

## Insight to Vision 2020

### In the Blink of an Eye

The average person blinks every four seconds, about 15 times per minute. That is over 20,000 times a day. Four seconds is not a lot of time, but a lot can get done in four seconds. You can slice a whole cucumber, chug a glass of water, go from 0 to 60 MPH in a hot rod and lots of other things.

In four seconds, you can lose it all when it comes to IT. And by that we mean...all your data, your entire website, and everything vital to your organization if your server/network/website crashes. A crash of your server or your website can be caused by a host of things. Code errors, virus attacks, criminal hacks, plug-in errors, service or hosting errors...even too much traffic can crash your website.

Given that we cannot predict the future, the smartest thing we can do to avoid losing it all in the blink of an eye is to have adequate backup in place for every key piece of our network and website.

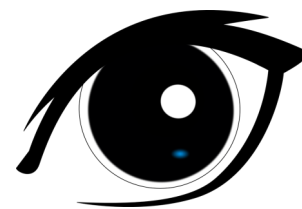
#### Backing up a Website

A good number of website hosts do not backup their client sites — be sure that yours does. If you think storing your original development site will do the trick, think again. Every website gets continual tweaks and updates, especially if users upload data. Manual backups can be done, but that leaves this important task prone to human error. We recommend an automated website backup. Automating it with a backup provider puts the experts in control and offers you peace of mind. There are many options to choose from. Find the one that fits your budget and be sure to set a reasonable schedule and even more importantly... check your backups regularly!

#### Backing up a Server

Since a server is usually the heart of a network and the data on it is the lifeblood of an organization, it makes sense as well to be sure this is backed up. Don't forget your cloud server backups too. The objective of a backup is to minimize any downtime in the event of a crash or a loss of data. The key is to save data without errors or corruption in a way that minimizes storage space. We recommend image backups because that creates a full backup of literally everything on the server—all data and all applications. Having an image is the surest way to a fast recovery from a system failure. Backups are typically done on a schedule of full backups that start and recur on a set calendar. Incremental backups are then done to save storage space as they backup only the files that are new or changed since the last full backup.

*(Continued on page 2)*



### What's New

**March 27**

#### Client Appreciation Pancake Breakfast

Visit with our IT Radix staff, learn about new tech trends, and build business relationships with other IT Radix clients and friends.

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

**March 31**

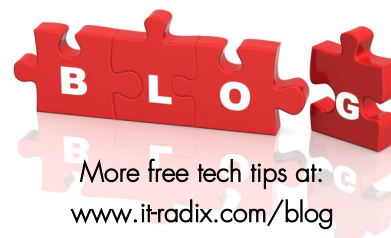
#### World Backup Day

Avoid a potential disaster and back up your data files.

Take the "World Backup Day Pledge" and sign up for a free backup review!

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

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)



More free tech tips at:  
[www.it-radix.com/blog](http://www.it-radix.com/blog)

## Article #1 (cont.)

### Important Notes

A good tactic with backups is to have redundancy, that is, a backup of the backup. Another vital item is to set a backup test schedule where you place a dummy file on the server...then delete it...then recover it later from the backup. There's nothing like the human "eye" to test! Adequate storage space is also crucial. Data usage tends to grow exponentially, so start by getting at least four times the size of your data and applications. Finally, think about your retention plan. Not all data are equal—some have a lifespan and some need to live forever.

We believe a backup must be in place before we ever do work on a client's network. It is that vital. We would be happy to help you with your server and website backup needs to ensure nothing is lost, in the blink of an eye!

March 31st is World Backup Day! Avoid a potential disaster and back up your data files. Take the "World Backup Day Pledge" and sign up for a free backup review here: [www.itradix.com/review-my-backup](http://www.itradix.com/review-my-backup)

Proudly folded & stuffed by Central Park School

## Introducing... CW Kennybrook

One of our newest employees, CW Kennybrook, is a visionary at heart—forward thinking and always looking to learn the latest and greatest when it comes to technology. While formally named Charles, he has always been known as CW, a nickname lovingly given at birth by his father.



CW comes to IT Radix with over 15 years of experience working in the IT field. Most recently, CW worked for a small IT Managed Service Provider in Parsippany where he performed as a Help Desk Tier 2 Support Analyst, focusing heavily on supporting their SharePoint and cloud services.

As an IT Consultant at IT Radix, CW wears many hats... from hardware/software troubleshooting to networking designs. His daily activities include monitoring offsite backups, performing server maintenance, configuring workstations and supporting clients with their day-to-day technology issues. This role allows him not only to assist customers with their daily technology needs but to also become their trusted IT advisor, recommending potential technology improvements and making IT work for them. One of the things CW enjoys most about working at IT Radix is the pool of talented people on staff and the awesome team environment.

### CW's favorite quote:

"It is possible to commit no mistakes and still lose. That is not a weakness, that is life."  
— Jean-Luc Picard (Star Trek)

Growing up in Denville, CW now lives in Randolph with his wife, Jenn, and 22-month twins, Alex and Abigail. When not working, CW enjoys learning new technology and tinkering around on his home server and learning lab...working proactively to grow his skillset. CW is a life-long PC gamer at heart, a hobby that he hopes to pass along to his children one day. Life is a bit hectic these days with the twins, but CW and Jenn enjoy playing *World of Warcraft* together whenever they can steal a moment to unwind. CW is also an avid Star Trek fan as evidenced by his favorite quote above...live long and prosper!

**CW's personal philosophy:** I believe that despite all the bad there is, the good is worth fighting for. I want to play my part in making this world like Star Trek!



