

Healthy Living...

The Heartbeat of Your Business

The heart is the engine of life. Your heart beats and it delivers oxygen-rich blood to the rest of your body. Without it, you cannot survive. Many will debate what the heartbeat of a business is—its customers, its culture, its purpose or something other. I'm biased, of course, but my experience at IT Radix tells me that most businesses these days are dependent on technology to help it survive. The combination of computer technology with the Internet has helped make businesses more reliable, efficient and grow. Without it, it's often difficult to get things done.

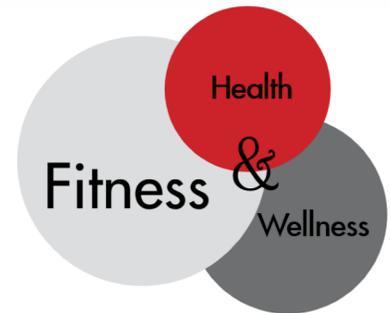
Every human body is generally alike at its core. The same is true with technology and business. Every business needs to be able to sell its products and services and then, ultimately deliver them and be compensated for doing so. Behind the scenes, there is production, accounting, and more. While we do not have the luxury of being able to select our own body parts, when it comes to computers and technology we can. Businesses can choose to keep all their computer technology in-house or, now with the wide-spread proliferation of network and Internet bandwidth, it may live in the cloud or it may choose some combination of both.

In making these choices, each business or organization must consider how it operates to ensure that business doesn't come to a standstill when the inevitable Murphy's Law strikes. For example, since communications, such as email and phone services, are critical to most organizations, we often recommend considering hosted or cloud-based email and VoIP systems. Why? These cloud-based systems are extremely reliable and are accessible from anywhere. Most have redundancies built-in that allow for communications to continue even if a portion of the system is down—theirs or yours. This resilience is difficult for many businesses to build affordably.

While email and voice communications are a common business requirement, many businesses have technology requirements that are unique to them. As a result, for many businesses, the use of in-house servers and the like is not going away. The application software that a business or organization uses to provide its goods or services quite often needs to be local to their operation. For example, some of our bio-pharma clients have monitoring programs to collect data in their labs. Our HVAC clients use monitoring systems to ensure their clients' environmental controls are functioning properly. Our financial services clients use software to analyze data and make decisions and more. In some cases, this software can be run on servers in the cloud, but not always. More and more, we're seeing a hybrid of in-house and cloud-based solutions to meet the business requirements efficiently.

Regardless of whether your business' applications and data are in-house or in the cloud, you need a network to connect everything together. Like the arteries and veins that deliver blood throughout your body, a network delivers electronic information to your computers, smartphones, and more. The network includes the physical cabling in your office and the cabling outside your office that connects you to the Internet, the short-range Wi-Fi signals in

(Continued on page 2)



What's New

March 10

Client Appreciation Pancake Breakfast

Come enjoy an Office 365 presentation, visit with our IT Radix staff and build business relationships with other IT Radix clients.
www.it-radix.com/appreciation

March 30

WEBINAR

10-Minute Tech Talks: What's Your Backup Plan?

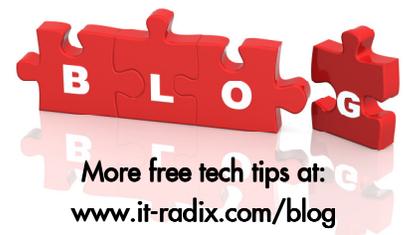
www.it-radix.com/webinar

Starts @ 12:10 sharp

Welcome Fred

We'd like to extend a very warm welcome to **Fred Carmo**, our newest team member.

If you would rather receive our newsletter via email, sign up on our website or send an email to resource@it-radix.com



Strengthen Your Business' Core Muscles with Security Awareness Training

Francis Bacon once quipped that "knowledge is power." Your business' security is only as good as your users, so making sure your users have the power they need to keep your information safe is key to your business' well-being.

Security can be a lot to tackle, considering that it covers everything from locking the doors to being aware of malicious payloads embedded in unscrupulous emails. The unfortunate truth is that we end up pushing this off, or worse, thinking "a data breach can't happen to me." In reality though, the consequences of an information-breach can be incredibly detrimental. Networking-giant, Ubiquiti, lost \$46.7 million when their financial department was attacked with a fraudulent email. Although they recovered what they could, only a fraction of the lost funds was restored, resulting in enormous loss for the company. In fact, this can happen to small businesses too. In our January newsletter, we highlighted Michael, proud owner of LabMD in Atlanta, Georgia, who had to close his doors due to confidential information being lost.

Francis Bacon also stated that "nature, to be commanded, must be obeyed." That means, if knowledge is power, the best defense is to educate yourself and your users on the quagmire of cybersecurity, so you don't need to worry about finding yourself in a position like Ubiquiti or Michael. Here are some pointers on how to stay "in the know."

