



We make **IT** Work for You

# IT Radix Resource

*Off to a Great Start*

Winter 2011

## Gearing up for a New Year

- Turn resolutions into reality
- Streamline your business
- Increase productivity

## Turning Resolutions into Lifestyle Changes

It's not surprising that the #1 New Year's Resolution is "losing weight." However, the trick to a successful weight loss (and keeping it off) is not the latest new diet fad. Rather, it's incorporating healthy "lifestyle" changes into your everyday routine.

The same is true for today's successful businesses. Quick fixes don't work. However, incorporating "lifestyle" changes into your business will pay benefits in the long run by helping optimize your business efficiency, increase productivity and improve your organization overall. Like a "well-oiled machine," you will reap the benefits well into the new year and for many years to come.

Let's focus for a few minutes on your information technology infrastructure. Most businesses today cannot function efficiently without the use of computers and related technologies. The first step to developing a healthy computing lifestyle is to become aware and evaluate where you are. IT Radix can help make this easier—we have an assessment process that we use with existing and prospective clients that identify key areas of your IT infrastructure. You'll know quickly and easily where you're doing things right and where you could use improvement.

Once you've established where you are, together we plan for

where you'd like to be over the next one, two or three years. Just as with weight loss, we set realistic goals for upgrading or maintaining your technology. For some businesses, this means replacing or upgrading a percentage of PCs per year. For others, it means evaluating and selecting a new customer relationship management (CRM) system or perhaps going mobile with it. For your business, it may be as simple as renewing existing support and warranty services for recently purchased technology. The key is to develop a plan to keep your technology resolutions on track.

Now, that we've developed a plan, let's implement it. IT Radix can help you purchase, configure and install a wide variety of technology solutions to improve your employees productivity or add new functionality to existing business processes. IT Radix believes it's important to tackle these types of projects with the same systematic approach and as a result, we've developed a standard set of procedures (or habits) on how to do things right. These procedures cover basic processes such as how to configure email and SPAM filters

for a client or more encompassing projects such as rolling out a new server. By taking advantages of these "good habits," our clients have a stable, reliable technology lifestyle that translates directly into business success.

Throughout, we are ensuring that your business is including healthy computing habits such as critical data backup, computer maintenance, performance enhancements and tune-ups and more into your daily, weekly or monthly routines. Be sure to include

check points or reality checks just to see how you are doing. For example, just backing up your data isn't enough. You should also be doing a test restore periodically to validate that what you're doing is actually working. When was your last test restore performed?

If you haven't taken a look at your overall IT lifestyle lately, make one of your New Year resolutions be to give us a call!

IT Radix would love to be a part of creating your business' healthy computing lifestyle. Remember, **IT Radix** is here to help you do IT right!



## Inside this issue:

- Turning Resolutions into Lifestyle Changes 1
- IT Radix...at Your Service! 2
- Introducing...Ron Vreeland 2
- Bograd's...Withstanding the Test of Time 3
- Beyond the Basics of Your Cell Phone 3
- Adding an Extra Hour to Your Day 4
- Keep Files at Your Fingertips 4
- Increase Efficiency with a Personalized Desktop 5
- QB for Mac...Takes Finances to Next Level 5
- Technology—Key to Weight-Loss Success 6

# IT Radix...at Your Service!

Our mission at IT Radix is to do far more than keep our clients' computers up and running. Instead, we take on the role of a partner and look for ways to help our clients save money, improve customer service and gain competitive advantages.

Reaching us is easy!

### Phone

We're here for you! Call our main number at 973-298-6908. Our normal business hours are Monday through Friday 8:30am -5:30pm. After hours, the on-call operator will contact a tech. Please allow sufficient time for someone to retrieve your information and respond to your request.

### Email

Email: [service@it-radix.com](mailto:service@it-radix.com) with a description of the problem along with contact person and phone number.

### Website

Go to: [www.it-radix.com](http://www.it-radix.com) click on "Contact Us" Tab, fill out *Request for Information* and provide the following:

- Your name or alternate contact person
- Contact phone number
- Your location
- Description of the issue and impact of the problem—e.g. affects one user, affects all users

### Customer Portal

Go to: [www.myitradix.com](http://www.myitradix.com)  
Email address: *your email*  
Password: *portal password*  
(View and update existing tickets or open new tickets within IT Radix' service tracking system.)

