Do You Believe in Magic?

IT Radix and The Beatles?

What have you done for more than 10,000 hours? Is it something meaningful to you? In the book, Outliers: The Story of Success, Malcolm Gladwell asserts that success is not just about innate ability but a combination of a number of key factors including opportunity, meaningful hard work and your cultural legacy.

Almost everyone has heard of The Beatles and cannot deny that they were talented musical individuals. But, what made them so successful in the 1960's was the fact that they spent so much time perfecting their working relationship. In 1960 while in Hamburg, Lennon said: "We had to play for hours and hours on end. Every song lasted twenty minutes and had twenty solos in it. That's what improved the playing. There was nobody to copy from. We played what we liked best and the Germans liked it as long as it was loud." Gladwell asserts that 10,000 hours is the amount of time it typically takes to "master" something. Some people have the opportunity to "do" the 10,000 hours and others don't. Hamburg was the "opportunity" for The Beatles, and they thrived.

But it's not just about doing the work; you must have purpose. Having a real purpose makes it more likely you will work hard and enjoy it. At IT Radix, our purpose is to help others succeed through the use of technology. How have we become masters at this: by handling literally thousands of requests for technical help; by reviewing hundreds of alerts and responding as needed; by ensuring over 10,000 backup jobs ran successfully last year and fixing those that didn't; by rolling out thousands of new PCs, servers, business applications, network devices and more; and by offering our technical professionals opportunities to train on new technologies and challenging them to learn more and apply this learning to our clients' businesses.

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The opportunities to master something don't stop with just the technical consulting team at IT Radix. We're constantly working to improve our "game" and master being a successful business. For example, on the financial side, our team is leveraging our business software to enhance our invoicing process and approve accuracy. We're upgrading our credit card system to make processing more secure. That same business software is a repository for every technical issue or request that we've handled, and we're using data analytics to look for trends on areas to improve our clients' technology and use.

BEHIND THE SCENES

What's New

RED Month Donations
This year's matching donations will benefit St. Hubert's Animal Welfare Center and Mt. Pleasant Animal Shelter. Check the insert and our website (www.it-radix.com/red) to learn how we can work together to help others in need.
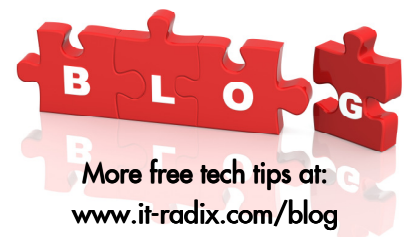
Dinner of Gratitude
IT Radix is pleased to sponsor the FAMILYConnections Gratitude Dinner again this year. We are excited to support this community-based counseling and family service agency.

We're Just a Phone Call Away
In observance of Thanksgiving, our office will be closed Thursday and Friday (Nov 23&24). If you need assistance during this time, please call 973-298-6908 and one of our on-call staff will be happy to assist.

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

More free tech tips at:
www.it-radix.com/blog

Pulling a Rabbit Out of a Hat

Over the years, Sr. IT Consultant, **Mike Oster**, has seen quite a few "IT Miracles." Some seemingly small. Others not so small. One of his very first experiences with such a miracle was a frantic call from a client whose laptop would no longer boot. While the client was fully aware there was no backup in place for her laptop, she still expressed the need to retrieve absolutely "mission critical" data from the failed device. Mike, of course, prepared the client for the worst, while remaining positive—all the while knowing in his heart that the client's data was likely never going to be recovered. After hanging up, Mike jumped in his car and headed over to his client's office. Once he got his hands on the laptop, he was able to confirm the dreaded *click, click, click,* of a failed hard drive.

This all occurred at a time when full-on mechanical failures of hard drives was not only common but considered inevitable by most IT professionals. Knowing full well the data on this drive was potentially gone forever, he continued to give his client hope, letting her know he would take the failed hard drive with him and continue to attempt to retrieve her data. Once back in the office, Mike proceeded to wrap the hard drive in an anti-static bag and place it in the freezer. Yep, you heard that right…the freezer. This was a trick back in the day, you could place a drive in the freezer, causing the various metal parts to contract, effectively "tightening up" the internal components of the drive. After a few rounds in the freezer he was eventually able to get all of the client's data off of that drive. The client still tells the story of the IT Miracle pulled off that day.

This story could just as easily have had a very different ending. The fact that any data was recoverable from that drive was indeed a miracle!

