# Do You Believe in Magic?

## If You Had a Magic Wand...

One of the many things that we have learned about our business is that attention to detail, especially as it relates to client service, is paramount for long-term success.

When we first meet with a new prospect, we often ask a very simple question that goes something like this: "If you had a magic wand, what problems with your information technology and computer networks would you like to see solved—like magic?" We ask this question as one of many ways to fully understand how a prospect uses technology. It helps us learn what is going right, what is going wrong, and how the prospect describes a more ideal future going forward.

When we first started asking this question, our expectation was that we would get meaty, detailed answers about the ins and outs of the clients' networks. We thought we would get technical answers. However, what we found was something completely different. We found that in most cases, our new prospects used their figurative magic wands not to address technical issues, but to address much more basic issues, much more human issues—usually issues dealing with the relationship the prospect had with their current IT provider. The number one "magical solution" requested is usually that the prospect wants a much more responsive IT provider. We recently brought on a new client that appreciated the fact that their IT provider called them back the same day, but did not appreciate that problems did not get addressed or solved for weeks.

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Another very frequent "magical solution" that we hear from our prospects is that they wish their IT support team was in front of them more frequently discussing higher level strategic issues that will help them manage their business better and become more productive. A number of our recent new clients had been working with some hardware and software that was in End-of-Life status from the manufacturers. When we pointed this out to these prospects, they were shocked.

Wanting more technical standards or policies within their organization is another wish made by many of our prospects when they wave their magic wands. Too often we run into businesses where the network of PCs they have include a variety of operating systems, some with 2GB of RAM, some with more, and all sorts of monitors. In those cases, these prospects report that no one knows how to work on each other's PC because of so much inconsistency and disarray.

At IT Radix, we believe our "X" factor is our attention to detail, especially as it relates to customer/client service. We pride ourselves on the fact that we can help any organization to be more productive, compliant, secure and able to withstand a disaster. But we get even

## BEHIND THE SCENES

## What's New

### We Support the Arts
We're happy to help keep the Arts alive in our local community and are proud sponsors of the nonprofit organization *Mayo Performing Arts Center*.

### Holiday Celebration
This month we'll be hosting a holiday celebration for the Park Lake School to thank them for their help throughout the year.

### 'Tis the Season
...for celebrating with family and friends. Our office will be closed Mondays, Dec 25 and Jan 1. If you need assistance during this time, please call 973-298-6908 and one of our on-call support staff will be happy to assist.

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

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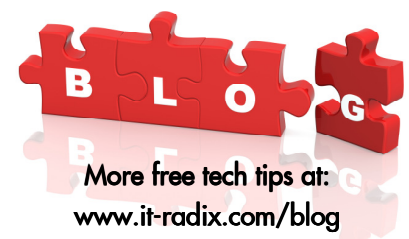
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More free tech tips at:
www.it-radix.com/blog

# The Magic of File Sharing

In today's business world, it's important to be able to easily find the information you need. Given that most information is digital these days, quite often in Word documents, Excel spreadsheets or Adobe PDFs, your file sharing solution needs to be organized, secure and easy to use. We find that clients have literally hundreds or thousands of files that they need to store, reference, update and share in their day-to-day work.

This is where file sharing solutions come into play. Back in the day, "sneaker net" was the first file sharing solution. A person would save a file to a removeable media (aka floppy disk) and then literally walk it over to the person who they wished to share the file with…not so magical, but it worked.

As technology evolved, local area networks (LAN) and servers enabled file sharing by eliminating the "sneaker net" and replacing it with physical cables and network equipment. And "presto," people can easily access files in a shared location without leaving their desk. Some organizations had multiple shared locations and would grant or deny access to the information depending upon the person's job function or need to know.

Nowadays, cloud-based file sharing solutions are often replacing in-house file servers. But the same basic needs still apply. Multiple people need to be able to access and share the files. But in addition, many cloud-based file sharing solutions such as Office 365 or Google Docs have elevated the show by not only sharing the files but also allowing multiple people to edit the files simultaneously, enhancing collaboration.

