



We make **IT** Work for You

# IT Radix Resource

Protect Your Harvest

Fall 2012

## Comparing Apples to Apples

### Don't Let One Bad Apple Spoil the Whole Bunch

- Protect mobile technology
- Safeguard company data
- Secure the clouds

I'm often asked what **IT Radix** does but not often why? At a recent planning meeting, we reviewed our core values and our purpose. And it really hit me that this is at the core of our success. One of our core values is, "the client comes first" and our purpose is to "personally help our clients succeed."

So how does this compare to our competitors, of which there are many? Today, many of our competitors are Managed Service Providers (MSPs) who want to sell you a standard support package that may not suit your business needs. There has been a huge push in our industry towards managed services because of the lure of revenue without the cost of huge underlying support. Now I believe there is much value to managed services for the client if the core values and purpose of the IT services provider is right. Are they simply selling you something or are they providing you with options for the best solution? Are they relying completely on computers to watch your computers or is some human interaction part of the monitoring and maintenance service? Quite often we acquire clients as the result of neglect, poor response time, and in some cases, illegal business practices such as using the same software licenses on multiple client machines. Managed IT Services are great, but be sure to compare apples to apples!

What's included with one provider may be offered separately or not at all from another.

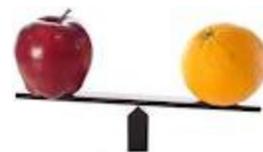
And what if your business cannot support full managed service plans? Many of our competitors will simply walk away because you don't fit their MSP model. Quite often this is when we encounter "Gus"—yet another kind of apple. Who is Gus you ask? "Gus" is a small shop or sole guy that offers IT services for low, low prices. Gus is very nice but what happens when more than one of his clients is down simultaneously as happened last year with Hurricane Irene or the October snow storm? Who fills in for him when he goes on vacation or is sick? And finally, what if he is the only one who knows your network including passwords and then something happens to him? When it comes to "Us vs. Gus," **IT Radix** is happy to provide our clients traditional IT support and consulting such as a "tech-for-day" or retainer agreements that offer guaranteed response times without the risks associated in dealing with just Gus.

Sometimes we find that clients need more than the occasional IT support. For these clients, we've placed **IT Radix** staff onsite on a full-time or part-time basis in combination with

managed services. The benefits of this approach include less overhead for the client in the form of benefits and insurance, complete support coverage during vacation and sick days, and more expertise as a result of the access to a full team of IT professionals. Already have an internal IT person? Your existing IT personnel need not feel threatened. Quite often, we're brought in for special projects, technical consultation and audits or extra hands for large projects.

Finally, let's look at a new competitor or "apple" to the playing field—companies that sell cloud products and only cloud products. Quite often the emphasis is on the sale rather than considering what's a good fit, an acceptable fit or perhaps risky fit for the client. When working with these companies one needs to ensure that they have an objective perspective and are truly offering solutions that fit your needs.

As you can see, **IT Radix** is not a one-size-fits-all company. We offer a variety of services because we put our clients first. As a result, we feel this approach makes us more like an orange rather than being just another apple. Want to know more, give us a call today.



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# Protect the Apple of Your Eye—Smartphones

OUR CLIENTS  
SPEAK OUT:

*"My business deals with sensitive client information on a daily basis, and protecting my client information is of utmost importance. Over the years, I've built a strong relationship with IT Radix. I trust them and know for certain that IT Radix makes protecting my client information a priority while using the best, most current technologies to make that happen."*

- Allan Valvano  
PayMedia

## Welcome!

A warm welcome to our newest **Managed Service Clients**:

Birch Tire Corp  
B & Z Accounting & Tax Svc  
Lewis Goodfriend & Assoc.  
Maher & Maher

Remember, **IT Radix** is here to service all of your technology needs!

Smartphones recently outsold PC's for the first time in history, and attackers have been eagerly exploiting this expanding market. Unfortunately, mobile security has not kept pace with traditional computer security. Security measures such as firewalls, antivirus and encryption are uncommon on smartphones, and their operating systems are not updated as frequently as those on PC's. Mobile social networking applications sometimes lack the privacy controls of their PC counterparts, only adding to the attractiveness of targeting these devices.

