



We make IT Work for You

IT Radix Resource

Umbrella of Protection

Spring 2010

Come in Out of the Rain

- Cloud Computing
- Disaster Recovery
- Macs in Business

When the Forecast Calls for Clouds

As we move further into 2010, many of our clients are starting to re-evaluate their computer technology and how it is meeting their business needs. We are seeing lots of interest in cloud computing and how it might help their business....so, what is it and why do you care?

Cloud computing is on-demand access to virtualized IT resources that are housed outside of your own data center, shared by others, simple to use, paid for via subscription, and accessed over the Web.

Some examples of cloud computing that you may be familiar with are Salesforce.com, PayPal, Constant Contact and more. These are commonly referred to as Software-as-a-Service (SaaS) where you as the consumer pay a service fee to use the software that is being provided. There are many, many more options available to your business. Several of our accounting clients are finding a wider and wider array of cloud-based software options available. We've seen a similar shift in a variety of retail and legal industries.

So, why are businesses making that shift to cloud computing? In most cases it's simple economics. It's more cost effective to "rent"

the software from the vendor than it is to purchase and install the software in-house—no in-house support required!

But it's not all about money. It's important that every business take a close look at both the ups and downs of cloud computing. When considering a cloud-based application, a business should also consider:

Mobility - Cloud computing is in sync with today's trend toward the virtual office—employees can work from anywhere and as long as they have internet access, they have access to the business application.

yourself in a location without internet access and unable to get to your business data and application.



Availability and ongoing costs – Once on board, you're at the vendor's mercy for maintenance windows, costs, downtime, etc.

Flexibility – you must follow vendor standards, offerings, etc. For example, you may not be able to generate custom reports in a cloud environment.

Every business has different priorities and needs. A thorough evaluation of your technology solution is always essential.

As "clouds" continue to gather in the computing skies, IT Radix is here to help. We can assist in navigating the new technology landscape.

Cloud computing is on-demand access to virtualized IT resources that are housed outside of your own data center, shared by others, simple to use, paid for via subscription, and accessed over the Web.

Elasticity – You can buy as much or as little as you need and your usage can be highly responsive to changes in business need.

Portability – What happens if you decide to move to a different provider?

Access – High-speed internet is always required to access your application. Even in today's connected world, you may find

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Rock Solid Hardware/Software Guarantee

Did you know that *Radix* means “foundation” in Latin? IT Radix believes that information technology is the foundation of almost every business. With a strong IT foundation, your business is poised for success.

IT Radix’s goal is to get to know our clients and their businesses; so that together, we can implement solutions that support their business’ unique processes and protect their IT investment. IT Radix does not only offer IT services—we also provide hardware and software procurement services for the convenience of our clients. Our large monthly spending with vendors such as HP, Dell, Symantec, Trend Micro, Microsoft, SonicWall and others, enables us to negotiate significant savings and pass these savings on to our clients. IT Radix specs custom configurations for our clients as part of our procurement services—making sure that our

clients get just the right PC/Apple computer for their needs—delivering it to them built to order. Hardware/software sales is not a profit center for us, instead it is just another way we serve our clients with excellence.

IT Radix takes all the worry out of your IT decisions, with our *Zero Risk Guarantee*. Basically, the technology risk is ours instead of yours.

ALL HARDWARE AND SOFTWARE PURCHASES GUARANTEED

If we specify, procure and install hardware or software for you, and it doesn’t do the job we said it would, or if it ever goes down as a result of our error, oversight or fault, we’ll fix it free of charge no matter what it takes. That includes parts, labor, and anything else necessary—including the pizzas!

Buyer Beware! You may be deceived by advertised

hardware/software money-saving deals. However, in the long run, if you’re uncertain as to how it will run in your unique business environment, that may be time and energy lost and money down the drain.

Let *IT Radix*’s expert team take the risk, so you don’t have tooooooo....

OUR CLIENTS
SPEAK OUT:

“I needed to upgrade my laptop to a more powerful, current model. IT Radix provided thorough advice as to the appropriate software and hardware alternatives to choose from. Their guidance was valuable in terms of making an informed, ‘cost-effective’ decision. The entire process was painless. Their after-the-sale follow up was not only helpful but very reassuring!”

—Craig Wetherbee
Afga-Photo USA Corporation

Introducing...Brian Collora

IT Radix prides itself on having the best IT consultants in the industry on our team. But, bet you didn’t know that we have our own genuine *MacGyver* on staff as well—**Brian Collora**. Brian epitomizes the intelligent, optimistic, laid-back, resourcefulness of his secret agent hero.