Tidying-guru Marie Kondo's book, The Life-Changing Magic of Tidying Up, touches just about every part of the household—from closet to the fridge. Kondo instructs her readers to throw away, fold, and strategically assemble their items. We need to carry the importance of being tidy over to our digital files by creating an organized filing structure and strategically layering on tagging or keywords in a shared file environment. Tagging is a feature that is available in Office 365's SharePoint as well as other solutions. Between tagging and the superior file indexing available today, organizing, finding and sharing your files and information is easy—just like magic!

Let IT Radix wave a magic wand and help you share and organize your files today.

*"Magic is believing in yourself. If you can do that, you can make anything happen."*

— Johann Wolfgang Von Goethe

## 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:

Denise from Wennogle Law
Kurt from Mahwah Public Library
Marcelo from Pro-Analytics
Rosana from B & H Consulting
Steve from Botwinick & Co LLC
Travis from Electronic Office Systems
Zoila from Visions and Pathways

Visit us at www.it-radix.com to learn more about our Referral Rewards Program!

## If You Had a Magic Wand…

more joy out of the non-technical, more human approaches we bring to IT Support. We know we are not magicians, but we strive to be as magical as we can be!

Contact IT Radix today to see how we can make your IT wishes come true!

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OUR CLIENTS SPEAK OUT:

# THE BUZZ

*"In the six years that I have worked with the IT Radix techs, they have accumulated an alphabet soup of accolades. But rather than slide into a sea of alliteration, suffice it to say they are: superb, superior and sometimes superhuman!"*

Debbie Duch, Systems Manager — SKG Consulting Inc.

*Client Spotlight:* SKG Consulting is an executive search and staffing firm that works with corporate clients through three distinct practice groups to recruit, assess and deliver the differentiating talent needed to gain a competitive advantage in today's marketplace.

**IT RadixResource**
We make IT Work for You

# Abracadabra— Function Keys (Part III)

Astound your friends with more time-saving Windows keyboard function key tips:

**F9** – Sends and receives emails in Microsoft Outlook and refreshes a document in Microsoft Word.

**F10** – Activates the menu bar of an open Microsoft Windows application. (All "Alt+" codes are now visible.)

> *Shift+F10* – Same as right-clicking on a highlighted icon, file or Internet link (good to know when using a laptop without a mouse)!

**F11** – Toggles between full screen mode and standard display of Internet browsers.

**F12** – Opens the *Save As* dialog box in Microsoft Office apps.

Keyboard function keys are awesome time-saving tools! Pull a few out of your hat today!

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!

# Secrets to Finding Information Online

Have you ever run into a virtual wall when searching for information on the Internet? With billions of websites online, finding good, relevant information online can sometimes be akin to finding a needle in a haystack.

But take heart! Here are some little-known secrets that will help you find what you are looking for in no time at all.

### Use the "Advanced Search" tool
Almost all search engines have an "advanced search" tool that will provide you with more options for filtering information and websites. This will help you narrow down your search and eliminate irrelevant, off-topic websites.

### Search with a phrase in quotations
Putting quotations around a phrase will tell the search engine to look for that exact phrase or name instead of each individual word. For example, if you were looking for a chocolate cake recipe, type "chocolate cake recipe" in the search window with the quotes around it. If you left the quotations off, you might get recipes for other cakes or chocolate candy in general because the search engine will look up the words separately: chocolate <or> cake <or> recipe.

### Use a plus or minus sign
This trick will allow you to narrow down a larger category. If you were looking for a roadside cafe in Atlanta, you would type in "roadside cafe +Atlanta". This will allow you to search on a specific set of keywords that might not be strung together in one phrase as mentioned in above tip. This also works in reverse with a minus sign (-). If you wanted to find all roadside cafes that were NOT in Atlanta, you would type: "roadside cafe -Atlanta"

### Use synonyms
If your search does not produce the results you want, try synonyms. For example, a dog is also a pet, canine, mutt, pooch, and man's best friend. Use your Microsoft Word thesaurus tool or Merriam-Webster online to find synonyms for your search term.

### Just search the domain name
If you know the website you want but can't seem to find the information you are looking for, you can tell the search engine to search for a specific keyword or phrase within that site. Simply enter the search term you are looking for followed by the word "site" and a colon, and then by the domain name. For example, if you wanted to find information on spam filter updates for Microsoft Outlook, enter this: "spam filter update site:www.microsoft.com".