Talk with your team about their role in company security

Your information is most likely to be exploited when it's in the hands of your employees during daily operations. Something as innocent as opening an email or enabling editing mode in a Microsoft Word document can result in your entire network coming to a standstill. If you don't have a reliable backup or a disaster-recovery plan, all your data could be potentially lost, and you would be at the mercy of the scammer. Or, in an even worse scenario, your data could be silently transported off your network and exploited for all kinds of nefarious purposes, putting your reputation and your business on the line. That's why it is absolutely vital that your staff knows what to look for, and how to avoid putting your information outside of your control.

Empower your team with knowledge

With fraudulent attacks constantly evolving and the face of cybersecurity being in perpetual flux, it's impossible to say, "Watch out for XYZ." Instead, it's much more effective to discuss the general concepts and what to be on the lookout for (e.g., bad grammar in the body of an email, and making sure that email links are pointing to legitimate sites). Since we take security, and your information's safety personally, we've put together a program that is tailor-made for equipping you and your team with the tools they need to keep your data safe.

We know that being prepared is no easy feat, and IT Radix is here to help. Give us a call today to learn more about our Security Awareness Training and how IT Radix can empower your staff to keep your data secure.

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:

Andy from Vision Creative Group
Christine from International Planning Alliance
Deb from DNS Computing
Doreen from The Crossing Church
Joe from Sedita & Campisano
Ian from LForm Design
Joe from CMK Select
Stan from Bowman Consulting Group

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

Article #1 (cont.)

(Continued from page 1)

your office and the long-range cellular broadband signals used by cell phones and more. Just as with the actual computers and software, ideally you want redundancy and resilience built in.

Need help navigating all these choices? We're here to help. In computer science, a heartbeat is a periodic signal that verifies normal operation of the computer system. In business, IT Radix's purpose is to help your business succeed by ensuring that your business' technology heartbeat is healthy—steady and ready at all times.

OUR CLIENTS
SPEAK OUT:

THE BUZZ

"In the fitness world, there are many components to leading a healthy life. But sometimes life gets in the way and knocks us off course. The same happens to a small business owner like myself. In both situations, it is important to get back on track right away. I am proud to have IT Radix only a phone call away when my computers fight against me. They get me back on track so I can focus on helping others."

Joe Bellistri, Owner and Personal Performance Coach — Solution Fitness



Keep Fido Fit!

Do you know how well your dog slept last night? How much nutrition—or exercise—your dog really needs? Whether your pup is being well cared for at doggy day care? With **FitBark** you would know all this, and more, about your favorite canine companion.

Doggy health monitors are nothing new. But, according to hundreds of verified reviews on Amazon, Best Buy, App Store and Google Play...FitBark leads the pack!

FitBark attaches to your dog's collar and shares data with FitBark Explore, a dog health data bank that collaborates with over 20 leading universities and research institutions in North America and Europe to gain a better understanding of dog health.

You benefit from all this data by tapping into what FitBark calls truly unprecedented insights into canine health and data. All toward keeping Fido—and you—on the path to health and happiness.

Proudly folded & stuffed by Park Lake School

SPECIAL OFFER

An Apple a Day
Keeps the Doctor
Away



Sign up for a year of IT Radix Management and Support during the months of **January, February and March**, and receive an Apple Store gift card.

Visit www.it-radix.com to learn more about what's included in each of these proactive maintenance plans. Offer for new managed clients only. Some restrictions may apply. Call **IT Radix** today to learn more!

How to Exercise at the Office

Congratulation! You live in a technologically advanced society that makes working almost anywhere easy! So, work has expanded well beyond the traditional 9-5 workday and that has likely resulted in you finding less time to do some other important things like staying physically fit and in good shape. How can this dilemma be overcome? The answer is easy! Forget the gym and just include conditioning and stamina routines on your list of things of which you are great at multi-tasking. What do we mean? We mean exercise while you work. Hey, the 7 Dwarves were great at whistling while they work! You ought to be able to do some of the things we suggest below.



Let's start at the bottom with your feet and legs while at a desk. First, try some Toe Raises, just lift your toes while keeping your feet firmly on the ground. This stretches the calves. How about next trying to rapidly tap your feet in place while sitting. If your coworker notices, suggest she or he join in!

How about when walking around the workplace? Here are three easy things to incorporate into your daily routine. First, instead of trying to find the closest parking spot to the door, park farther away from the building. Over time, these few extra steps add up. Also, try taking the stairs instead of the elevator as a matter of course. And, while you are at it, try taking two steps at once—you'll stretch far more! And, while just walking around the office, do the lunge...every few steps take the widest step you can and lunge forward. Although, we suggest not doing this around the HR department! ;-)

Moving up to the torso, try a gluteal squeeze; no one will ever know! Just tense up the muscles of your rear end and hold it for a count of 10. Next, try the back twist: while sitting in your chair during that awfully long conference call or webinar, place your right arm behind your right hip, then twist as far to the right as you can and hold it, then do the other side. Once you have the hang of that, do some neck rotations; drop your chin and roll your neck, then raise your chin up and bend your neck from side to side. Easy!

