

Earth Day
Is Coming
Soon!

March 2016

JR-Tech Times



Get \$1,000 Off Your Next Project!
Check out the JR-Tech referral program inside!



We've Unearthed Some Great Solutions To Save Your Business A Little Green

Everyone wants to save a few bucks, but how do you know where to cut the budget? What can truly save you a little green without flushing your productivity and growth down the toilet? Take a look at these money saving tips to put money back in your wallet.

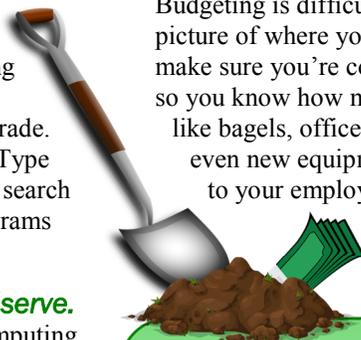
Go GREEN! Most companies think that conservation and "going green" costs more money. The truth is, it can save you money in the long run. Take time to invest in more energy efficient items for your office. For example, local utility companies often sponsor upgrade opportunities to help pay for commercial lighting, heating or cooling upgrades. These programs sometimes cover about half of the cost of the upgrade. Take a look online at energystar.gov. Type "energy efficiency programs" into the search bar and review a full directory of programs available for your business.

Cloud solutions can help you conserve. Every company uses some type of computing

equipment these days, hardware and software. However, cloud computing might help you run your entire business without bulky equipment tucked away in a back room. It also might help save money on the cost of the equipment itself, and you won't have to regulate the temperature of the storage closet or worry so much about physical server security. Cloud computing allows you to run your business with enterprise level software and makes your company more scalable too.

Review your operating expenses annually. Budgeting is difficult if you don't have a clear picture of where your money is going. Each year, make sure you're combing through every expense so you know how much money is going into things like bagels, office supplies, ink for your printers, even new equipment. Also, take time to listen to your employees and identify the major pain

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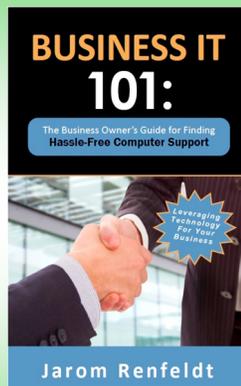


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Free Book!



Get a free copy of Jarom's book!
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Feeling A Bit Earthy?

International Earth Day was first celebrated on March 21st, 1970. Join the initiative to conserve and celebrate our great Earth.

Earth Day. International Earth Day was first celebrated on March 21st, 1970 the first day of spring. Later, Earth day was pushed to April 22nd and has since grown to reach over 200 countries around the globe.

The 2016 theme: "Trees for the Earth."

Our dear planet is always losing trees. According to the Earth Day Network, over 15 billion are lost annually from deforestation, bad forest management and development. That's about 48 football fields every minute. The Earth Day Network has announced its 2016 initiative to save 7.8 billion trees by Earth Day's 50th anniversary in 2020. That's one tree for every person on the planet!

Tree planting goals. The Earth Day Network

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\$1,000 Referral Program

We strive to provide exceptional customer service and as a natural result, we hope business owners who know us, would refer JR-Tech to other business owners in their community.

That's why when you refer a business owner to us and they become a client, we will give you **\$1,000 off your next project!**

For more information about our referral program, please visit our website:

JR-Tech.com/about-us/1000-dollar-referral-offer/

We've Unearthed Some Great Solutions...

(Continued from page 1)

points to address each year. You may find that there are just one or two pieces of old equipment in your office that cause the most frustration and downtime for your workers. Investing in a new energy efficient multi-function copier may be a great way to eliminate those old energy hogs taking up tons of space in your office.

Go paperless! The "paperless office" concept has been spreading like wild fire around the globe. We have many clients who are loving their new paperless office. We were able to help a few businesses place scanners at each desk and setup shared drives on their network so they could recycle all the old paper files in their storage. This makes for easy searching and filing so you can recycle lose documents immediately and keep your company data away from prying eyes.

Pair down your paper intake as much as you can. Another fantastic way to pair down on the paper coming

in is to use a mail service like Earth Class Mail or the Traveling Mailbox. These services take the paperless office one step further by virtualizing your physical mailbox too. That's right, no more trips to the mailbox, no more papercuts, no more waiting to see if your office manager picked up a bill or payment today. With these online mail services, you will receive an email when your mail arrives and have options for further handling.

Make energy efficiency a habit.

If you look around your office right now, I am sure you will find a handful of energy efficient products. However, if they are not setup properly they may be costing you just as much as their old counterparts. Make sure to set your computer monitors and printers to turn off at night. Powering this extra equipment down when you are away will save you money over time and also extend the lifetime of your equipment. In addition, make it a habit to roam your office and turn off all non-essential machinery when you're done for the day.

