

Navigating Your Digital Trail

A Guide to IT Trail Markers for NJ Small Businesses

Running a small business in New Jersey can sometimes feel like trekking through the Pine Barrens without a map. The “digital wilderness” is vast, and if you aren’t paying attention to the signs, it’s easy to wander off path. This month, we’re talking about trail markers that ensure your technological journey stays on solid ground.

The Daily Trek (Keeping Your Footing)

Like checking your boots for stones, daily IT monitoring is about operational health. Every morning, ensure your Backups are successful; you don’t want to suddenly realize your “canteen” is empty. Keep a sharp eye on Security Alerts (the rustle in the bushes) like failed logins or malware detections. Finally, confirm your Core Availability—if your internet or remote access is down, the trail is blocked.

Weekly Waypoints (Steadying the Pace)

Once a week, assess the terrain ahead. Check your Patch Compliance to ensure your “gear” (software) is up to date and protected from the elements. Review Identity and Access Management to see who else is on your trail—ensure no dormant accounts are lingering. Don’t forget email security; a quick check on phishing attempts keeps those “digital mosquitoes” from biting.

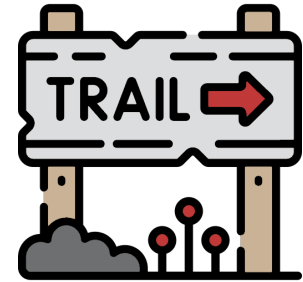
Monthly Landmarks (The Wide View)

Every month, exhale and look at the horizon. Perform restore tests on your backups—don’t just assume the software works, TEST! Review your Cybersecurity Posture and IT Spend. Are you paying for “supplies” (licenses) you aren’t using? This is the time to optimize your pack for a lighter, faster journey.

Annual Summits (The View from the Mountaintop)

Yearly, do a deep dive into User Access and Vendor Risks. Ensure your guides (third-party partners) are as secure as you are. Once a year, hold a “Tabletop Exercise” practice run for an unexpected

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Use Extreme Caution With Public Wi-Fi While Traveling

Public Wi-Fi at airports, hotels, and cafés may be convenient, but it can open the door to fake websites, data snooping, and risky logins. Skip using it for email, banking, or sensitive work whenever possible. Instead, use your hotspot, a trusted VPN, and multi-factor authentication for extra protection.

IT Radix is ready to equip you with security solutions that offer smarter security controls and user protection while home or away.

Did You Know...

June brings brighter skies, reminding us of the power of a positive outlook. At IT Radix, maintaining a positive attitude is one of our core values. Challenges happen. Meeting them confidently with optimism helps us deliver “WOW” service. Just like sunshine energizes us, a positive attitude fuels our team to go the extra mile—bringing brighter outcomes for everyone we serve.



Talk Nerdy to Me



Unread Microsoft Teams Chats

If you've read a message but aren't ready to respond, mark it as **unread** to remind yourself to follow up later.



Unread... But Not Forgotten

Ever read a Teams message and think, "I'll reply in a minute"... and then it vanishes into the chaos of the day? No worries—mark it as *unread* so it stays on your radar and reminds you to follow up later.

Hover over the message, click **More chat options** (...), and select **Mark as unread**. It's a simple trick that helps prevent missed requests, forgotten approvals, and "Oops, I meant to answer that!" moments.

Summer Tech Etiquette for Small Businesses

Summer schedules can get busy fast. Customers are squeezing appointments between vacations, employees are juggling camp drop-offs and long weekends, and everyone expects quick answers—even when half the world is out of office. The last thing you want is to frustrate people with a preventable hiccup.

Keep clients in the loop with these proactive communication tips:

1. Update Your Summer Hours

Picture this: a customer swings by on a Friday afternoon because Google says you're open, only to find a locked door and a "Back Monday" sign. Congrats—you've just ruined someone's day..

What to update:

- Your Google Business Profile (the big one!)
- Facebook, Instagram, Yelp—anywhere customers might check
- Your website banner with a friendly summer schedule
- Apple Maps (yes, people actually use it)

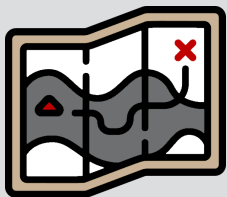
Example: *"Summer Hours Update: We'll be closing at 2pm on Fridays through August for summer scheduling. We'll be back to regular hours Monday morning—refreshed and ready to help!"*

2. Set Friendly Out-of-Office Replies

If your team is rotating PTO, don't leave customers in email limbo wondering if you've vanished into the shore traffic. A good auto-reply is like a helpful lifeguard: clear, and ready with next steps.

Example: *"Thanks for reaching out! Our team is on a summer schedule and I'm out of the office until [Date]. I'll respond as soon as I'm back. If this is urgent, please call our support line at XXX-XXX-XXXX. Thanks for your patience—and stay cool!"*

Windows Server 2016 EOL ... Time to Hit the Trail



Windows Server 2016 reaches End of Life (EOL) in January 2027. Once that date arrives, security updates and support disappear, leaving your business exposed on a risky stretch of trail.