### Eliminate inappropriate content
To eliminate adult sites clogging your search results, simply activate your favorite web browser's adult filter setting. MSN has a SafeSearch option on its settings page and Google's can be found in their advanced search option. It's not 100% accurate, but it will eliminate the most obvious sexually explicit websites from your search.

### Use your search engine's categories
Many search engines offer specialized areas such as news, video, audio, pictures, local, and shopping related categories. If you know you are looking for a picture, choose the appropriate category and your chances of finding what you want increase significantly.

Use these search tips; and presto chango, you're destined for success!

> "Magic is all around,
> you just have to believe."
>
> — Author Unknown



"Some people call him Santa Claus, some call him Kris Kringle, some call him Saint Nicholas. Obviously, a victim of identity theft!"

**From the desk of:** Cathy Coloff
**Subject:** I believe in magic, do you?

This time of year is busy with the hustle and bustle of the holidays. I find that it makes it difficult to see the "magic" of Christmas or the world around you according to your personal faith. Whether you are religious or not, I do believe in magic. The magic of a smile or a hug at the right moment or that special friend calling when you need it most.

I've worked with Mike Oster for many years. One of the things that I enjoy most about Mike is his sense of humor and particularly, his humorous phrases—one of my favorites is "auto-magically." Now, typically we use this in a technical context referring to the "magic" of how a computer or network device works or fixes itself, but why stop there? I believe you can create your own magic every day by giving a little of yourself—your time, your knowledge, or your possessions. I see it when Marybeth mentors one of our team members on how to handle a certain situation or another member picks up a treat at lunch for someone who's feeling a little down. Outside of work, it could be less specific such as giving a homeless person warmth with a donation of mittens or an old coat. Or perhaps, it's helping an elderly person with their groceries in the store. That feeling you get is magic—and I believe that's why many of our team enjoy their jobs. They get to create magic inside themselves by solving problems and helping others with their computer questions and issues. So, magic is all around us everyday at IT Radix.

At home, I'm trying to help Alex understand that he can create magic too—sometimes, it's not too easy; but there's a song that we like to belt out to remind us that says, "I've got the magic in me"...and like in the book/movie Polar Express, I think you just have to BELIEVE.

Wishing you a happy and safe holiday season full of magic. Cathy

## Magical Fun Facts!

- David Copperfield was robbed at gunpoint in 2006. The magician was able to employ sleight of hand to conceal his possessions. He was quoted as calling his spontaneous illusion "reverse pickpocketing."

- There is an award called the Merlin Award that is given to the best magician of the year.

- The *Musician's Oath* requires that a magician never reveals how a trick works to a non-magician (so that it won't ruin the illusion and put a fellow magician out of work).

- It's illegal in Queensland, Australia, to own a pet rabbit unless you can prove that you're a magician.

## 3D Movie Magic

Have you ever wondered about the science behind 3D movies? It may appear to be magic, but it's actually all physics!

Stereoscopy, the technology being used to make 3D images for movies, has actually been around since the 1920s! Stereoscopy involves using two different views of the same image with the right eye seeing a slightly different view of the object compared to the left eye. The brain creates a single image of the object by combining the two views, resulting in 2D images that appear to have the depth of 3D images. Take turns covering your right eye and then your left to see for yourself.

There are four stereoscopic techniques for creating 3D images:

1) **Anaglyphic** — This is the most prevalent type of technology used with 3D movies that are on DVDs, using glasses with lenses of two different colors (typically red and blue).
2) **Polarization** — Some 3D televisions use polarization technology along with the same type of polarized glasses used in today's movie theaters. These polarized glasses produce a different image in each eye, resulting in a 3D experience.
3) **Alternate-frame Sequencing** — Shutter glasses are used that are synchronized with the TV or cinema. The shutters open and close on each lens, producing views of different movie frames. Most of the new home entertainment systems use this technology.
4) **Autostereoscopic** — Currently in development, this is the 3D experience we've all been waiting for—special glasses are no longer required! Everything is done at the TV/ cinema screen level.

Grab your popcorn, sit back, and relax and let the magic of 3D movies take you away!