Unfortunately, many smartphone users do not recognize these security shortcomings. Many users fail to enable the security software on their phones and believe that surfing the Net on their phones is safer than their computers. Meanwhile, as people are storing more and more sensitive data (i.e., email, calendars, contact information, financial information, usernames and passwords) on their smartphones, these mobile devices are becoming valuable

targets for attack. While losing a cell phone used to mean the inconvenient loss of contact information and photos, the loss of a smartphone can be devastating!

### Take Steps to Protect Your Smartphone

#### Choose a device with strong security features

Does the device offer device-access passwords, file encryption, remote-wipe ability, and the ability to remotely delete known malicious apps? If you back up your phone data to a PC, can the backup be encrypted? If you plan to use your phone to access work networks, does the device support certificate-based authentication?

#### Enable security features

Choose a strong password and lock the device when not in use. Enable encryption, remote wipe capabilities and antivirus software if available.

#### Configure web accounts to use secure connections

Configure website accounts to use secure, encrypted connections (look for "HTTPS" or

"SSL" in the account options pages). Enabling this feature deters attackers from eavesdropping on web sessions.

#### Be choosy with apps

Don't blindly install attractive apps. Do a little research and check permission requirements before installing them.

#### Disable interfaces not in use

Attackers can exploit vulnerabilities in software that use these interfaces (Bluetooth, infrared, Wi-Fi). Set Bluetooth-enabled devices to non-discoverable so that they are not visible to other nearby devices alerting an attacker or infected device to target you.

#### Use Caution with unknown Wi-Fi networks and public hotspots

Attackers can create phony Wi-Fi hotspots and may patrol public networks for unsecured devices. Remember to enable encryption on your home Wi-Fi network as well.

Looking for guidance?

**IT Radix** is here to help you with your mobile technology needs.

## Introducing...Tom Quitt

*If there's somethin' strange on your PC  
Who ya gonna call...Tom Quitt!  
If it's somethin' weird and it don't look good  
Who ya gonna call...Tom Quitt!  
He ain't afraid of no Virus!*

IT Radix Network Technician, **Tom Quitt**, (a.k.a., the joker) is our resident Virus Guru! Truth be known, we have some great virus techs here, but all of them learn from Tom.

No computers (not even Macs) are impermeable to viruses. Anti-virus software available today is just a piece of the puzzle. It's not a 100%, clear-cut solution. Thousands of new viruses are distributed every day, and something is bound to slip through the cracks. And, when they do, viruses aren't easy to remove. They require going into the coding of a computer, and

doing some fancy footwork. Tom prides himself on his reverse engineering skills—digging deep into the virus code to determine how it runs and how to effectively remove it.

With a dad as a hardware technician and a mom as a programmer, Tom has literally grown up with computers—programming since middle school and web developing in high school. Tom's expertise is debugging applications and scripting. Tom spends part of his time these days as the on-site Network Administrator for our valued client, SetFocus, Inc., in Parsippany, NJ.



When not working with computers, Tom enjoys watching movies and hanging out with friends. He is a huge fan of the videogame, StarCraft, a real-time strategy video game based on a plot which is a hybrid of military and science fiction. Tom remains a long-term resident of north Jersey where he resides with his family.

Tom's personal philosophy:  
"Have fun and help others."

*"In the seen, there is only the seen,  
in the heard, there is only the heard,  
in the sensed, there is only the sensed,  
in the cognized, there is only the cognized"*

—Buddhist quote

# Guard the Fruits of Your Labor

**Marybeth Smith**, IT Radix Chief Operating Officer, shares how implementing employee policies can protect your business.



These are exciting times when it comes to work flexibility. We can all work easily, anytime from

anywhere. Collaboration between workers has never been greater thanks to email communication and file-sharing. Productivity gains have been huge. This is especially true for small and medium businesses that are able to do more with less.