Brian has been building and troubleshooting both Macs and PCs for the past 15 years. He’s our resident *Apple Genius*, having Mac certifications in desktops, portables and operating systems. It’s great having a Mac expert who also does Windows! Brian’s “all around” Mac and PC experience equips him with an insider’s view of how different businesses operate and which environment (i.e., Mac or PC environment) better suits our clients’ specific business and industry. Brian has played a key role in assisting some of our clients make such a transition.

When not working, Brian loves tinkering with tech stuff and fixing things! He boasts having most



every electronic gadget known to man, and enjoys playing video games to unwind after a busy day in the field. Affectionately nicknamed “Brian the Builder” by his wife, Jessica, Brian spends most of his weekends tinkering and fixing things around the house and enjoying time with Jessica and his dog, Brownie. Brian also volunteers as a Small Group Leader at The Willow Tree Center (an IT Radix client), helping area youth build positive self-esteem and social skills.

So, when March winds blow, and you find yourself caught up in a storm of technology confusion,



Read all
About it!

Would you like to read past issues of **IT Radix Resource** newsletters and key articles?

Do you know someone that would be interested in receiving their own copy of this newsletter?

Do you have a topic that you would like featured in a future newsletter?

Visit us at www.it-radix.com and click on our new “Newsletter” page under “Free Technology Scoops” for all this and more! We’re only a click away!

give *IT Radix* a call—you never know what Brian can conjure up with an umbrella, tape and a Swiss army knife!

Brian’s personal philosophy:
Do what you love to do for a living, and you will never feel like you are working. And play as often as you can! The dishes can wait once in a while.

We don’t stop playing because we grow old; we grow old because we stop playing.

—George Bernard Shaw

Disaster Recovery— Can You Weather the Storm?

For some reason, most people don't seriously consider forming a backup strategy until it's too late. Nowadays, there are as many ways to back up your data as there are ways to lose it. Backup solutions range from the venerable tape backup to hard drives to online backup services. No matter which product ends up being appropriate for you, the principals of sound data backup are the same:

What data needs to get backed up

The key question to ask yourself is, "If I lose that file, could I lose money?" Conduct a thorough analysis and inventory of existing systems with a focus on data storage. Start with a simple list of the directories on each server, PC, laptop or storage device in a spreadsheet.

How often to back up

The most simple approach is to backup everything, everyday, with very limited and standardized exclusions. If at all possible, avoid incremental or differential backups. When incremental or differential backups are used, there is a corresponding increase in the number of tapes/media required for a restore. As a result, the chance of a successful restore decreases. Another factor to consider when setting your

backup schedule is how long it will take for the backup to run. Quite often there are two scenarios: the backup doesn't take too long and can easily be run out of normal business hours, or it takes ages and at least part of it has to run during office hours. If the latter is the case, the backup solution may need to be modified to enable a successful backup in an acceptable amount of time to ensure that your data is backed up.

How long to keep backups

Save your backups for longer than you think you have to—something unexpected always comes up.

**Visit us on the web
for 12 facts about
backing up data!
www.it-radix.com**

Many organizations use a Grandfather-Father-Son backup strategy which defines three sets of backups—daily, weekly and monthly. The daily (Son) backups are rotated on a daily basis with one graduating to Father status each week. The weekly (Father) backups are rotated on a weekly basis with one graduating to Grandfather status each month. Often one or more of the graduated backups is removed from the site for safekeeping and disaster recovery purposes. There are a variety of regulations, such as in the financial industry, that mandate longer data backups. If these types of regulations apply to your business, be sure to consult with an expert before opting for a shorter backup rotation schedule.

Test your backups

Just because you set up a backup job, load a tape, run the backup, and even read a successful report does not mean that files were actually backed up. Tapes fail, files are locked and can't be copied, and software errors do occur. Protect yourself—once a month, select a few files at random and

restore them, making sure not to overwrite newer versions. Then open the files and confirm that they are intact and usable. A few times per year select a critical database, such as your email or billing database, and restore it, making sure that the restore is usable.

Always keep a backup off-site

If something physically catastrophic happens at your place of work and your backups are there, they will be rendered inaccessible or destroyed. Store your off-site backup securely. Your off-site storage could be a steel-walled bunker in a secret location, or it could be your network manager's home office. Either way, update it with a current backup every day to ensure that critical data is available when you need it most.

Keep it simple

The more complex your system and schedule, the greater the chance that there will be a failure.

Your company's data is important to your business and you cannot afford to have your operations halted for days—even weeks—due to data loss or corruption. Call **IT Radix** today to learn how we can help safeguard your data. We've got your back up!



