



We make IT work for you

## For a Good, Secure Time, Call... IT Radix

On July 3, 2014, Joe Maddon as manager of the Tampa Bay Rays set his team's batting lineup against the Detroit Tigers using position numbers 8-6-7-5-3-0-9 (with zero standing for the unnumbered designated hitter). Does this number sound familiar? It may remind you of an early 1980s hit song "867-5309/Jenny" by the 1-Hit Wonder, Tommy Tutone. It peaked at number four on the Billboard Hot 100 in April 1982. Alex Call was trying to write a rock song in the style of the Kinks and came up with a cool sounding four chord progression. His friend Jim Keller, who was a member of the Tommy Tutone band, came along and together they created the tune. Truth be told, there was no Jenny, the entire premise of the song about finding a number on a bathroom wall was a lie but did enhance the song's lore! The hook was so memorable that any poor soul who happened to have that 7-digit phone number did all they could to change their number. How could you not with the lyrics crying, "I got it, (I got it), I got it, For a good time, for a good time call." (You know you're singing in your head.) 🤔

"I got it, I got it!" is something you don't want a cyber thief to say about your passwords to your key business data. While everyone knows Jenny's number, no one besides you should know your key passwords. With password usage being so necessary and so prevalent, many managers today have embraced using Password Management Software. A password manager is a program or application that allows you to store passwords and other login information in a safe location.

There are a number of reasons to seriously consider leveraging the benefits of Password Management Software in your organization and not the one built into your browser. Security experts recommend using a dedicated password manager because that is their core business, not web browsing software.

Dedicated password management software can make creating, remembering, and using long random and complex passwords very easy. While you may say you have a memory like an elephant, you do not. The reliance on memory for your passwords is thankfully no longer necessary! A simple authentication to the software and boom, you are in business. Most of these applications also easily and securely store password recovery questions and answers, in fact, most of them can store almost anything like bank routing

*(Continued on page 2)*



### Take Note

May 2

#### World Password Day

In honor of World Password Day, it's time to break up with your current password and move on to something new. Ask us about our IT Radix Password Management Solution!

#### Check Out Our New Look

We are excited to share that our website has a fresh, new look. Exploring our services and finding what you need is now simpler than ever.

[www.it-radix.com](http://www.it-radix.com)

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



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## Good, Secure Time

(Continued from page 1)

numbers, credit card, and social security numbers as needed. The best of them work across multiple devices since we all use passwords on PCs, tablets, phones, etc. And since passwords are associated specifically with safe URLs designated by you, the risk of phishing and spear phishing attacks is reduced. And while they are very secure, they also save you a lot of time!

You would think that with all the prank calls that went to 867-5309 in every area code across the country, that the number would not be available anywhere. Not true, it is used by some businesses specifically due to the song (a music DJ for example) and is still available in about 20 area codes across the country. This makes us recommend not only Password Manager software but also Dark Web Scanning to find out what credentials from your organization may be available out there.

If you would like to discuss this further with us anytime, we are here at... 973-989-2633!

## Introducing... Adrialys



Adrialys comes to IT Radix with her bachelor's degree in Business Administration with a concentration in Information Technology and Systems from Montclair State University. Adrialys has prior experience in IT and customer service which helped her make an easy transition into her role at IT Radix as one of our technicians. Adrialys enjoys helping our clients with their various IT issues and guiding them through the solution process from start to finish. She has been a great addition to our technical team!

When not working, Adrialys shares her home in North Bergen with her fur babies—a Russian Blue cat (Lucy), a Tuxedo cat (Charlotte), a Pitbull (Damian), and two sweet stray cats that she takes care of (Nene and Nani). She is definitely an animal lover! Adrialys also enjoys hiking and camping with family and friends, anime comics, reading and traveling. Italy and South Korea are in her sights for future international trips! One day, Adrialys aspires to write a book and compose a song. "It doesn't need to be popular," shares Adrialys. "Just knowing I completed a book and a song is a life accomplishment I can be proud of."

### Adrialys' favorite quote:

*"Life isn't about finding yourself. Life is about creating yourself."*

— George Bernard Shaw

**Adrialys' personal philosophy:** Never stop learning. There's always room to learn and to become a better person than yesterday.

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Proudly folded & sealed by Central Park School

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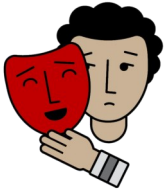
## Do NOT Save Passwords in Your Browser

While it's tempting to click "Remember Password" when your web browser prompts you, doing so is risky business. When you save this information, your web browser stores a database of logins and pre-populates the fields the next time you log in. Very convenient indeed!

**But here's the dark side...** This database of passwords stored in your browser is not secure. If hackers gain access to your computer, they could extract the contents of the database and get access to ALL your private logins. An automated, cloud-based password manager that can be used by all your staff working onsite or remotely is the solution!