But with this reward comes risk! How easy would it be for employees to access and copy all your HR files—the equivalent of walking out the door with a file cabinet? Do you have a practice of BYOD (Bring Your Own Device) where employees have company files and emails on their personal laptop or cell phone?

Cisco commissioned a third-party study from Insight Express, and the findings are eye opening:

- 44% of employees share work devices with others without approval
- 46% of employees admitted to transferring files between work and personal computers when working from home
- 18% of employees share passwords with co-workers

Vault.com also reports that:

- 64% of employees use the Internet for personal use every day

Feeling concerned?

Security is never going to be 100% reliable—however, here are some practices to help keep the risk manageable:

## Have an Internet Acceptable Use Policy (IAUP)

This is nothing more than a written agreement that sets out the permissible workplace uses of the Internet and email. In addition to describing permissible uses, an IAUP should specify prohibited uses, rules of online behavior and access privileges with penalties for violations

of the policy spelled out. Not only does an IAUP reduce wasted hours on the Net, it can reduce bandwidth and equipment needs, as well as shield you, the business owner, from possible sexual harassment and other lawsuits. The lack of a documented policy puts businesses at a major disadvantage in any kind of legal proceeding.

## Start monitoring Internet use

Unfortunately, not everyone follows policies, and some accidentally will violate your IAUP. Many businesses are choosing to monitor all Internet activity initiated by their employees using a web content filtering software (or hardware). Tools available today make monitoring of employee Internet usage simple and easy, helping businesses keep an eye on things like hours connected to the web, number of sites visited, and illegal or banned sites visited. And, if someone complains this violates their privacy, rest assured there could be nothing further from the truth. It's not only legal but good business. After all, they are using your company assets and if employees are focused on productive work and minimize personal use of the Internet, you're likely to never need to address their Internet usage. Just be sure to include a clause about Internet monitoring in your IAUP and have your employees sign the agreement.

## Protect your network from the outside in

Take care of the basics—secure your network from unauthorized outside access (hackers!) A properly configured firewall is the best protection.

## Update, update, update!

Why worry about software updates? If you don't keep up to date on your system patches and upgrades, you leave yourself wide open for the most basic of hacks. If you never update, your vulnerabilities are exponentially increased. This includes having anti-virus software in place and regularly updating on all workstations and servers.

## Manage your data

Know your data, who can access it and where it is. One of the most

critical precautions a business owner can take is to protect valuable data. Users should only be able to access data that they need to perform their jobs. Make sure you have a regular and secure backup in place to protect against accidental or purposeful deletion of data. For some industries, encryption is required by law—but for all businesses, encryption and password protection should always be considered for sensitive or confidential information. Data management should also be addressed in your Employee Handbook with an agreement that spells out your data security policy. Although you may not be able to entirely prevent your employees from copying or transferring company files, it's critical to have a policy that prohibits them from doing so.

## Watch those mobile devices

With the bring-your-own-device phenomenon in full swing, it's a good practice that all mobile devices being used to access corporate data be capable of having all of the data erased from them remotely.

## When employees leave

Make sure to notify departing employees in writing that they are not allowed to copy or transfer company files for any reason. Also, disable all computer IDs and passwords assigned to departing employees on their last day of work.

## Educate users

Finally, the most vulnerable element is the human element. Consider training for your users to make sure they know how to avoid the most common security threats. You can patch your servers and beef up your firewall, but that won't help if your users are clicking on every phishing message they encounter. (See sidebar.)

As many of our clients know firsthand, being an IT Radix Managed Services client means we take care of many of the basic security precautions for you—firewalls, patch management and backups.

That way you can concentrate on your business. Talk to us about Managed Services and the other best practices above—**IT Radix** can help you minimize your risk and guard the “fruits of your labor.”



## Good Security Practices Worth Sharing

- ★ Never share passwords
- ★ Do not click on random links
- ★ Beware of unknown email and attachments
- ★ Don't download unknown software off the Internet
- ★ Don't propagate chain mail
- ★ Log out of your computer
- ★ Remove unnecessary programs
- ★ Restrict remote access
- ★ Frequently backup important files
- ★ Treat sensitive data carefully
- ★ Deploy encryption and file password protection when possible



# Security in the iClouds?



**Jessica Collora**, IT Radix Service Coordinator, reflects on security and having her head in the iCloud...

iCloud service to locate it, set an alarm sound off, create a display message on it, and more.