Of course, we ourselves understand that sometimes talking to a real, live person is better than any new-fangled technology. Feel free to contact us using whatever method of

communication you prefer—be it the phone, email or web!

When your technology needs change, **IT Radix** is here to help!

OUR CLIENTS  
SPEAK OUT:

*"In the 12+ years Cathy and I have been working together, I have turned to Cathy for advice on all of our office technology decisions including: information, telephony and xerographic technologies. Cathy has always shared her expertise in a friendly and supportive manner, helping me to understand it at her level. This is among the many reasons why today, I feel lucky to have her as a colleague and a friend."*

— Lisa Obolsky  
New Jersey Builders Association

## Earn Referral Rewards!

Visit us today at [www.it-radix.com](http://www.it-radix.com) and click **Referral Rewards** to learn more.



## Introducing...Ron Vreeland

IT Radix is committed to building loyal, long-term relationships with our business clients. We truly care about making them successful, and believe that with a strong IT foundation, our clients' businesses are poised for success! Do you know that "radix" means "foundation" in Latin?

**Ron Vreeland** is firmly rooted in these same business ideals! Ron believes that *loyalty, commitment and support* are the key ingredients to growing strong business relationships. He prides himself on being the trusted advisor that our clients have grown to expect from IT Radix. Ron's experience with both Windows and Mac desktops as well as his certifications as a Microsoft Office Specialist are key strengths for supporting IT Radix's diverse client base. At IT Radix, Ron focuses on business development, account management, and client support—ensuring that our clients' IT needs are being met.

Ron came to IT Radix after having worked as a Network Administrator for *Celebrate the Children*, a not-for profit private school in Wharton, New Jersey, specializing in working with children who have alternative learning styles. Prior to this, Ron worked at *Kids Hope United* (currently *One Hope United*) in Orlando, Florida, where he worked as an Adoption Specialist before becoming their Regional Information Technology Supervisor. Having a heart for children and experience working for not-for-profit agencies, Ron has gained a unique perspective and insight as to the special challenges faced by these organizations.

A New Jersey native, Ron returned to his roots three years ago, settling back into North Jersey with his wife, Rhoda, and two "kids" (i.e., two beagles, Roscoe and Daisy Duke). When not



working, Ron enjoys spending his free time on his music career. A gifted musician and songwriter, Ron can be found on the weekends entertaining folks with his acoustic talents at local coffee houses and at neighborhood pubs with his progressive-rock band, *The Killer Jellyfish*. Ron's desire is to finance and release his own album one day. Ron also enjoys eating and spending time with Rhoda in the mountains of New Hampshire.

**Ron's personal philosophy:** "Commitment and loyalty, both in the business and personal arenas, is the true mark of an individual's character."

*"Persistence is the key to success. The only time you fail is the last time you try!"*

## Calling All Pet Lovers!

You ought to be in pictures!



We're looking for a few good pictures of our clients with their favorite family pets to include in future publications. Please email digital submissions to [resource@it-radix.com](mailto:resource@it-radix.com) by



February 28, 2011. (If you prefer, printed pictures can be mailed to **IT Radix** for scanning.)

# Bograd's...Withstanding the Test of Time

We are pleased to introduce you to **Bograd's Fine Furniture** located in Riverdale, NJ.

Bograd's has been in the family for three generations! Brothers, Sam and Dave Bograd opened the doors of their brand new furniture store in 1930 at the depth of the Great Depression. Not surprisingly, more than a few people thought the Bograd Brothers wouldn't be around for very long. They couldn't have been more wrong.

Today, some eight decades and three generations of service later, not only is Bograd's still going strong, it is widely recognized as one of the nation's great fine furniture stores—offering hands-on family management, friendly and knowledgeable service, and the best manufacturers and selection available.

Bograd's is proud to continue to serve in some cases second- and

third-generations of loyal customers, and just as proud to encourage newcomers to the world of Bograd's.