Sign up in May for IT Radix's Password Management Solution and get a Baker's Dozen.  
That's 13 months for the price of 12! [www.it-radix.com/password-solution](http://www.it-radix.com/password-solution) (new subscriptions only)

## Threats from an Inside Job



"Insider" is a Tom Petty song, originally written for Stevie Nicks. He liked the finished tune so much that he could not give it to her. Instead, she took on "Stop Draggin' My Heart Around." Insider explores the themes of secrecy, mistrust, and self-exposure. Petty says inspiration came from a tragic fire started in his home by a stalker who got inside and tried to kill Tom and his family.

The threat of an insider taking down or ruining your business is just as real. We know of a recent example where a number of employees of a large firm downloaded key materials including price lists, client lists, and procedures for years, unbeknownst to the owner. One day, they all left and went on their own. It was all well planned and took a huge toll on the business and its owner.

### The Insider Menace Can Take on a Variety of Forms

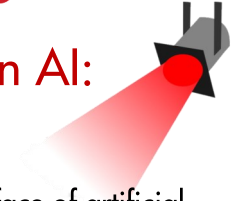
The insider menace can take on a variety of forms. One is obviously fraud where the insider is looking for financial gains. Another is a data leak—planned or incidental—where cybercriminals gain easy access to confidential information which can negatively impact the business. A third is outright intellectual property theft of proprietary company assets such as copyrights, trademarks patents and the like. A fourth is internal disruption, purposely disturbing internal information flows and procedures to cause disarray.

### No Insider Threat is 100% Avoidable, but There Are Ways to Reduce Risk

No insider threat is 100% avoidable, but there are things that organizations can do to reduce the risk. The first is to ensure that your employment agreements with staff are up to date and protect you and your business as much as possible. Secondly, there are a variety of ways an IT provider like IT Radix can employ Data Loss Protection (DLP) software and process throughout your network and workflow. Finally, a sound, measured approach to Information Rights Management is a terrific way to ensure that only those who need access to key company information and property have it. Ways to do this included access can only be gained from an internal company IP address, and/or only by logging on to a company-owned, regulated, and managed machine.

There are many more ways IT Radix can help your firm remain protected from an "inside job" and not become the "broken hearted fool" at the center of Tom Petty's song.

## Spotlight on AI: Perplexity



The new friendly face of artificial intelligence—Perplexity AI. This innovative platform changes the game for businesses everywhere, making it easier than ever to dig into data and make smart decisions. Imagine having a chat with a super-smart friend who can answer all your complex questions quickly and with clarity. That's Perplexity AI! It's a gateway to better market research, sharper competitive analysis, and smarter strategic planning for businesses.

Perplexity AI stands out as a trusted partner. Our favorite part about the platform is its ability to answer your questions with easy-to-comprehend and straight-to-the-point answers. It's all about making your business life simpler and steering you towards success with ease and confidence.

Look out for AI insights on Microsoft Copilot in a future newsletter article.

## 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:

Keith from Fairfield Maxwell Services  
Luis from JNS SmithChem, LLC  
Mark from Boffa & Co.  
Mick from Provention Bio  
Scott from Prime Pensions, Inc.

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

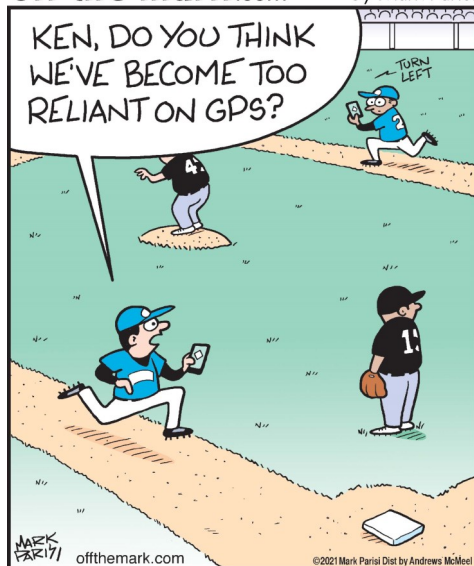
## Inside This Issue

- Why your business needs a dedicated password management solution
- How to reduce the risk of an insider security threat
- Meet our newest team member—Adrialys

IT Radix Family and Friends  
321 Delighted Clients Drive  
Geekville, NJ USA

*"No matter what happens in life,  
be good to people. Being good to  
people is a wonderful legacy  
to leave behind."*  
— Taylor Swift

**off the mark**.com by Mark Parisi



### From the desk of Cathy Coloff

As I reflect on motherhood and Mother's Day this month, I worry about the impact of technology and the risks it brings to my son as well as my aging parents. As Alex's computer and phone app use has increased, so has the number of accounts with passwords he needs to create and track. I have found that he is overly trusting and has reused the same ID and password, fallen prey to online scams on kids, and more. The same holds true for my parents.

Try as I might, keeping ahead of Alex's exploits and the risks they all face has been extremely difficult and obviously, not fully successful. Alex tends to use the password feature on his Apple phone to automatically store his passwords; and as a result, often has no idea that he has created a new account, reused the same password, or that either of these have been breached. Plus, this does not address any of his PC or other accounts. My parents' password management could use improvement as well.

I strongly encourage everyone to be vigilant to online threats and get a password manager for your family that can be monitored and tracked. Happy Mother's Day!