However great some of the features may be, I have to acknowledge the 800 pound gorilla of a security issue.

At some point in our technology life, we have all experienced or known someone who has experienced being "hacked." Perhaps their Facebook account was taken over and spam advertisements were sent to all of your Facebook friends. Or, in my case a few years ago, some strange person

Any Mac lovers out there know that if the name of a product starts with an 'i', it most likely comes from Apple. So it's no surprise that iCloud is Apple's cloud storage and syncing solution for today's cloud computing user. As I sit here at my Mac mini, with my iPad charging next to me, one may expect this

*The same features that Apple's iCloud boasts to make their service so easy are the same features that delete everything you have stored with their service on your i-devices.*

Mac geek to be jumping on the iCloud train. And while it does boast some nice features, iCloud also comes with some security flaws that make me feel 'i-cautious' (sorry, couldn't resist!).

iCloud embodies the easy, low maintenance computing that the Mac culture represents. If you purchase a song, book, movie, or anything via iTunes, it will automatically download to all of your i-devices. You won't have to remember which device you downloaded your favorite song onto, which is pretty neat. iCloud also automatically syncs any files (photos, docs, pdfs, etc) to all of your i-devices, and keeps a stored copy available online with your iCloud account access.

One standout feature that iCloud provides is called "Find my iPhone, iPad, and Mac." Essentially, iCloud provides you with GPS tracking of all devices setup with your iCloud account. If you accidentally left your iPhone in a

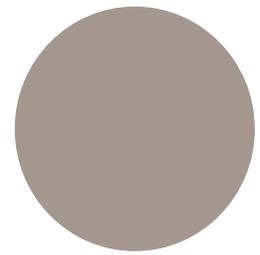
restaurant (or you suspect it may have been taken), you can use the

discovered my instant messenger password and started sending messages on my behalf to all of my friends. What do you think the implications would be if someone gained access to your iCloud account password? Mat Honan, a writer for *Wired Magazine* found out these implications the hard way.

Honan describes his horrifying ordeal best: "In the space of one hour, my entire digital life was destroyed. First my Google account was taken over, then deleted. Next my Twitter account was compromised, and used as a platform to broadcast racist and homophobic messages. And worst of all, my AppleID account was broken into, and my hackers used it to remotely erase all of the data on my iPhone, iPad, and MacBook."

The same features that Apple's iCloud boasts to make their service so easy are the same features that delete everything you have stored with their service and on your i-devices.

Does this mean you shouldn't use iCloud? I would never say that! I'm too much of a Mac geek to shun any Mac product! However, I would always advise a plan B. Just as you would back up important files on



**Thanks for the referrals!**

Referrals are the best form of compliment! We would like to thank the following for referring us to their friends and colleagues:

- Allan from PayMedia
- Bernie from BCI Systems
- Manny from Tele Net Technologies Corp
- Susana from Right Click Advantage

Visit us at [www.it-radix.com](http://www.it-radix.com) to learn more about our Referral Rewards Program!

your computer, it makes sense to keep a redundant copy of your iCloud files stored safely away from Apple's friendly skies. If the unthinkable should ever happen to you, you can find your silver lining knowing you have a backup on a hard drive or offsite on another cloud.

Remember that **IT Radix** is here to help you *safely* keep your heads in the clouds!

## SPECIAL OFFER

### Reap What You Sow

Harvest time is here! What better time to dig into a fresh new crop of hardware and services!

Purchase and install a new server during the months of **October, November** and **December** and get 3 free months of monitoring and patching for your new server.

Take advantage of this great offer before the first frost! Any way you slice it, 3 free months of monitoring and patching is a great deal!

Call **IT Radix** and start managing your fresh new crop today!

- 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?