IT Radix's history is full of similar stories of such IT Miracles: Repairing a client's corrupt PowerPoint presentation at midnight because there was not a backup, moving an entire email server to the cloud when the in-house server failed, and even moving client servers from their office to ours on a Saturday when the client's office was not expected to get power restored for several days. The list goes on…

Bear in mind, your disaster recovery plan should NOT include the need to pull a rabbit out of a hat. All data—no matter where it resides—needs to be backed up if it is critical to your business. All potential disaster scenarios need to be considered. Having a backup or disaster recovery plan that only includes the server or does not account for things like utility failures is not helpful if any of these events have the potential to cripple your business.

Don't depend on an IT miracle being part of your disaster recovery plan. Contact IT Radix today for assistance in putting together a full business continuity plan.

IT Radix and The Beatles?

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Through the years, we've offered educational opportunities to our clients and prospects to make them more productive, raise awareness about security, or introduce new technology solutions to make their businesses more successful. Doing this has forced us to learn how to organize and manage training events. While we may not yet be masters, we enjoy having them; and therefore, have gladly put in the time and effort to conduct them.

Then, of course, there is this newsletter. It is entirely self-written and produced. Our marketing team has learned to develop and follow a publishing schedule, research and tap into a variety of resources to create a newsletter that we're proud of and receive lots of positive feedback about. Why do we put in all this effort? Because, we believe our clients can benefit from the knowledge we share.

So, while IT Radix may not be known worldwide like The Beatles, we believe that we have the magic that qualifies us to be an Outlier in Gladwell's eyes.

"Magic and new technology have always walked hand in hand."
– David Copperfield

THE BUZZ

OUR CLIENTS SPEAK OUT:

"Being a very busy and active video production company in Rockaway, NJ, we rely on our technology working all of the time. Any downtime we have can cause us to miss deadlines and also valuable billable hours. IT Radix has always been reliable and fast whenever we have an issue, no matter how small or large—they always execute! When I was having issues with my laptop, they went above and beyond expectations just to make sure I had a working computer until I was able to get a new laptop. I highly recommend IT Radix to any company that is looking for solid peace of mind."

Chris Vaglio, Partner/Co-Founder – Grey Sky Films

IT RadixResource
We make IT Work for You

Abracadabra—Function Keys (Part II)

Feel like a magician with more time-saving Windows keyboard function key tips:

F5 – Functionality depends on application:
Web Browser – Refreshes webpage
Word – Opens *Find&Replace* window
PowerPoint – Starts a slideshow

F6 – Moves the cursor to the address bar in most Internet browsers.

F7 – Launches *Spell Check* and *Grammar Check* in Microsoft applications.

Shift+F7 – Runs a *Thesaurus Check* on highlighted word.

F8 – Use to access the boot menu in Windows when turning on the computer.

Don't disappear! More time-saving function key tips coming next month.

Proudly folded & stuffed by Park Lake School

SPECIAL OFFER

Nothing Up Our Sleeves!

Sign up for a project during the months of **October, November** and **December**, and we'll test your team with a simulated email phishing test to ensure they don't fall for any parlor tricks.

Visit IT Radix at www.it-radix.com to learn more about our services!

Open Sesame… Your Printer Hard Drive!

Many companies today choose to lease multi-function printers as a smart way to offset capital expenditures and keep equipment current. You may be one of them!

Whether or not you lease your printer, before getting rid of it, think again! The printer may not be the only thing you are giving away… AND, it doesn't take a professional magician to pull off this magic trick!

There are many risks involved with printing, scanning and copying. Every time you print a job, send a fax, or scan a document, a copy of that document is stored on the device's hard drive. When your lease is up, you'll be returning the printer to the vendor or dealer to receive a new one. This is a common scenario. Now you see it, now you don't and just like that your data is gone and open to the world of refurbished equipment. Don't let this happen to your organization! It is your responsibility that the data on the printer hard drive never leaves your office.

With the growing number of cyber threats and increased legislation around privacy and data security, organizations are taking necessary steps to protect and secure their network from cyberattacks. Often overlooked, your printer's hard drive holds a treasure trove for hackers.

Some of you may remember the days when most document theft was considered to be the office snoop. You know the person who walked up to the printer and picked up confidential papers that someone else printed. Today, security is a bit more complicated though. Like pulling a rabbit out of a hat, your printer's hard drive holds a multitude of sensitive documents and information and is equally critical to your overall security.

