

It's Back To School Time!

August 2015



JR-Tech Times

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Don't Let Bad Back-ups Bully Your Business When You're Already Down

Like most business owners, I'm sure you know back-ups are an essential component of your network health. However, too many businesses don't have all the facts about backup. Take a look at these back-up risks that we commonly find bullying local businesses.

Back-ups are inconsistent. Remember the 7th grade. You know, that awkward stage when everyone is discovering new developments with their bodies and bullying becomes more direct and hurtful. Come to think of it, everything seemed a bit inconsistent in Junior High. This type of inconsistency in your back-ups can be the difference between pushing through an attack or losing your gym shorts. Make sure your back-ups run every night to give you the most recent copies of your company data when you need them.

Your back-up is incomplete. Back-ups should include all of the data for your business from applications to stored files. You can start by mapping out your business's data. Work with a trusted IT professional to learn what information you have and where it is kept like on a server in your office or in a data center off-site. Inventory all of your data to make sure nothing is missed and make a clear map of the information you need to include in your regular back-ups.

Don't forget things like your client profiles, personnel files for your employees, general company information and marketing materials.

Not enough data was stored. Generally, there are specific pieces of data that companies are required to keep files on for a specific term like 3 years or 7 years. Most back-up systems are quite flexible regarding how much historical data they hold for recovery. Look at the point of recovery date and time for your business's data.

Often times, off-site users are overlooked. Think about every person in your office and outside your office that uses and stores company data. Your remote employees may need to have their laptops or tablets included in the back-up since they are always on the go. Do you have a strategy in place to capture these out of network files?

Servers were never put into the equation. Your business is not just what is held on each computer, but all the

(Continued on page 2)

Celebrate Our Youth

No, not our youthfulness... Sorry, we didn't find the fountain of youth. International Youth Day (IYD) is coming up on August 12th. Take time to celebrate our youth.

What's celebrated?

This observance was created by the United Nations (UN) to raise awareness about the cultural and legal issues surrounding our youth.

The first IYD was observed on August 12th, 2000. This day was set aside as an opportunity to address youth issues worldwide.

School is starting.

With educational institutions beginning the 2015-2016 school year, this time of year is focused on the health and education of our youth. The journey from childhood to adulthood can be very complex and difficult without the support and structure of our communities.

IYD's focus for 2015.

This year, the theme for International Youth Day is "Youth Civic Engagement." The engagement and participation of our

(Continued on page 3)



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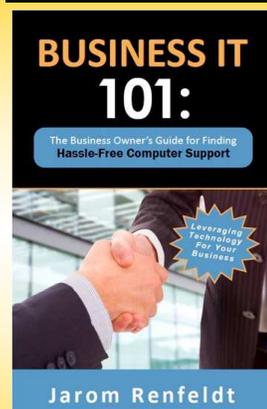
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What's Inside...

- ◆ Book Review — Scaling Up.....pg 2
- ◆ Supplies You Won't Want To Miss.....pg 2
- ◆ The Biggest Security Threat Of 2015. Are You Covered?.....pg 3
- ◆ Social Media Security Tips For Your Business.....pg 3
- ◆ Damaged Beyond Repair?.....pg 4

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Don't Let Your Back-ups Bully Your Businesses...

(Continued from page 1)

data on your computers and servers. There is a plethora of data stored for your e-mail, applications, and even website or hosted data. All of this information must be backed up to be restored gracefully.

No one documented the recovery procedures. Your business may suffer from an intrusion online, a break-in at the office or even a sabotage by an ex-employee. Regardless of the disaster, your company will need copies of your business data to restore operations. Your back-ups are the only resource to get you up and running again, but what if no one knows how to do it? Make sure there is more than one contact in your business that knows just what to do when there is a breach.

It was setup and forgotten. Test, test and test again. Make sure you don't forget that your back-ups are running. Take time

to test them each quarter to ensure all of your data is present and accounted for. It is not a question of IF your data will be compromised, but WHEN.

Our back-up is onsite. Unfortunately, this is an elementary mistake. Back-ups that are onsite with the actual data they are backing up are just as vulnerable as the original data. For example, a fire, flood, power outage, equipment failure, or theft could leave you down with no recourse if your data and back-up are both in the same physical location. Shift your back-ups to an off-site location to avoid a total loss when disaster strikes.

Losing data will always be a business risk. The question is, can you get your data back and how fast. Give us a call if you are interested in a custom solution for your business. We are here to help!

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Book Review—Scaling Up: 6 Ways To Put Your Business On The Road To Success

These words of wisdom are from Verne Harnish in his new book: Scaling Up. It Can Help You Avoid Common Growth-Stifling Mistakes. Harnish is the CEO of Gazelles, an executive education firm.