# Planting Seeds of Security with Windows 8

Since today's businesses depend greatly upon IT resources to support their primary business functions, they need to be assured that both their IT systems as well as the data stored on them are secure. With Windows 8 coming out at the end of October, Microsoft claims to have developed a more secure Operating System (OS).

Windows 8 touts three new or improved security features:

## Secure Boot (new)

Every time a computer is turned on, it is vulnerable to undetected root kits and other malware before the OS can be loaded. This is a problem because antivirus solutions do not run until the OS is loaded, leaving the malware to remain active and undetected on the computer. The secure boot feature of Windows 8 is designed to prevent this situation from happening by monitoring the boot up process and only allowing signed, verified OS loaders to run during the boot up process.

## AppLocker (improved)

AppLocker manages permission levels of users, allowing them to only access files that match their granted permission level. By assigning permission levels to both users and files, businesses can ensure that data exposure and/or accidental modification will not happen! Security policies can now be easily created and automatically enforced across a domain as long as Group Policies are in use.

## BitLocker (improved)

Upgraded to save time (and your patience), BitLocker is a full disk encryption solution that now encrypts incrementally. Previously, BitLocker was programmed to encrypt the entire hard drive all at once, regardless of how much actual data was present. Depending on the amount of data, this process could take quite some time, tempting users to skip this

process. In Windows 8, BitLocker performs incremental encryption which means that the drive is encrypted only where data is stored, thus saving time and your patience.

## Reap More Benefits from Windows 7

While you're waiting to implement Windows 8, why not reap more benefits from Windows 7 by taking advantage of two current features that our fearless leader, **Cathy Coloff**, finds particularly useful—Jump Lists and Libraries.

### Jump Lists

Your favorite feature is just a click away! Jump Lists give you quick access to recent items, popular menu items and other useful things right on your taskbar. Each application in your taskbar has its own Jump List (provided it's designed to work with Windows 7).

To access a Jump List, simply right-click on a taskbar icon. A menu will display allowing you to perform tasks like opening a recent document or starting up private browsing. You can also pin certain items like saved Explorer searches, making quick work of things you do frequently—boosting your productivity!

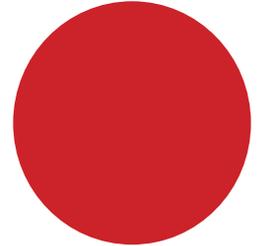
### Libraries

Libraries not only help you organize your files, but also make Windows Search a million times better. Libraries essentially collect the contents of multiple folders throughout your system and put them all in one place, organized by what's inside, as if they were all in the same folder. The best part about libraries is their integration with Windows Search. Windows Search (out of the box) won't search your whole system. However, if you want to index a folder, just add it to one of your libraries and Windows Explorer will be able to search it with lightning-fast speed.



Sprouting Up  
October 26th

Whether you choose to jump on Windows 8 to take advantage of the revamped security claims or stick with Windows 7 a while longer, **IT Radix** is here to help you meet your business needs.



## November is RED Month

Recycle | Energize | Donate

November is a month associated with giving thanks. It is a time to be thankful and give back in meaningful ways. With this in mind, **IT Radix** has decided to give back to causes we feel closest to.

**Recycle...** Give back to the Earth and keep electronics out of landfills. Safely recycling and reusing electronics helps keep substances like lead and mercury from harming people or the environment. During the month of November, drop off your items at our offices at 49 S. Jefferson Road in Whippany between the hours of 10am-4pm.

**Energize...** by doing good. Making a difference is a great way to ramp up the energy in your life—with immediate results!

**Donate...** Warm your heart and someone else's. **Jersey Battered Women's Service (JBWS)** is a full-service, non-profit, domestic violence prevention agency. (*To read more see our April 2012 Newsletter.*) Each year the agency holds a Holiday Boutique. JBWS Clients go to the decorated boutique and select a number of gifts for their children and themselves. During the month of November we will be collecting gifts for women, teens and children. Feel free to drop off an unwrapped (new) gift of your choice. Your gift will make a difference in someone's life.

Additional details will be sent via email and posted on our website.