*Our Clients Speak Out!*

*"Pyrometer Equipment Company partnered with IT Radix three years ago. Since that time, we have had various opportunities to work with many of the staff. We truly appreciate their dedication and desire to help resolve whatever issue comes their way. Most of our staff is on the road servicing customer facilities, and IT Radix has been able to help keep their connection to us running smoothly while maintaining the best measures for the office to be most efficient."*

Kathy Bugglin, Manager — Pyrometer Equipment Company, Inc.

## What Others Can See

Nothing on the internet is private. Communications, pictures, videos—they're all susceptible to prying eyes and have the potential to be misused. Here are the biggest privacy threats you face online today:

**Webcam Access** – While it's rare, there are known exploits that allow others to access your webcam (such as malicious software or software security flaws). Putting a Post-it note over your webcam isn't a bad idea. More webcams are coming with kill switches and shutters for peace of mind. Or, call us for an IT Radix cam cover.

**Phishing Scams** – Don't expect these to go away any time soon. NEVER click links in emails from anyone you don't know. Even if you do know them, verify that they themselves sent you the link—email addresses can be easily spoofed.

**Web Browser Plug-ins** – Vet every browser plug-in and extension you install. Many extensions collect your browsing history and sell it. Read the terms of service before you click install (a good rule of thumb for all software).

**Ad Tracking** – Web ads (and web ad providers, such as Facebook and Google) are notorious for tracking users. They want to know what you like so they can cater ads directly to you in the hopes that you'll click the ad, which gives them ad revenue. It's one of the many reasons why people use ad blockers.

**Device Tracking** – If you have a smartphone, chances are it's being used to track your history. Customized ads are sent that are relevant to you in hopes that you'll click on them. For companies like Facebook and Google, users are the product.

Protect your privacy. Think twice before posting and be mindful of what others may be able to see online.

## Solutions Spotlight: Dark Web Monitoring

Dark Web monitoring is a service that provides you with vision into sensitive data that might be lurking around on the web. The "Dark Web" is an unofficial network of information that contains a variety of personal information and security credentials that are then resold to cyber criminals. When a big company like LinkedIn is breached, all those usernames and password end up on the Dark Web for criminal resale.

Dark Web monitoring crawls the Dark Web and finds leaked passwords for your account, your employees accounts, and even searches for Personally Identifiable Information (PII) data that may have been lost. By knowing what passwords are exposed, making the necessary changes to prevent a security breach becomes possible.

2020 is all about vision, so don't get blindsided by the Dark Web. Give us a call to talk about running a one-time scan to *know* if your business has any exposed data!



**“When the boss isn't around to watch us,  
he loads up this screen saver.”**

**Welcome!**

A warm welcome to our newest  
Management and Support clients:

A.P. Roofing and Siding  
Eisbrouch Marsh, LLC  
Hogan-Knotts Financial Group  
R & J Control Inc.  
WB Equipment

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

**SPECIAL OFFER**

Sign up for a year of IT Radix Password Management Solution during the months of **January, February and March** and get a Baker's Dozen — that's 13 months for the price of 12.

"The only thing worse than being blind is having sight but no vision."

— Helen Keller

**tech TIP**

**PassPhrase It**

To make it easier to remember your password, use a phrase and insert letters and numbers. Why? Hackers can try millions of possible password combinations per second using powerful brute-force-attack software that is readily available online.

STRONG passwords have:

- At least 8 characters (preferably longer)
- A combination of uppercase and lowercase letters, numbers and symbols that are hard to guess.

Words right out of the dictionary are easily hacked. Contact IT Radix for more tips on staying safe online!

**From the desk of Cathy Coloff**

I really like the quote from Helen Keller in this month's newsletter. I remember reading the story of Helen Keller sometime in my youth. The challenges that she overcame were simply amazing. Everyone has challenges in their life; but not everyone has the determination, optimism, and an "Anne Sullivan" teacher/mentor to help them overcome them. What challenges are you facing? In today's world, the Staples "Easy" button has become expected and I fear "grit" and determination are slowly fading in our society.



My own challenges include staying active so that I can enjoy a healthy and fit life, helping my son manage his behavioral and emotional struggles which are extremely challenging for all, and of course, all the various things that come up at work—from technical malfunctions, to staying on top of the latest trends and changes in technology, envisioning how we can best help our clients, keeping our staff engaged and so much more. Sometimes it can be overwhelming but as they say, the way to move a mountain is one rock at a time. As a result, I'm getting better at breaking challenges down into bite-size chunks. In an effort to be more fit in the month of March, I'm doing my version of the "Calendar Club" at the office utilizing the flights of stairs up to the second floor of our building—each day of the month, adding another trip up or down until I'm able to do 30+ flights. I'm using our human gift of imagination to see myself doing this stair climbing challenge, one step at a time. Check back with me in April to see if I achieved my vision.

**What You Don't See Behind the Scenes**

It's not always easy to see all the things your IT company is doing for you. When everything is going smoothly and you are not experiencing any computer issues at all, you might assume your IT company isn't really doing anything for you. Nothing could be further from the truth. The truth is, if you are not experiencing any computer problems, you very likely have your IT company to thank for it.

Here at IT Radix, keeping your systems running smoothly is what we do pretty much all day, every day. Each and every day our team is looking at various parts of your systems. In the morning, our team is reviewing your backups to make sure you are fully protected; just in case disaster should strike. In the afternoon, engineers are reviewing anti-virus and system alerts to make sure no gremlins are creeping into your systems. In the evening, our systems take care of updating your systems with all the latest security and feature updates, helping to keep the bad guys at bay. And that's just the tip of the iceberg. Our early morning crew logs in to make sure all the overnight processes completed successfully and that your systems are ready to go when you arrive at the office in the morning. It's all in a day's work. Backup, Protect, Update, Complete, Repeat!

So, even though you don't always see us, rest assured we are there, behind the scenes, keeping your technology running smoothly so you can focus on your business.