Okay, now for some handiwork. Try an arm pump, pump both of your arms up over your head for 30 seconds. Do this a few times and you might be asked to work in the sales department! Want something on a smaller scale? How about some shoulder raises? Raise your shoulder to your ear, hold and relax. Then repeat, alternating shoulders. If you are feeling like you can go the distance, try some shadow boxing, jab alternating arms in the air, but be wary of the boss walking by! One more suggestion, and this is the easiest to do anytime, do a chair squat. Lift your rear end off of your seat and hold it for a few seconds, repeat until someone notices!

These are just a few of the plethora of workplace fitness exercises available to us every day. Remember, it's important to make every day count. Small, daily improvements are the key to staggering long-term results!



I RUN BECAUSE I REALLY, REALLY LIKE FOOD

“Physical fitness is not only one of the most important keys to a healthy body, it is the basis of dynamic and creative intellectual activity.”
— John F. Kennedy

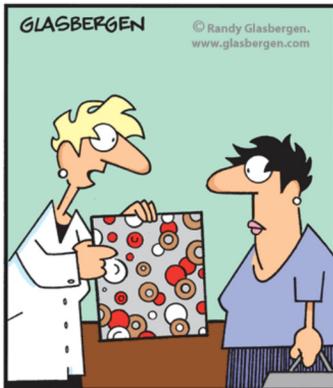
From the desk of: Cathy Coloff
Subject: Just Do IT!



Nike hit the nail on the head with their “Just Do It” slogan. It’s a “tough, take no prisoners” ad campaign that has inspired many to push through tough times to achieve their goal. I have found myself saying it to my son, to my colleagues and often to myself. Let’s face it—we all need a little push every now and then. We’re entering the month of March and statistics will tell you that most people have abandoned their New Year’s resolutions at this point. Many just stop making resolutions because they know they won’t keep them. I find this worrisome—what if everyone did that and just quit? We wouldn’t have many of the wonderful inventions, art, music and more in our lives that we all enjoy today.

My son Alex loves the Star Wars series, and one of my favorite scenes is where Yoda is mentoring Luke on the ways of the Force. Luke is struggling to lift rocks with his mind while doing a hand stand with Yoda on his feet and his spaceship sinks into the swamp. Yoda tells him to use the Force to lift it out, and Luke protests that it can’t be done. Yoda then proceeds to prove Luke wrong by just doing it. Recently, at an industry event, I was given a black rubber bracelet that repeats the words of Yoda, “There is no try, only do.”

There are times where I don’t want to get up early to answer that email, walk a little bit more to hit 10,000 steps each day or whatever. It’s times like that when I’m grateful for the little reminders to keep going and just do it. So, if you see me wearing a slightly tacky black rubber bracelet with fading white text, you’ll understand why.



© Randy Glasbergen. www.glasbergen.com
“The red circles are your red blood cells. The white circles are your white blood cells. The brown circles are donuts. We need to talk.”

Let’s Get Physical...Just Do It!



So...what’s your excuse for not working out? Don’t like the atmosphere of your local gym or competing with the toned bodies of 20-yr-old fitness fanatics. Don’t want to be seen wearing shorts or tights in public. Don’t have time due to family and work commitments. Don’t want to pay expensive gym fees and lock into long-term contracts. Well, stop making excuses! Today’s technology offers the right fit for every BODY—what you want, when you want it!

Let’s take a stroll down memory lane and pop in our VHS tape while donning our leotards and leg warmers. Whether it’s Jane Fonda’s first aerobics video, “Workout Staring Jane Fonda” (1982), Greg Smithey’s, “Buns of Steel” (1987), or Richard Simmons’, “Sweatin’ to the Oldies” (1988), there’s one thing these vintage home exercise options all have in common—Boring! Yes...It doesn’t take long to get bored of doing the same repetitive exercises? Besides, how many times can you listen to the same joke time and time again?

Today’s technology offers two viable solutions: **live-streaming fitness on demand** and **mobile fitness apps!** Live-streaming fitness classes that are recorded “live” along with video workout libraries are ready for on-demand viewing so you can work out anytime, anywhere, instantly (e.g., EMG Live Fitness, DailyBurn). Additionally, fitness is at your fingertips with a variety of mobile fitness apps available today. Some apps like FitStar design a personalized workout just for you based on your ability level and goals. This app is compatible with wearable devices such as FitBit and UP by Jawbone and can be synced with MyFitnessPal as a central repository for all your health and fitness data, including calories burned and fitness progress. FitBreak by Weight Watchers suggests mini workouts wherever you are along with one-minute activity recommendations. The popular Couch to 5K app prepares you for your first 3.1-mile race in just 9 weeks. And, while you’re at it, why not ask Cortana or Siri for help finding a nearby running trail and to set a reminder for your early morning workout!

What are you waiting for? Get off your gluteus maximus and on the road to fitness today!



Fun Fitness Facts!

- No matter how flexible you are, you can’t kiss your elbow.
- The left side of your body is controlled by the right side of your brain.
- It takes 200 muscles to take a single step forward.
- Your body uses 300 muscles to balance itself while standing still.
- The width of your arm span stretched out is equal to the length of your whole body.
- The brain only takes up about 2% of our total body weight, but uses 20% of our body’s energy.
- In an average lifetime, a person has about 3 billion heartbeats.