Bograd's attributes much of their success to their commitment to live and conduct their business by the principles of the "Golden Rule." "We sell a nice product forthrightly and treat our

*"We've tried over the years to maintain a very personal touch with all our customers."*

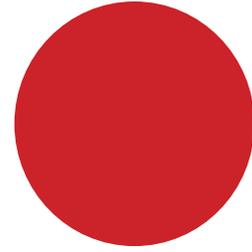
customers, vendors and employees with respect and fairness," states Mark Bograd, President. Bograd's also strives to build relationships with their customers. "We've tried over the years to maintain a very personal touch with all our customers, something that is woefully lacking today," shares Joe Bograd, CEO.

As an IT Radix *Cornerstone* client, Bograd's has taken a more

comprehensive approach to keep up with their ever changing computer needs. In the early days, computers were limited to addressing their inventory needs; however, they are now an integral part of their business. They used to deal with computer issues individually when problems surfaced, taking on more of a "break and fix" approach.

Partnering with IT Radix has helped Bograd's become more proactive with maintaining their network and coordinating computer hardware and software upgrades. Mark concludes that "knowing IT Radix is managing our computers and network allows us the peace of mind to focus on our business."

From Sam and Dave, to current owners Joe and wife Marcia and their son Mark, the Bograd's story is about family and about making your home a more pleasant place to live. Read more about Bograd's amazing history on their website ([www.bograds.com](http://www.bograds.com))!



## Planning an Office Move?

Are you moving offices, or just trying to make the best use of your current office space? Take advantage of Bograd's free **Space Planner Software** available on their website ([www.bograds.com](http://www.bograds.com)). Select "Plan Your Own Room" to get started!

# Basic Cell Phones...Smarter than You Think!

*17 minutes = The average amount of time it takes a worker interrupted by email to get back to whatever they were doing!*

Just because you don't own a "smartphone" doesn't mean it's dumb! Here are a few helpful tips to expand the features of a basic cell phone (note...regular text message rates still apply):

**Use text messages to send/receive status updates on social networks such as Facebook.** Visit your account settings page and select "register for Facebook text messages" under the mobile tab. This will enable you to receive texts for friend requests, messages, wall posts, and your friends' status updates, as well as update your own status via text message. Beware on your birthday...when you'll be bombarded with well-wishers on your big day!

**Send a text to a landline.** Your message will be converted into a computerized voice recording that can even leave a message on voicemail if no one answers.

**Get weather.** Text your zip code or city and two-letter state abbreviation to The Weather Channel (42278 or 78676).

**Search Google via texting.** Text GOOGLE (466453) with your search query and you will receive results via text. Simply start your text with search information.

**Retrieve directions without a GPS.** Text GOOGLE (466453) your starting address, followed by "to" and your destination address.

Note that whenever GOOGLE is done with its responses, it sends additional tips and texting features available with their service. For an interactive demo of GOOGLE SMS search features, visit:

[www.google.com/mobile/products/sms.html](http://www.google.com/mobile/products/sms.html)

So, your basic cell phone turns out to be a lot smarter than you thought!

*SPECIAL OFFER*

## Free Month of Service

Ring in the new year with a free month of any of our *Managed* or *Hosted Services* during the months of **Jan, Feb and March** (new clients only)! Choose from the following:

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

Call **IT Radix** today to learn more!

- 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?



# Adding an Extra Hour to Your Day

Don't we all wish there were more hours in our day? Don't you find that there's never enough time to get everything done? Do you ever look back at the end of the day and wonder what in the world you've accomplished that day?

If any of the above scenarios ring true to you, you're not alone! However, there are some small, time-saving technologies you can use to automate or speed up what you get done to save an hour (or MORE) to your day. Here are some of our favorites:

## Use an aggressive SPAM filter—

Over 80% of the emails being sent daily are SPAM. You're probably receiving dozens of these each day cluttering up your in-basket and easily adding up to 5-10 minutes per day in time wasted sorting through and deleting from the emails that you do want. We recommend an external SPAM filtering service, because it has been proven to trap malicious, virus-laden emails that can threaten entire networks, as well as individual users. Plus, eliminating SPAM temptations from your staff's email will not only cut down on wasted time, but will also drastically reduce your chances of getting viruses and spyware on your computer or network.