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work for you**

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WEB!

WWW.IT-RADIX.COM

### Enter and Win! Trivia Contest

The first person to crack the code below to reveal the secret message from Ronald Reagan and send an email to [resource@it-radix.com](mailto:resource@it-radix.com) with the decoded message will win an Orchard Fruit Basket.

Informationay isyay ethay  
oxygenay ofyay ethay odernmay  
ageyay. Ityay eepssay oughthray  
ethay allsway oppeday ybay  
arbedbay ireway, ityay aftsway  
acrossyay ethay electrifiedyay  
ordersbay.

### Summer Trivia Challenge

What is the Olympic motto proposed by Pierre de Coubertin in 1894 and introduced at the Olympic Games in Paris in 1924? (Answer: Faster, Higher, Stronger or Citius, Altius, Fortius [Latin])

Congratulations to our winner, Gene Spaeth from Brown and Brown Metro, Inc. the recipient of a \$20 Sports Authority gift card!

**From the desk of:** Cathy Coloff

**Subject:** Any way you slice it...



A company's strength boils down to its core values. Over the past few years, **IT Radix** has changed in terms of size, location, people, and much more. However some things haven't changed—our core values. I believe our values of delivering WOW service, putting the client's interest first, and having a supportive and flexible work environment have made our company succeed and made me personally very happy. Sure, good and bad things have happened but having wonderful relationships with our clients and having nice and fun-to-be-around colleagues has brought me more satisfaction than anything money can buy. And for me, that's what it's all about—enjoying what you do and making things better for those around me.



A good friend frequently reminds me that people prefer to do business with people they like. I'm proud to have colleagues and clients that I've known and associated with for over 15 years but more importantly, I really like them. Let's face it, there are a lot of IT support companies out there to choose from. At **IT Radix**, we fill a trusted position with our clients helping them protect their electronic assets as well as ensuring basic business productivity through reliable computer systems. We value the personal relationships we've developed over the years, and I hope that you agree with us when we say, "Orange-you glad you chose **IT Radix**?"

All joking aside, it is my desire to build strong and positive relationships with all our clients. If you have any feedback that you'd like to share, my door, email box, and phone line are always open. Please feel free to reach out anytime.

Cathy

## An Apple a Day

Apples are one of the most varied food on the planet, with more apple varieties on record than any other fruit. In the United States alone, there are literally hundreds of varieties grown. Apples are at the very core of many of today's popular sayings:

### "An Apple a Day Keeps The Doctor Away"

Derived from the old English saying ... "Ate an apfel avore gwain to bed, make the doctor beg his bread," the original author of this apple saying is unknown. Today, research abounds as to the myriad of whole-body health benefits of apples!

### "As American As Apple Pie"

History books trace pie as far back as 14th Century England. Pie-making skills, along with apple seeds, came over with the Pilgrims, and as the country prospered the rather slim apple pie of colonial times became the deep-dished version we enjoy today. Through the 19th and early 20th centuries, apple pie became the symbol of American prosperity.

### "Upper Crust"

In early America, when times were hard and cooking supplies

were scarce, cooks often had to scrimp and save on ingredients. Apple pie was a favorite dish, but to save money, only a bottom crust was made. More affluent households could afford both an upper and a lower crust, so those families became known as "the upper crust."

### "The Big Apple" (NYC)

The nickname for New York City, *The Big Apple*, was first popularized in the 1920's by John J. Fitz Gerald, a sports writer who first used it in his horseracing column in the *New York Morning Telegraph*. Its popularity since the 1970's is due to a promotional campaign by

the New York Convention and Visitors Bureau.

Did you know that there are almost a dozen day-long apple holidays scattered throughout the year? There is also a National Apple Month that actually spans September, October and November in honor of our beloved apple!



Everyone has their favorite variety of apple and for many reasons. Visit us at: [www.it-radix.com/apple](http://www.it-radix.com/apple) and check out our **IT Radix** team members' favorites (along with a few of our favorite yummy apple recipes).

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"We've established new security standards in the office, so don't forget to use the ecret-say ode-cay."