Let IT Radix help you map the route ahead with a free assessment. We'll review your environment and give you a clear, practical roadmap for what comes next. No pressure. No confusing detours. Just friendly guidance to help you stay ahead of EOL.



www.it-radix.com/server

SPECIAL OFFER: Free Windows Server 2016 Assessment (Expires August 31)

3. Don't Overshare in Your "Out of Office"

Keep it simple. Customers don't need to know you're headed to the Outer Banks, your office manager is hiking in Utah, or Bob from accounting is on a "BBQ tour."



Besides being TMI, too many details can create security risks. Stick to dates, response times, and alternate contacts. Save the vacation stories for your camera roll.

4. Test Your Phone Systems

Summer callers are often in a rush—between appointments, travel plans, and "Can we do this today?" energy. Make sure your voicemail greeting matches your current hours and doesn't send people on a scavenger hunt.

Pro tip: Call your own number. Yes, really. You'd be surprised how many businesses still have a greeting from 2019.

Example: *"You've reached [Company Name]. Our office is currently closed due to summer hours. Please leave a message and we'll return your call on the next business day. If this is urgent, press 1 to reach our on-call team. Thanks and have a great day!"*

5. Communicate Summer Turnaround Times

If your business involves shipping, projects, or appointments, summer can slow things down—vendors take PTO, delivery schedules shift, and response times can stretch.

Post clear order-by dates, project timelines, or appointment availability online and send a quick reminder email to customers. Delays happen. Confusion doesn't have to.

Good Etiquette = Happy Customers = A Smoother Summer

Summer tech etiquette isn't complicated. It's about setting clear expectations, communicating like a real human, and respecting your customers' time. A few quick updates now can prevent a lot of frustration later—and help your business stay calm, cool, and responsive all season long.

Because the goal isn't just to avoid problems—it's to make customers feel taken care of, even when your team is running on sunscreen and schedules.

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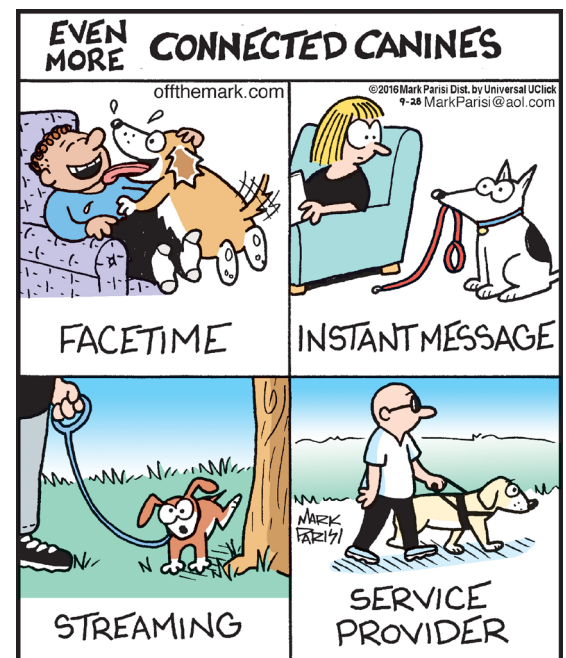
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cloudburst (like ransomware). Align your IT Roadmap with your budget to ensure you have the resources for the miles ahead.

By watching these trail markers, you'll spend less time lost in the woods and more time enjoying the journey.

Ready to blaze a safer trail?

To learn more about the specific tools you can use to automate this monitoring and the best ways to measure your progress, reach out to us! Whether you need help setting up your "GPS" or just want a second pair of eyes on your map, IT Radix is here to help you navigate.



In This Issue

- A guide for keeping your technology grounded
- How to keep your Microsoft Teams messages top of mind
- Proactive communication tips that keep clients in the loop

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Reid's Rules...

Woof! I'm back with some more tail wagging wisdom. Cathy and Doug do not like to waste anything, so they keep trying to save my old toys—the ones missing fluff and smelling like last year's mud puddle. And my dog bed is flatter than a squished squirrel. I keep telling them I need new toys and a new bed, just like they encourage their clients to get rid of old hardware and end-of-life software! Happily, I overheard them talking about ordering some new stuff. Guess they are finally listening!

Outdated tech gets slow, cranky, and full of sneaky security risks—like leaving the front door open for the neighborhood raccoons. Upgrading keeps everything running fast and safe. So, just like you recycle my worn-out toys, give your tech some love, too. After all, everyone deserves a squeaky new toy!

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Summer Tech Reads



If you're looking for a beach bag upgrade beyond sunscreen and snacks, our COO Marybeth (avid book lover and proud tech nerd) has you covered. Her first must-read is ***Project Hail Mary*** by Andy Weir—a hard science fiction survival story packed with engineering, physics, and clever problem-solving. Marybeth already read it and highly recommends it for anyone who loves a smart, fast-paced adventure with a “how are they going to solve THAT?” vibe. The ***Project Hail Mary*** movie was released in late March!

Next up are two tech-leaning titles on her summer reading list. ***The Proving Ground*** by Michael Connelly brings courtroom suspense with a very of-the-moment theme—exploring timely implications of chatbots and AI. And, ***We Had to Remove This Post*** by Hannah Bervoets is a sharp, timely read about online culture, content moderation, and the real-world impact of what happens on our screens.

Happy reading—and happy summer!