- This document was intentionally printed on two sides to save paper.
- This document was printed with eco-friendly solid ink.
- When you are done with this document, would you please recycle it properly?



Electronic Recycling Days

FREE!

Friday, April 30 (12pm-5pm)
Saturday, May 1 (9am-3pm)

Dialogic (formerly Intel)
1515 Route 10
Parsippany, NJ 07054

Items Accepted:

Monitors, printers, keyboards, VCRs, batteries, cell phones, terminals, cables, fax machines, radios, modems, CRTs telephones, TVs, CPUs, copiers, typewriters and stereos.

Open to Everyone! Remember, in an effort to secure your private data, it's **STRONGLY** recommended to erase your hard drive **BEFORE** recycling your computer.

SPECIAL OFFER FOR IT RADIX CLIENTS:

Call **IT Radix** today and we'll erase your hard drives **FREE OF CHARGE!**

Give Me Your Money or... Your Computer Gets It!



A storm is a brewin' with cybercrime on the rise in a not-so-new form—Ransomware. In fact, one of our IT Consultants, Brian Collora, reports that he deals with at least one machine each week with this type of infection. What is Ransomware, you ask?

Ransomware are very aggressive malicious programs that masquerade as antivirus software claiming to find viruses then offering to remove them for a price. The catch is that the program won't let users continue to use their PC until they pay up! Cybercriminals are getting more aggressive about taking people's money.

How does one get infected, you ask? Well, one example is for cybercriminals to manipulate Google's search engine so that their booby-trapped websites appear at the top of Google's list. Users who visit these sights are then tricked into downloading Ransomware software and then confronted with illegal demands for payment. Another example is when a message is sent saying "Google recommends you install..." or "Microsoft recommends you

turn on this feature..." Then, when you do, your computer looks like it has a plethora of viruses. A more recent form of Ransomware doesn't disable your software, but rather it encrypts all the files and forces the victim to pay for decryption.

Should you pay? Well, why would you trust a criminal with your credit card number?

If an unexpected anti-virus dialog box displays on your computer...

- Close the window immediately by clicking on the "X" in the upper-right hand corner. Do NOT click on "OK/Cancel," as criminals often reprogram these to accept the download.
- Run an anti-virus scan.

If a malicious program has already taken over your computer...

- Disconnect your computer from the internet to avoid having your personal information sent back to the criminal.



Avoid Being a Victim!

- Use a well-known, trusted anti-virus program (such as AVG, TrendMicro, Norton or McAfee)
- Update the anti-virus program daily
- Use a strong firewall
- Set web browser security settings so that nothing downloads without your permission

Need help? Call **IT Radix** today! There's plenty of room under our umbrella of protection.

- Go to a different computer to find a fix on a well-known anti-virus website. (Many anti-virus companies offer free cleaners you can download onto a USB memory stick to run on your infected computer.)

Be on the ready...criminals don't fight fair! Remember, **IT Radix** is here to help you stay one step ahead of these cybercriminals!

SPECIAL OFFER

The Power of 3



"...a cord of three strands is not quickly broken."
Ecclesiastes 4:12

It goes without saying that a braided cord is stronger than a single strand. The same is true with IT support services—multiple IT products and services offer a wider range of protection for our clients.

During the months of **April, May and June**, we are offering the opportunity to **bundle 3** of our products and/or services together and **save 30%** for the **first 3 months**. Choose from the following:

- Managed Services (Capstone/Cornerstone/Keystone)
- Junk Email Filtering
- Hosted Exchange
- Web & Email Hosting
- Online Backup

Pick your 3 today!

Technology Trends & Best Practices

Is cloud computing the future of computing?

Why upgrade to Windows 7?

How can technology help me reduce costs and improve my bottom line?

How do we keep hackers/employees/anyone from doing things to hurt us?

Apple vs. PC — What's best for my business?

Our Chief Cook and Bottle Washer, Cathy Coloff, addressed these questions and more during a recent Lunch 'n Learn hosted by The Alternative

Board of Parsippany. Cathy shared technology trends and best practices to support businesses in 2010 and beyond. She reviewed the rise

"I feel that my in-house IT likes to confuse me with lingo. I actually understand it now!"

—*Morris County Business Owner*

of virtualization and cloud computing and their positive impact on SMBs and data availability. The impact of mobile workers and location-aware applications on SMBs was also discussed.

Cathy shared tips on making computer users more productive through new operating systems such as Windows 7 and Snow Leopard and simple add-ons to common applications such as Microsoft Outlook.

Call **IT Radix** today to learn more about how your business can benefit from these technology trends and best practices!

