

April 2017

TECHNOLOGY TIMES

*Insider Tips To Make Your Business
Run Faster, Easier And More Profitably*

7 WAYS TO DODGE A DATA DISASTER

You stride into the office early one Monday morning. You grab a cup of coffee, flip on your computer and start checking e-mail... A note pops up that rivets your attention: "Your files have been encrypted. Send \$5,000 within five days or they will all be destroyed." You start sweating as your throat constricts and your chest tightens. Sure enough, every time you try to open a document, the same message appears. Your phone rings. It's Bob in accounting, and he's having the same problem. All files across your entire network have been encrypted. You contact the local police. They suggest you call the FBI. The FBI says they can't help you. What do you do next?

a) You pay the five grand, desperately hoping you'll get your data back, or...

b) you calmly call your IT pro, who says, "No problem, your backups are all current. No files were lost. Everything will be restored by noon, if not sooner."



If your answer is "b," you breathe a sigh of relief and get back to work as your backup plan kicks in... Ransomware attacks are more common than ever, especially at smaller companies. That's because small companies make easy marks for hackers. The average small business is much easier to hack than high-value, heavily fortified targets like banks and big corporations. According to Time magazine, cybersecurity experts estimate that several million attacks occur in the US alone every year. And that figure is climbing. So how can you make sure you never have

Continued on Page 2

"As a business owner, you don't have time to waste on technical and operational issues. That's

where we come in! Call us and put an end to your IT problems finally and forever!"



Will Nohman
Founder & CEO
Vector Choice

Inside This Issue...

Seven Ways to Dodge A Data Disaster...Page 1

Seven Ways to Dodge A Data Disaster (continued)... Page 2

Work-From-Home System Guide...Page 2

New Gadget: Virtual Reality Headset...Page 3

Outsourcing Isn't a Dirty Word...Page 3

Employee Spotlight...Page 3

Cassette Audio Tapes are making a Comeback... Page 4

Skype into the White House Press Room... Page 4

The Lighter Side of April... Page 4

Trivia Question... Page 4

Continued on Page 2

to sweat a ransomware attack or other data disaster? One sure solution is having a solid backup

plan in place. When all your data and applications can be duplicated, you have plenty of options in the event of an attack. Here then are seven ways to make sure you're in good shape, no matter what happens to your current data:

Insist on regular, remote and Redundant processes. A good rule of thumb is 3-2-1. That means three copies of your data is stored in two off-site locations and backed up at least once per day.

Don't cheap out on disk drives. Less expensive arrays that save money can leave your data at risk. Get features like a redundant power supply and hot spare disks.

Guard against human error. Make sure people doing backups know exactly what to do. Take people out of the loop and automate

wherever possible. And watch for situations where backups aren't a part of someone's regular duties.

Check backup software settings routinely. When new software or updates are put into service, a change in the way the settings are configured can cause incomplete backups, or backups that fail. Do the people who maintain your backups include this on their regular to-do list?

Make sure critical files aren't getting left out. As resources are added and priorities shift, documents and folders can get misplaced or accidentally left off the backup list. Insist on a quarterly or annual meeting with your backup management team to make sure all mission-critical files are included in your organization's data recovery systems.

Address network issues immediately. Any component in your network that isn't working properly can introduce another point of failure in your backup process. Every juncture in your network, from a misconfigured

switch to a flaky host bus adapter, can hurt your backups.

Ask for help with your data backup and recovery system. You cannot be expected to be an expert in all things. Yet data is the backbone of your business – its protection and recovery should not be left to chance. Leverage the knowledge, skill and experience of an expert who stays current with all the latest IT issues.

Data Recovery Review Reveals Backup System Vulnerabilities

Don't let your company become yet another statistic. Just one ransomware attack can result in a serious financial blow if you're not prepared. Visit our website TODAY or call by April 30 for a FREE IT Assessment by Vector Choice. We'll provide you with a complete on-site assessment of your current backup system to check for and safeguard against any gaps that could prove financially lethal to your business.

The Ultimate Small Business Guide To Setting Up A Work-From-Home System For Your Staff

WORK FROM HOME GAMEPLAN

"The Ultimate Small Business Guide To Setting Up A 'Work From Home' System For Your Staff"



Secrets Every Business Owner Must Know Before Installing A 'Virtual Network' To Allow Employees To Work From Home, On The Road, Or From A Remote Office

You will learn:

- ✓ What telecommuting is and why so many small businesses are rapidly implementing work-from-home programs.
- ✓ The single most important thing you MUST have in place before starting any work-from-home or remote office initiative.
- ✓ How one company slashed its turnover rate from 33% to nearly 0% – and increased productivity by 18% – by implementing a “work from home” program.

Claim Your FREE Copy Today at www.vectorchoice.com/WorkFromHome

Shiny New Gadget Of The Month:



Thought Oculus Was King? Think Again

Once upon a time, Oculus Rift ruled the world...

The virtual reality (VR) world, anyway. Not so much anymore. Now that VR heavyweights Sony, HTC and Samsung have entered the ring, there's a whole new reality in, well...VR.