**Replace Old PCs**—While it's difficult to estimate how much total time is wasted waiting on an old, sluggish computer to start up and process tasks...it does add up! If your old PC takes 10 seconds longer to process a task, and a typical user averages 100-150 tasks a day...that's 16-25 minutes of wasted time each day. Add the crashes and other problems old PCs cause and you're closer to 30-35 minutes a day per employee!

## Maintain Your Network—

Diligent updating, patching and optimizing your server and workstations is key! You'd be surprised how much slower even a new machine will start to run if not maintained properly.

## Manage Your Documents —

Scanning and storing paper documents so they can be searched and located in seconds rather than minutes or hours is a HUGE time saver. Plus, it's a greener solution, improves document security, enables users to access critical documents remotely and prevents important papers from loss or damage.

## Implement Business

**Collaboration Software** — How much time is wasted in your office

because people are duplicating efforts because they can't find the information and documents they need? This may be difficult to calculate, but we can conservatively assume that at least 30 minutes a day or more can be wasted due to disorganization. That's why we recommend growing companies implement some type of collaboration software that will help organize projects and information, keeping everyone on the same page.

Want to implement any of these technologies in your office? Call **IT Radix** today—we can partner with you to streamline your operations!



## Energy Saving Tip

### Turn OFF Your Computers Automatically!

Turning off machines when not in use is a good rule-of-thumb when striving to conserve energy. However, did you know that you can configure your machine to shut down automatically after your nightly backup? Call **IT Radix** today if you'd like to learn how!

# Keep Files at Your Fingertips

Keeping the files on your computer organized and up-to-date is critical. The goal of computer file management is to ensure that you can find what you're looking for, even if it was filed years ago. The following file management tips will help you keep your files at your fingertips:

## Create Folders

These are the drawers of your computer's file cabinet, so to speak. Use plain language to name your folders.

## Nest Folders Within Folders

Create other folders within these main folders as needed. IT Radix recommends that clients use the same filing structure for their documents as they do for their email (e.g., a "clients" folder and then individual clients below).

## Follow Consistent File Naming Conventions

Be specific—give files logical, identifiable names and include dates if possible. The goal when naming files is to be able to tell what the file is about without having to open it (for example, 2011.01.01.Capstone Agreement Company). Placing the date at the beginning of the filename forces files to be listed chronologically.

## Cull Files Regularly

Keep your folders uncluttered by clearing out old files. Do **not** delete business-related files unless you are absolutely certain that you will never need the file again. Instead, create a folder called "Archive" and move old files into it when you come across them.

## File as You Go

The best time to file a document is when you first create it. So, get in the habit of using the "Save As" dialogue box to save it in the correct place right off the bat.

## Back Up Your Files Regularly

Not only is it important to set up and follow a regular back up regime, but it's imperative to periodically check to confirm that backups are indeed working successfully.

A small bit of time and effort spent adapting these file management tips today will save you a lot of time and aggravation down the road. Let **IT Radix** help you take a proactive approach to your file management needs.



# Increase Efficiency with a Personalized Desktop

## Get Organized with SpeedFiler for Outlook

Do you have over 100 messages in your *Inbox*? *SpeedFiler* is a Microsoft Outlook add-in that helps you keep your inbox free of clutter and boosts your email productivity, by making it extremely easy to file your mail away.

Is all of your outgoing email dumped in *Sent Items*? *SpeedFiler* makes it easy to file and organize your outgoing messages in appropriate folders, in the same way that you file incoming messages. *SpeedFiler* prompts you for a folder when you send a message, so your outgoing mail is filed with hardly any effort.

Call **IT Radix** today to learn more about how this simple add-in can help you boost your email productivity. Enter our Trivia Contest on the back page for your chance to win your own *SpeedFiler* license!

To increase efficiency, it is good practice to have well-organized office desks with everything from pens, notepads, telephone, etc. within easy reach. People should take this same approach when setting up their Windows desktop. Personalizing the desktop with shortcuts to frequently used programs, documents and handy gadgets keeps everyday tasks at your fingertips. A few minutes spent customizing your desktop for optimum performance will increase your efficiency in the year ahead.