In the News

Are You Ready to Move Up to Windows 7?



Windows 7 (Win7) has been available for almost 6 months now, and we're seeing more and more instances of Win7 in our clients' networks. We thought it was timely to review some common questions and misconceptions about Win7.

experience, most users have adapted very quickly. If you have special applications, check that your applications work. If it runs on Vista, it will most likely run fine on Win7 but it's worth a check.

1. You do not need to upgrade all your PCs to Win7 simultaneously, and, yes, Win7 can connect to Windows 2003 servers just fine.
2. Most new PCs will come with Win7, so there is no need to upgrade. Almost every vendor of PCs, especially those aimed at consumers, have switched almost their entire lines to Win7 making it the operating system of choice.
3. Businesses will have to choose whether they will buy new PCs with Win7—and it probably comes down to applications. If you run primarily general applications, Win7 is a good choice now. There are changes in the user interface, but in our
4. The typical computer user probably should not upgrade an existing machine. Yes, we're biased, but we would recommend leaving a Vista-to-Win7 upgrade to an experienced IT person. Currently there is no official direct upgrade path from Windows XP to Win7. A clean install of Win7 is the way to go on newer machines currently running Windows XP that can support Win7.
5. The other thing to keep in mind is that a typical new Windows system costs a lot less now than it did when Windows Vista came out nearly three years ago. You can get a reasonable mid-to-high-end desktop with Win7 for under \$1,000 and a decent

mid-range system for \$500. A reasonable consumer notebook can sell for \$800 or less. Instead of spending \$200 for a Windows upgrade, save the money until you can afford a new machine on which it's preinstalled.

6. If you're thinking of going with Win7, be sure to order carefully. One client inadvertently ordered new machines with the Windows XP downgrade option (as a fallback) and ended up with 5 new machines running Windows XP. We had to upgrade them to Win7 for him, and now their network is humming along on Win7 machines.

Finally, if you're still unclear, ask! That's what we're here for. **IT Radix** would love to help you with your Windows 7 decisions and implementation.



Thanks a Bunch!

Frank Boffa
Cheryl Marchese

Thank you for referring new clients our way so that they too can reap the benefits of our IT services! That is the best compliment that you can give us!

We're pleased to reward Frank and Cheryl for their referrals. Visit us today at www.it-radix.com to learn how you too can earn **Referral Rewards!**

Macs—More Than Just a Pretty Face

We are pleased to introduce you to **Berkeley Veterinary Center (BVC)** located in Bayville, New Jersey.

When Dr. Tony DiAngelis opened his veterinary center in October 2006, he was faced with an important decision—whether to set up his office with Macs or PCs. Having always used PCs in the past, it seemed like the obvious route. However, DiAngelis had past issues with PCs crashing and decided to explore his options a bit further. After visiting an Apple store, he was sold! At the time, Apple had just come out with a new, sleeker iMac—"they were really sharp looking," states DiAngelis. He bought a laptop, took it for a "test drive," liked the way the operating system worked and decided to go for it. Now almost 3 1/2 years later, DiAngelis has never been

happier with his decision to go Mac and would recommend it as a solid business option for other veterinary clinics.

Software Compatibility

Sometimes software drives the decision for choosing Macs or PCs. In BVC's case, that wasn't an issue because the veterinary software that they use 95% of the time for invoicing, medical records and appointments works on both PCs and Macs alike. BVC does, however, use some software that only runs on Windows—surgical monitoring software and digital dental x-ray software. In these cases, they use *VMware Fusion* software which enables them to run Windows applications on a Mac.

Sharing Files Across Platforms

Since many of Dr. DiAngelis' colleagues use PCs, there's always the challenge of being able to share files. DiAngelis uses *Apple iWork* software to share Word/Excel documents between outside offices.

Macs Look Cool

Nobody can argue the fact that Macs are sleek, stylish and smart looking. However, sometimes space is an issue, and that's where cosmetics meet functionality. iMacs are a smart choice for Berkeley's

exam rooms since there are no towers cluttering the space.

Getting Off on the Right Foot

DiAngelis strongly recommends consulting with a company like IT Radix before making a computing decision of this magnitude. "I never considered implementing this on my own—I just wanted it to work," reflects DiAngelis. IT Radix's Richard Russell worked closely with DiAngelis to define and implement a game plan for setting up their network, server and backup strategy with their best interest in mind. Russell took the lead on consulting with the techs that manufacture their veterinary software, ensuring compatibility to thwart off any unforeseen glitches. DiAngelis continues, "It's really nice working with someone who knows the Mac!"