1. Don't be myopic about marketing.

Most entrepreneurs treat marketing as glorified sales support. Pay attention and plan it well.

2. Crank up the flow of qualified job applicants.

Harnish recalls a trash collecting company that used this ad to attract people who were physically fit enough to collect trash: "Would you like to be paid for your workout?"

3. Value your accountants. They will keep tax collectors at bay, issue and pay invoices, and much more. But hire one who can gather the data you need to see where you're making money by product, customer, location and salesperson.

4. Teach your people well. According to Harnish's interview with Fortune, they

need to be able to predict where the market is heading and be able to communicate about the company's goals, values, and priorities. Give them time to attend classes, conferences and seminars so they can learn.

5. Fight process paralysis. Functions like recruitment, billing and customer service are likely to have hallway closets. Clean them out rather than just throwing more money at them. Streamline the workflow.

6. Invest in systems. Harnish says growing companies should upgrade their infrastructure at three critical points. At 10 employees, get a better phone system. At 50, invest in sophisticated accounting software. At 350 employees, develop a single database that links all key information, so a simple change of address by a customer doesn't trigger a cascade of mistakes.

Remember, procrastinating on this will stall your growth. Your rivals have already made these changes.

Supplies You Won't Want To Miss

There are a bundle of new technology products hitting the market this fall. Here is a little taste of the new supplies to look for.

Microsoft released Windows 10 and 3/4 of businesses are looking to make the change. Microsoft is running a free upgrade for all Windows 7 and 8.1 users but you have to upgrade in the first year. This new OS features a new start menu, voice-control features, the Project Spartan browser, a multiple-desktop feature, and even touch support for Office apps.

Ikea's wireless charging station. Ikea has been working hard to break into electronics. They've released a number of charging pads and furniture items with charging stations built right in. Take a look at the new electronic line up at ikea.com and check your local Ikea for availability.

Livescribe Smartpen. This handy little product actually captures your handwriting and stores it for you. When it is paired with your tablet or smartphone, your notes are all synchronized and available in a digital format for easy sharing and reference.

SnapLite Desk Lamp iPhone 5 Scanner.

Don't miss this one. It is just what it says, a lamp that doubles as a scanner just for your iPhone 5. Oh, so handy.



Celebrate Our Youth

(Continued from page 1)

youth in political, economic and social groups is a huge step in teaching them to be actively involved in our future.

How can we help?

Cultural events, workshops, and a variety of national and local government meetings around the world are gearing up for August 12th. Call a school, college, or community group in your area to inquire about volunteer opportunities. Visit the United Nations website for more information: undesadspd.org/youth/internationalyouth-day/2015.aspx

Get involved and make a change.

Don't worry, if you don't have time to break away from work to organize an event, you can help by spreading the word about IYD. Event something as small as Tweeting, Facebooking, or Instagraming about this observance or local events will help.

Organizing something new?

If you're ready to dive in, organize an event and let the UN know. They will add your IYD event to their activities map online for all to see. Visit the website above for more details or e-mail youth@un.org for further information. You can get some ideas from the United Nations toolkit at: <http://bit.ly/1f7gC4S>. Happy IYD.

Windows Server 2003 End-of-life Is The Biggest Security Threat Of 2015. Are You Covered?

If you are still using Microsoft Windows Server 2003, Microsoft has already ended support for this operating system and your company is at risk. What does this mean? How can you make a change?

What does Server 2003 do for me?

Server 2003 is an operating system or OS that may live on your server. An OS manages all of the software and hardware providing a stable and consistent environment for your applications to run. Essentially, it is the framework that structures your server.

What does EOL mean? EOL simply means, end-of-life. Support has ended and there will no longer be security patches. This leaves you unprotected from malicious viruses, spyware, and other harmful software. Microsoft will no longer provide technical support related to this widely-used operating system either. While you can still continue using the OS, your system will be tremendously vulner-

able, and any sort of intruder will have a chance to harm your entire network.

What does it mean to migrate to a new operating system? Migrating to a new operating system means transferring the entire environment over to a new platform much like moving into a new home. We won't sugar coat it, this migration won't be easy; it is an investment for the future of your organization. However, a new operating system will keep you safe from future problems that will crop up from using and outdated OS.

Let's migrate together. There are a variety of options available including Windows Server 2008 or 2012 as well as cloud solutions to fit the needs of your business. Give us a call if you are ready to explore the options. We will assess your current operations and present you with a complete plan for migration to a safer environment.