Most businesses don't think about what to do with their printer's hard drive until it's time to decommission them. Chances are if you lease your printers, you know your vendor. This should help to take the guesswork out of your printer's hard drive security. To avoid last-minute scrambling, it is essential that details are discussed upfront on how the hard drives will be handled at the end of your lease.

Travis Carpenter, Sr. Account Executive, of Electronic Office Systems in Fairfield states:

> When it comes to data being stored on copier hard drives and their security, there are many ways businesses can protect themselves from a breach. The one that's best for your business will boil down to two things—the level of security needed and budget. Some of our devices have hard drive overwrite capabilities right out of the box and are encrypted. If not, these options can be added. In addition, we can swap an old hard drive with a new one before sending it back to the leasing company. We then give our client their old one. For ultra-sensitive environments, such as the department of defense, some of our devices have optional "hot swap" hard drives where the hard drive can be removed in a few quick and easy steps for storage under lock and key or to be replaced immediately.

Printer security is becoming an increasingly important issue for businesses today. Hackers today have more tricks up their sleeves than the average magician.

Feeling uncertain about your company's security? Give IT Radix a call today; because once your data is gone, it will take more than a bit of hocus pocus to get it back!

> "It's important to remember that we all have magic inside us."
>
> — J. K. Rowling

"Go to Google, then type: How To Uncook A Turkey."

From the desk of: Cathy Coloff

Some days as I head out, my son will shout, "Hope you're not too bored at work!" I always answer, "Don't worry, I won't be; I love my job." And it's true. I am truly blessed to love what I do—including all the things that go on behind the scenes at IT Radix. Some days I am amazed that I am a business owner, and then I realize that I have been in training for it for quite some time. In the book Outliers: The Story of Success by Malcolm Gladwell, the author determines that a magical 10,000 hours of dedicated practice helped many of the best musicians, athletes, and business people get to the levels that they achieved. Often, it was unintentional or a labor of love. In short, they were passionate about whatever endeavor they were undertaking—whether it was playing hockey, music or programming (think Bill Gates).

Just as The Beatles practiced together for many hours before they hit it big, I personally had the opportunity to be the in-house IT person at a large corporation (Exxon) for the first part of my career. I had the opportunity to enjoy many hours of technical work. Thus, I've been able to combine my technical background with learning how to run a business in the second part of my career. By continuing to learn technology and business concepts such as sales, marketing, financial, planning, management and more, I've been able to create a world that I'm passionate about—where we help our clients, employees and partners succeed. While we may not be as widely known as Microsoft and Bill Gates, I believe IT Radix and our team of professionals, who are constantly honing their skills and upping their game, are a great resource to our clients and the community at large. As a result, we are proud "Outliers" as defined by Malcolm Gladwell. I challenge you to look at your life and identify the "Outlier" in you!

Magical Fun Facts!

- The first "hacker" was a magician in 1903 who hacked into a demonstration of wireless telegraphy to demonstrate that the idea of "secure and private communication" was foolish.

- Intellectual property law doesn't cover magic tricks. An original trick can be stolen from a magician, and there's nothing he can do about it.

- The CIA hired a magician to train agents in sleight-of-hand techniques for use in their mickey-slipping LSD experiments.

- Apollo Robbins, a pickpocket magician, struck up a conversation with Jimmy Carter and Secret Service agents. Within a few minutes, he emptied the agents' pockets of everything except their guns.

Behind the Scenes at IT Radix

When Marketing Coordinator, **Paula Stone**, was asked to oversee our recent office renovation project, she knew it was going to be a tremendous challenge.

From the get-go, the main goal of this project was to improve the layout and efficiency of our current office space while ensuring that our clients received the same level of service they have come to expect from IT Radix. To achieve this, Paula first met with contractors and our own technical gurus to understand the overall complexity of such a project.

Before the renovation could even begin, Paula created a plan and a timeline of when things were going to occur. Once the initial plans were set, she then saw to it that the staff, along with their entire workstations (i.e., computers, monitors, phones and personal belongings), were temporarily relocated. Once the renovation began, there were daily interactions with the various contractors to ensure the project was executed according to plan. Even after the carpet was in place, the furniture was installed, and the paint was dry, the project was still not complete. The last thing to be done was to move the staff into their new workstations.

Planning, communication and attention to innumerable details are the most critical factors to achieve success for a project like this. We highly recommend *Andrea's Innovative Interiors* for coming up with the design that was both functional and aesthetically pleasing.

Stop by for a visit anytime. We'd love to give you a tour of our new home away from home.