Invest in energy efficient products.

We're not suggesting you throw out all your equipment and start fresh, just be aware of the machines that are currently running your operations. If you have any equipment that is over five years old, it may be time for a replacement. Think about it. do you have any old machines in your office that are old, noisy, and slow? This could be a sign of your aging clucky equipment taking a dive.

Give us a call for your FREE

Network Assessment. We will review your current network setup and take an inventory of all your machines including your workstations, servers and firewall. That way, you can make an informed decision about what to replace and when. You will be able to see clearly which computers or appliances need attention and budget better for your businesses needs as well as focus on turning your office green.

Tips For Safe Browsing

If you think that browsing the Internet is something like reading a book, you're mistaken. IN fact, when you visit a webpage, there is a whole lot going on that you can't see.

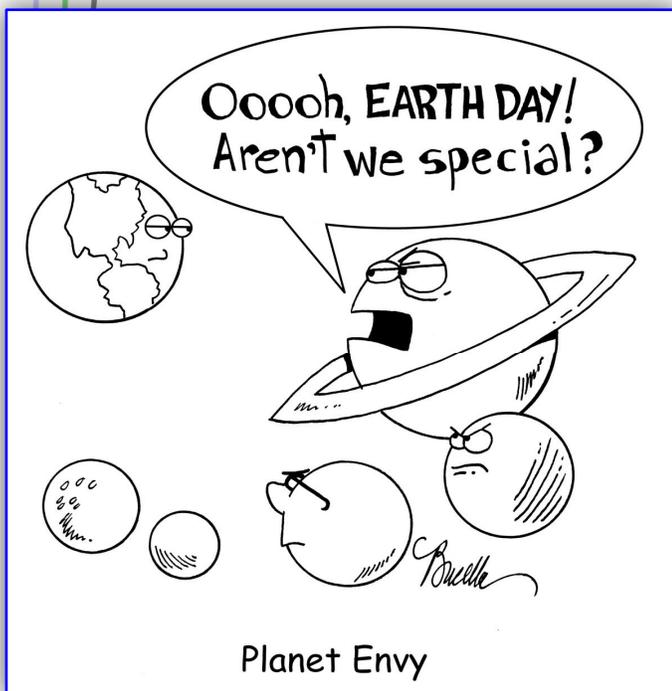
Browsing behind the scenes.

When you open a webpage in your browser, your computer and the web server are communicating. They transfer data back and forth. At any point, this data may become vulnerable to interception. Although most servers are secure and use the necessary encryption to protect you, there are websites that don't employ good security practices.

Protect yourself.

Follow these quick tips to browse the Internet safely:

- Only download software from trustworthy sites.
- Turn the basic security settings on in your browser to help you identify risky websites.
- Use an antivirus protection program and make sure it is updated regularly.
- If a website seems suspicious, don't use it.
- Never enter personal or business info in an unsecure site.



Planet Envy



Feeling Earthy...

(Continued from page 1)
is currently reaching out for partners from all levels of society to integrate tree planting initiatives. The ultimate goal is to fight climate change and pollution, support communities, protect biodiversity, and inspire everyone to be environmental stewards throughout the year.

Learn about the Earth Day Network.

Visit the Earth Day Network website online at: www.earthday.org/2016 to learn more about local events or register your event for an April 22nd Earth Day celebration (#Trees4Earth).

Recycle and help save the planet.

If planting trees isn't your cup of tea, there are other ways to help. Businesses use a ton of equipment these days to power their operations. Do your part by recycling your old computer equipment. Computers and old monitors contain circuit boards, batteries and lead that cannot be broken down. These materials can cause harm to our environment when they are disposed of improperly.

Recycling resources that can help.

Search.Earth911.com offers a tool to help you identify recycling centers near you.

The Ideal Basic Level Of Protection

A firewall is the best security roadblock you can install to help protect your business from malicious threats online.

What is a firewall? A firewall is a network device that acts as a barrier between a trusted and an untrusted networks. In fact, a firewall blocks certain kinds of network traffic in order to keep your PC safe and secured. A firewall helps screening out malicious computer viruses, worms, and hackers that attempt to reach your computer through the Internet in an unauthorized manner.

How does a firewall work? A firewall works as a filter within your network traffic blocking incoming information that's deemed unsafe. Several strategies are used by a firewall to control traffic in and out of the network. For instance, packet filtering takes small chunks of information called packets and runs them through a filter where the information is analyzed thoroughly. Firewalls only let through those packets that pass the tests.

