrong!

Pop Quiz: Out of your last 10 company Facebook posts, how many were videos or photos versus a status update or a link to an article?

If you answered anywhere under 75% (7 out of 10 or less), then you're doing Facebook all wrong and most likely have very low engagement with your fans. I'm going to guess that you probably have a tiny following, too.

A recent study of 300 Facebook company pages by Pandemic Labs showed that most companies post status updates and links to articles more than 75% of the time. My own personal review of over 100 IT service company Facebook pages suggests that you may be even worse than that. I found that over 90% of company posts are boring links and status updates.

Here are 2 good reasons why you want most of your posts to be photos or videos:

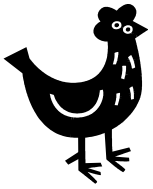
1. **Videos are 10 times more likely to be shared than links**
2. **Photos are 5 times more popular than links**

Change your posting mindset. Enough already on the automated RSS feeds from your blog or from a social media service you subscribe to. BORING! People are already on information overload.

- Share photos with an interesting short caption. Take more pictures and post them up. Running an event? Post pictures. At an event? Post pictures. Meet a celebrity (local or national)? Take a picture and post it. Publish a book? Post a picture. Sign up a new customer? Post a picture about it.
- Share fun and interesting videos. Have a blog post to share? Post a 30-second video to tell others why to read (or watch) it. Having a giveaway? Post videos. Holding a seminar? You guessed it … post a video.

The message? People like social media that is fun. Be fun and stop being so boring!

Why Did The Chicken Cross The Road?



► Mark Twain: The news of its crossing has been greatly exaggerated.

► Molly Yard: It was a hen!

► Zeno of Elea: To prove it could never reach the other side.

► Wordsworth: To wander lonely as a cloud.

► The Godfather: I didn't want its mother to see it like that.

► Othello: Jealousy.

► Oscar Wilde: Why, indeed? One's social engagements whilst in town ought never expose one to such barbarous inconvenience - although, perhaps, if one must cross a road, one may do far worse than to cross it as the chicken in question.

► Kafka: Hardly the most urgent enquiry to make of a low-grade insurance clerk who woke up that morning as a hen.

► Macbeth: To have turned back were as tedious as to go o'er.

► Freud: An die andere Seite zu kommen. (Much laughter)

► Hamlet: That is not the question.

(source: popculturemadness.com)

Are You Performing *Reverse* Backups?

Here's an important question for anyone using cloud applications to host important files and data: Are you routinely downloading and backing up a copy of your files to your own servers? If not, you're taking a BIG risk of losing all that data. By now you should know to backup the data on your PCs and server offsite to the cloud; but what you might not have considered is the practice of downloading your data from critical cloud applications as a security measure against that cloud provider closing their doors, losing your data or simply cutting you off.

True Story: A business colleague hired a new web designer to update her web site. After 6 months of delays and poor service, she notified the designer that she would no longer need their services. This firm's developer then decided to delete all the web sites she had to get revenge. Apparently, the web hosting company had a "glitch" (as they called it) in their password and security system that allowed this company to gain access to her account after she deactivated their login. Fortunately, her OLD web designer had a copy of her web site, even though it was out of date. This little fiasco caused her web site to be down for a week and cost her thousands in getting the sites back up.

Point is, the more data you host in cloud applications, the more cautious you need to be in keeping a current record of those files in-house; and with more and more software companies ONLY offering a hosted or cloud version of their software, you often won't have a choice but to move your systems and data to the cloud. As a second precaution, you should review your cloud provider's policy on closing your account. In some cases, they have all the power and will shut off your access and even delete your data without warning, never to be recovered. That's why it's absolutely critical that you perform "reverse backups" of your data to your server frequently.

"Referrals are the lifeblood of all businesses, they turn small businesses into big businesses!

Each and every day a customer comes in and says "you come highly recommended" or "my friend / co-worker / neighbor told me to just bring it here" Most of you may have referred people to us in the past and I want to personally take the time to thank you for your help and confidence in us. I would also like to take the time to say that we are striving to get better at our service. We would like to get an email address when you drop off a computer so we can email a status report. We have invested in an alerting software that enables us to have a jump on any issues you might have. We are adding new vendors to our recommended list so that we can continue to treat you the way you deserve to be serviced.

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