**Customize Start Menu**  
Organizing the Start menu can make it easier to find your favorite programs and folders.

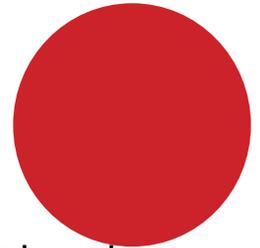
**Resize Taskbar**  
Resizing the taskbar creates additional space for useful buttons and toolbars.

**Add Toolbar to Taskbar**  
A toolbar is a row, column, or block of buttons or icons representing tasks you can do within a program. Some toolbars can appear on the taskbar.

**Change Notification Icons**  
The notification area is located at the far right of the taskbar, and it contains program icons that provide status and notifications about things like incoming email, updates, and network connectivity. This area can be customized to include useful icons and notifications.

**Customize desktop gadgets**  
Desktop gadgets (e.g., calendar, clock, feed headlines, etc.) can be customized by changing their settings, size and position on the desktop, as well as displaying them on top of other windows.

**Theme**  
A theme is a combination of pictures, colors, and sounds on your computer. It includes a desktop background, screen saver, window border color, and sound scheme. Some themes might also include desktop icons and mouse pointers. Windows comes with several themes. The *Windows 7 Basic* theme is great for computers that perform slowly, a high-contrast theme makes the items on your screen easier to see, or an *Aero* theme can be chosen to personalize the computer.



**Desktop Background**  
The desktop background (also called Wallpaper) can be a personal digital picture, corporate logo, picture that comes with Windows, solid color, or picture framed with a color. One image can be displayed in the background or a slide show of pictures.

**IT Radix** recommends that their clients use the same filing structure in Windows and in their email (e.g., clients folder and then individual clients below). Shortcuts can be created to jump straight to these client folders. Need help optimizing your desktop? Give **IT Radix** a call...that's what we're here for!

## QB for Mac...Takes Finances to Next Level

QuickBooks 2011 for Mac has made finances even easier for small business owners by incorporating a new multi-user access solution! Business owners are now able to delegate individual accounting tasks to various employees within the company. Following are the highlights of what's new and improved:

### WHAT'S NEW...

#### Multi-User Solutions

Multiple users have simultaneous access to QuickBooks files (permissions can be set to control access to sensitive data).

#### Mileage Tracking

Easily track job-related mileage to claim the tax write-offs you've earned.

#### Little Square (online magazine)

See how other Mac users are managing their accounting and get advice-driven content on how to best use QuickBooks.

#### Export Reports to Excel and Numbers

Now you can easily use your favorite spreadsheet program.

#### ...AND IMPROVED

#### Layout Designer

Look more professional with new templates and enhanced layout tools.

#### Report Tools

Customize the reports you use most with familiar Mac-like tools.

Interested in learning more about this new and improved tool? Call **IT Radix** and we'll help you get started!

## Trendy Tech Tool

Taking good notes just got a whole lot easier. This season's tech tool is perfect for students as well as busy CEO's who frequent conferences:

### Livescribe Smartpens

They may look like your average pen, but they also pack in a voice recorder and up to 8 GB of storage. Your handwritten text is stored digitally and easily synced to your PC/Mac, iPad or iPhone. It also keeps track of what the presenter was saying while you were scribbling (just tap a word to hear what was being said at a given moment).

How is this possible? The Smartpen's infrared sensor uses the tiny dots on the required Livescribe notebook paper as reference points. Pretty cool, huh?! Some of our clients think so too! Visit [www.livescribe.com](http://www.livescribe.com) to learn more and join the ranks of Maxwell Smart/Agent 007 today!





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**We make IT  
work for you**

CHECK US OUT ON THE  
WEB!

[WWW.IT-RADIX.COM](http://WWW.IT-RADIX.COM)

### Enter and Win! Trivia Contest

The first person to send an email to [resource@it-radix.com](mailto:resource@it-radix.com) with the correct answer to our trivia question will win a Speedfiler license for a Windows user!

Q:

In Office Space, what is the balance of the illicit penny-pinching scam account the morning after the computer virus is executed?