Types of firewalls. There are two kinds of firewalls, software firewalls and hardware appliances. Software fire-

walls are generally installed on a computer directly. This is ideal for a basic level of protection against threats for remote employees or workstations that are not always in your office. A physical firewall appliance is best to cover a larger entry point like a business network in an office. These hardware components are always on and aren't dependent on your computers operating system to run. These appliances reduce unwanted traffic on the Internet and allow your business to operate more smoothly without infections.

Keep your firewall up-to-date.

If you already have a firewall, make sure to review your license annually to ensure it's active. Keeping your firewall license updated allows you to take advantage of the most recent information from the manufacturer about viruses, intrusions, spyware, Trojans, and other malicious attacks. Your firewall license may provide additional benefits too like content filtering and a support subscription.

Have questions? Give us a call. We will review your current firewall settings and licensing to ensure you're all covered.

Watch Out For Whaling Attacks Wiggling In

News about Whaling attacks have been a major concern for financial firms in the past few months. Although, we are all susceptible to attack. Be aware of the dangers and advise your staff of these new malicious emails.

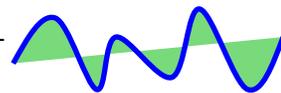
What is a Whaling attack? A Whaling attack is a refined phishing scam. Basically, hackers spoof your domain so their e-mail messages look like they are from someone inside your organization. Over half of the recent Whaling attacks have been said to come from the company's CFO or CEO.

Prepare your key employees. Make sure your key employees are aware of these Whaling e-mail attacks. They are difficult to detect because they don't contain an attachment or hyperlink like many dangerous messages so your spam filtering system may miss them all together. The goal of these at-

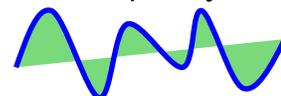
tacks is to trick recipients into performing a function like transferring funds to a specific bank account or sending login information for a work related resource. Make sure to implement standard procedures for sharing sensitive information like a password protection program or secure file server.

Recognize the risk and be prepared.

The truth is, your company will be attacked sooner or later. The real question is, are you ready? E-mail threats are on the rise and growing exponentially both in volume and complexity. The best defense is to educate yourself and your employees about best practices and implement security measures that cover your entire network.



“E-mail threats are on the rise and growing exponentially both in volume and complexity”



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Inquiring Minds...

Play It Safe With Cloud Storage. No matter what kind of business you run, cloud storage solutions are pretty enticing. However, not all cloud storage providers are created equal. There are two major aspects of cloud services you need to consider for your business aside from cost: Where is my data stored? And what is the guarantee for restoring my files if I need them?

Cloud isn't only about volume. Cloud solutions aren't always about how much you can store, but rather where the information is actually located. Is the data shipped to an offshore data center with less regulation? Make sure to ask how the data is really backed up. What type of security is in place to protect the files stored in the cloud? Ask what type of disaster recovery plan the company has in place and if they support file revisions so you can go back to an earlier version of your data files.

Guarantee. Always ask your potential cloud solution provider what their guarantee is for restoring files. How long will you wait to get your data back? Is there a fee to restore files? Just because your data is backed up doesn't really mean that it is instantly retrievable. Cloud service providers are not required to restore lost data immediately it may take hours, days or even weeks.

Test, test, test. Regardless of the solution you choose, test your cloud storage solution to ensure your files are actually backed up and retrievable. Give us a call if you have any questions or if you're not sure your current solution is holding up.

Happy St. Patrick's Day! 

Technology Aimed At Putting Time Back In Your Day.

Do you ever feel like there are just not enough waking hours in your day to get everything done? We understand. That's why we offer managed IT services for businesses. There is no reason why you should have to sweat the small stuff. Having a "go to" person to call when your computer is driving you crazy, saves you time and frustration which ultimately equals, money. More efficient operations, more efficient equipment, and more efficient programs keep the world buzzing a million miles a minutes. Here's another handy service aimed to save you a little more time.

Gas up while you work? A new start-up out of Seattle called Booster offers genius service of convenience. With the Booster app, you can order gasoline online with just a few clicks and they bring the gas station to you. Simply leave your gas cap open when you leave, and they fill up your tank while you work. Founders Frank Mycroft, Diego Netto and Tyler Raugh came up with this convenient service just over a year ago and have been operating on an invite-only basis while they kick things off. Sure to be a success, this business lets consumers bypass the gas station and keep right on driving. Besides, who ever says, "I love going to the gas station."



What On Earth Are You Paying Your Employees To Do, Browse?

In a recent survey about Wasting Time at Work, Salary.com reported that 89% of respondents admitted that they waste time at work everyday. 61% of those confirmed 30 minutes to 1 hour or more of lost productivity. Generally, this time is wasted online.

So, what can you do?

Give us a call today for your FREE Network Security Assessment. We will review your entire network and offer real solutions to boost productivity and reduce wasted time. After all, time is money.

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