Social Media Security Tips For Your Business

According to CeBIT, studies show that 3/4 of customers reference social media before making decisions. Now more than ever, social media has become a resource for marketing your business. Are you present? If so, take a look at these tips to stay safe online.

Social media steps up in marketing. Social media has become a grand outlet for businesses to spread the word about new promotions, breakthroughs, and even community involvement. Often businesses will have more than one person involved in one resource or another, i.e. Facebook, LinkedIn or Google+. So, how can you encourage healthy social media habits?

5 tips for healthy social media posts.

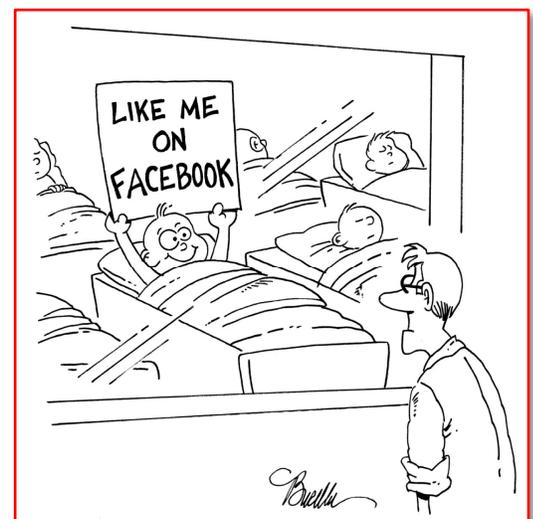
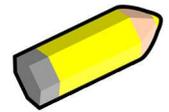
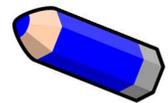
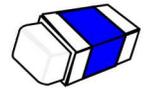
First, avoid disclosing details about your business. Explain how these inside details can be used maliciously to hurt them or the company. Second, create a social media policy for your company. Third, don't ban social media. This may encourage people to break through the security at your company. Fourth, teach employees how to manage their privacy settings so they can stay safe online. Finally, the fifth one is to keep your IT providers updated on the policy so they can dig into the trenches with you and combat online-security issues in your network before they erupt into a serious threat.

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Emergency

Low Priority

Inquiring Minds...

Damaged beyond repair? Or ready for the school year.

Have you ever had a computer virus that just made you want to drop your computer out the window? Stop! Wait! No need.

Did you know viruses, Trojans, worms and malware were not created to damage your hardware? That's right, you don't have to throw away that old infected computer. Attacks are more than likely pointed at the data and software on your machine. So, what can you do?

Assess the damage. While infections are annoying, they are rarely a sign to toss your hardware. Check in with your local IT company to see if they can repair the system or wipe it completely and reload it. Be careful though, make sure to set clear expectations with any repair shop. Set a threshold for time spent on repairs like, "please call me after the first hour or two of work and let me know your recommendations." This way, you won't spend more money on the repair than the system is truly worth. Ask for a full assessment, an estimated time for repairs, and a dollar value for a replacement so you have all the facts before you make a final decision.

Repair or purchase new. This question generally comes up with very involved infections. Something that takes 8-10 hours of repair time may not be worth the work when you can buy a whole new computer for the cost of the repairs. If your computer is over 5 years old, we strongly urge you to consider a new solution with a more robust operating system and greater capacities. With each new release we see greater capabilities in laptops and tower computers.

JR-Tech Instant Support Helpline: 951-319-4060

What is a computer worm? A computer worm is a free-standing piece of malware that replicates itself in order to spread its infection to other computers. This type of infection feeds off of your computer network to access additional workstations and multiply. However, this type of infection doesn't rely on programs to stay alive. Worms generally eat up your bandwidth instead of corrupting files.

Computer worm delivery methods. Most worms are spread from person to person through communications. There are e-mail worms, instant message worms and even net worms. These worms are generally spread through files sent as e-mail attachments, links to the web, FTP resources, even peer-to-peer file sharing networks.

How can I protect my business from harm? Make sure your computers, PC's, laptops, tablets, Macs and smartphones have an anti-malware program running and kept up-to-date. Frequent updates are critical. They give you all the specifications for new infections so you are protected when you're under attack. If you think you are fighting an infection or are interested in an anti-malware solution, give us a call. We're here to help.

Firewall Management

No one likes to receive a poor grade when their equipment is inspected, but we've found a lot of firewalls are sorely neglected. They just look like an unassuming box in the server room, they can't be that important, right?

Wrong! Your firewall is the first line of defense for your company to combat the malicious nature of the internet. Keep your firewall online and up-to-date and keep your company safe from harm.

Call JR-Tech today about how you can get a FREE Firewall during the month of August with our Managed Firewall Service Special!

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