At IT Radix we've got the best of both worlds. Whatever your pleasure—Mac or PC—**IT Radix** is here to make **IT** work for you!

Visit Dr. DiAngelis online at www.berkeleyvetcenter.com to learn more about his center, as well as, to see some cute pictures of his staff's family pets.





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We make IT
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CHECK US OUT ON THE
WEB!

WWW.IT-RADIX.COM

Enter and Win! Trivia Contest

The first person to send an email to resource@it-radix.com with the correct answer to our trivia question will win a Bluetooth wireless speaker for use with iPhones, laptops, etc.

Q:

The Earth Day flag is a NASA photograph of planet Earth taken from space set against a dark blue field. On what space mission was the photograph taken?

January Trivia Challenge

What was the first completely computer-generated animated movie? (Answer: *Toy Story*)

Congratulations to our winner, Laura Whittemore, from Advanced Micro Systems Inc., now the proud owner of a \$25 movie theater gift card!

From the desk of: Cathy Coloff

Subject: When it Rains, it Pours

At the end of January, Jessica called to my attention a news article about 6 local businesses that were completely destroyed by a fire. Her initial interest was personal—she knew one of the businesses affected—but she wondered, “What was their *Plan B*?” Then, in February, the snow storms caused some of our clients to be without power for several days—most were simply unable to get to work. This past month, several of our clients have had to temporarily relocate because of flooding.



As a fellow business owner, I worry about the impact of these types of events on my own business. Of course, my first inclination is to leverage technology to mitigate or eliminate the impact. I know technology can't solve all problems, but I do appreciate knowing where it can help. This includes things like scanning files to store information electronically and using offsite backup to protect us from fire, having remote access to information so our staff can work safely from home during a snow storm, or using UPS units and generators to keep critical computer devices running during power outages. These things and more keep us “dry” when it pours. I'd love to extend this “umbrella” of protection to all **IT Radix** clients. Ask me how!

Now if only technology could magically shovel the 2 feet of snow that collected on our 200 ft driveway, when the snow blower broke down and the hubby was out of town...thank goodness spring is here!

Cathy

It's Not Just About Us...

The IT Radix Team knows that there's a lot more to life than just making a buck. We're committed to “paying it forward” to help this planet and the people on it. That is why IT Radix actively participates in or contributes to the following organizations:

Ski For Light - The mission of this organization is to teach blind, visually- and mobility-impaired adults how to cross-country ski, in an atmosphere that encourages participants to realize that the only true limitations that they face, because of their disability, are the limitations that they place on themselves. (www.sfl.org)

The Nature Conservancy – This is the leading conservation organization working around the world to protect ecologically-important lands and waters for nature and people. (www.nature.org)

Do you have unused equipment in your office taking up space and collecting dust? Would

you like to do some “Spring Cleaning” and support *The Nature Conservancy* at the same time?

IT Radix partners with **Global Re-Source Funding, Inc.** (www.globalre-sourcefunding.com) to recycle:

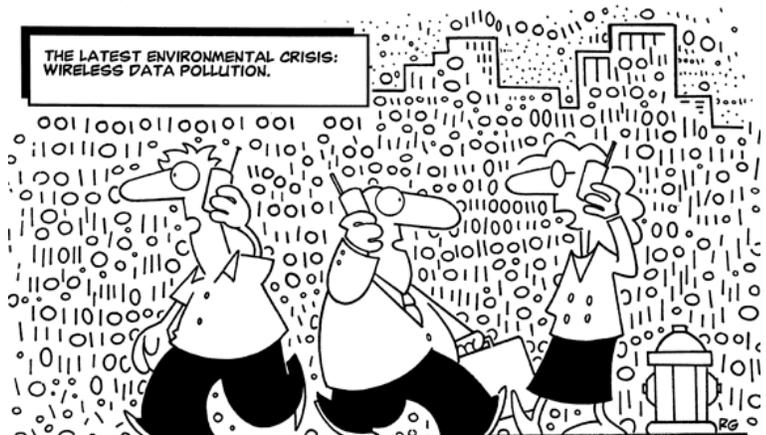
- Used printer cartridges (both laser and inkjet)
- Cell phones
- Laptops
- iPods
- Digital cameras
- GPS devices

Some of these items are refurbished and reused. Items that are not reusable, are properly recycled. 100% of the proceeds are donated to *The Nature Conservancy*.

Would you like to join our recycling team? Email **IT Radix** (resource@it-radix.com) when you have items to pick up and we'll take it from there.

“The greatest gift is a portion of thyself.”

- Ralph Waldo Emerson



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