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### Fall Trivia Challenge

In Planes, Trains and Automobiles, where or how does John Candy's annoying salesman character, Del, first introduce himself to Steve Martin's character, Neal?  
(Answer: Sitting on a plane)

Congratulations to our winner, Sharon Varnelas, from RADical Group, the proud recipient of 2 AMC movie passes!

**From the desk of:** Cathy Coloff

**Subject:** Give us more, feedback!

*Happy New Year!* With the holidays behind us many of us are looking ahead with excitement and renewed energy for the things to come. This issue of our newsletter is chock-full of ideas on how you too can position yourself for the year ahead. As the adage goes, "an ounce of prevention is worth a pound of cure"—meaning that it takes far less effort and is less trouble to prevent something than it does to cure or repair it once carelessness has caused it.



To that end, I'm pleased to introduce something new in our service management process—client satisfaction surveys attached to specific service tickets. I want to ensure that we are delivering great service and I need your help! The feedback you provide by completing the surveys will give us the information we need to identify where we're doing well and where we need to take steps to improve and prevent recurring issues. We've been fortunate to receive a lot of positive feedback in the past year, and for that, I want to thank my wonderful team! At the same, I know there is always room for improvement. I really want to know what you think—I'm tougher than I look! So, bring it on—give us the good, the bad and the ugly—feedback, that is.

While you're at it, if you have topics or questions that you'd like answered in an upcoming newsletter, send it in. It's our goal that you learn one new thing or gain a useful tip from each and every newsletter. All the best in the year to come!

*Cathy*

PS...As I write this, our cat Bear (I know – silly name for a cat) is keeping my legs warm in my home office. We're collecting pictures of our clients with their pets for use in future publications. I know there are plenty out there because I've met them personally at your office! So submit yours today. Check out page 2 for more info.

## Technology—Key to Weight-Loss Success

Over two-thirds of U.S. adults are overweight or obese, according to 2010 figures from the *Journal of the American Medical Association*. There are many causes of obesity in America that led to this increase such as urbanization and unhealthy fast foods. Urbanization has led to lifestyles of people compromising their healthy eating habits in an effort to meet work deadlines and overall work pressure. Similarly, inexpensive, unhealthy fast foods contribute to an increase in unhealthy fat.

Many people find that losing weight is challenging. However, software can simplify the process. A 2010 study in the *Journal for Medical Internet Research* found that individuals using web applications were more successful at losing weight. Here are a few of our favorite FREE, on-line tools that can help you get you started:

[www.FitDay.com](http://www.FitDay.com) - Diet and weight-loss journal

[www.NutriDiary.com](http://www.NutriDiary.com) - Food and exercise diary

[www.ExRx.net](http://www.ExRx.net) - Exercise and fitness assessment calculators

[www.SparksPeople.com](http://www.SparksPeople.com) - Diet and exercise program

[www.PeerTrainer.com](http://www.PeerTrainer.com) - Weight loss and fitness support

[www.CaloriesPerHour.com](http://www.CaloriesPerHour.com) - Calculators (calories burned, food calories, nutrition, etc.)

[www.FreeDieting.com](http://www.FreeDieting.com) - Calculators (macro-nutrient ratios, BMI, converters, etc.)

[www.LiveStrong.com](http://www.LiveStrong.com) - Diet coach, nutritionist, and food planner

[www.NutritionData.self.com](http://www.NutritionData.self.com) - Nutrition management tools

[www.DietFacts.com](http://www.DietFacts.com) - Restaurant food data

If you're a frequent visitor to Starbucks, here's a favorite tool of Jandy's...while on [www.starbucks.com](http://www.starbucks.com), you can click on *MENU>Drink Nutrition* to find information about your favorite beverage. Jandy discovered that her standard *grande, non-fat, no-foam, 2 pump peppermint latte* was 165 calories (that's 4 PointsPlus in Weight Watchers lingo). Plus, did you know that "no whip" saves you 70 calories?

What's hidden in your beverage?

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[www.glasbergen.com](http://www.glasbergen.com)



"The key to time management is efficiency. I do all of my pointing on Monday, Wednesday and Friday, then all of my clicking on Tuesday and Thursday."