Sony's PlayStation VR was recently crowned "Editor's Choice" by PC Mag. And, if you happen to own a compatible Samsung Galaxy smartphone, such as the S7 or S7 Edge, you can get "untethered" VR for just \$100. You'll pay four times that for the Rift, HTC's Vive or Sony's PlayStation VR – all tethered sets, requiring a clunky cable from headset to hardware.

Vive has the most advanced technology, but Rift is nearly as sophisticated and sells for \$200 less. You could shell out that much for the Rift's hand controllers, but, according to PC Mag, they're well worth it. So while Oculus may not be king, it's still a serious contender.

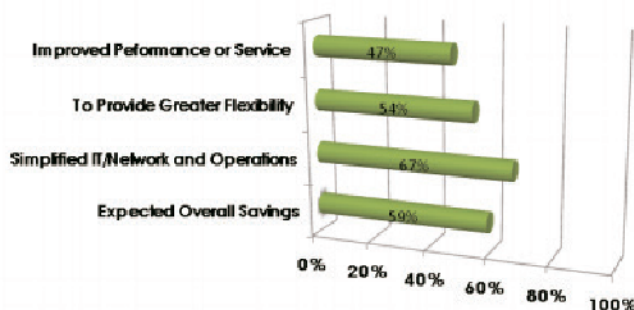
Outsourcing Isn't a Dirty Word: Meet Managed Services, Your IT Team's New Best Friend

Many small-to-medium-sized businesses have some incredibly gifted and skilled IT employees on staff that are burdened with way too many responsibilities and tend to get stuck in a routine each day. These employees would be solid contributors to your business if they weren't running around extinguishing tech fires and handling monotonous tasks that are less than their skill-level and pay-grade.

A good Managed Serviced Provider acts as an extension of the business they are servicing. Small-to-medium-sized businesses and Managed Services Providers work very closely together but caution must be taken, as any internal IT staff will likely consider a Managed Service Providers presence to be intrusive and a threat to their job security. Small-to-medium-sized businesses must convince their internal staff that embracing the cloud and leveraging the service desk and RMM tools of a Managed Service Provider will only make their jobs more manageable and less stressful. Freeing them from monotonous tasks will allow them to work on projects such as developing applications, concepts, and strategies that will benefit the company or organization's bottom line rather than spending the day tending to the intern's computer after she clicked a malicious link in a phishing email.

Your existing IT employees can do so much more for your business as you cut costs by exploiting the tech industry's best practices, latest tools, and newest technology.

Why SMBs Are Choosing Managed Services



Employee Spotlight: Michael Marooney

Michael Marooney just began his journey with Vector Choice and has a long way to go to becoming a world renowned networking engineer and coder, however, he is eager to get there. Mike is currently one of our first responder technicians that will often go onsite to support end users. Mike has several years' experience in customer support and truly enjoys the connections and relationships that are built through providing excellence wherever he goes. He currently holds an associate's degree in psychology and has worked as a PME technician for four years in the Marines.

Cassette audio tapes (remember those?) are making a comeback.

Compact disk sales are declining, yet vinyl records have enjoyed a resurgence over the past several years. And last year, cassette sales rose to 129,000 units, an increase of 74% over 2015. So, what's up with cassettes – why so popular all of a sudden? Actually, the numbers are still miniscule compared to the 105 million CDs sold in 2016. Yet the bump in cassette sales reflects a growing appetite for tangible items that fans can cherish. Also, it doesn't hurt that artists like Justin Bieber, Eminem and Prince brought tape reissues to market. Or that online retailer Urban Outfitters has exclusive deals to sell their cassettes, as well as vintage gear to play them on.

As of January 31, “outsiders” can now Skype into the White House Press Room

This enables journalists outside the Washington, DC, area to ask questions during White House press briefings. It's part of the Trump administration's strategy to keep in touch with people outside the beltway. Journalists attending via Skype must be at least 50 miles from the DC area. All political questions aside, it's just another example of business (or, in this case, government) taking advantage of available technologies. Or, in this case, finally catching up... Skype, the world's largest video calling service, is nothing new – it's been around since 2003. Sometimes it just takes a while for users to figure out how to make tech work to their advantage.

Who Else Wants To Win A \$25 Gift Card?

The Grand Prize Winner of last month's Trivia Challenge Quiz is Dana Atwood! She was the first person to correctly answer my quiz question from last month!

Now, here's this month's trivia question. The winner will receive a gift card to AMAZON!

In the original Roman Calendar, which month was March?

- a) fifth b) ninth
c) first d) seventh

E-mail Us Right Now With Your Answer!

info@vectorchoice.com

The Lighter Side:

1. National Poetry Month
2. Flower: Daisy and Sweet Pea, they symbolize Innocence
3. Boston Marathon is held in April, this year it is on April 17th
4. More often than not April showers do NOT bring May flowers
5. Birthstone: Diamond
6. Titanic Sank on April 15th 1912

HOLIDAYS:

- 1 - April Fool's Day
- 2 - World Autism Awareness Day
- 9 - Palm Sunday
- 14 - Good Friday
- 16 - Easter Sunday
- 17 - Patriot's Day Third Monday
- 18 - Income taxes due (most years it is due on the 15th)
- 22 - Earth Day (U.S.)
- 26 - Administrative Professionals Day formerly "Secretaries Day"
- 27 - Take Your Daughter to Work Day (4th Thursday)

