

TECHNOLOGY TIMES

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

Pop Quiz: You Just Discovered One Of Your Employees Had Their Smartphone Stolen... Quick What do you Do?

Over the last couple of months, we've come across some alarming statistics that you should know. Studies show that as many as 16% of smartphones are lost or stolen each year with only 7% of the stolen devices ever being recovered. Despite the fact that 60% of the missing smartphones are deemed to contain sensitive or confidential information, 57% of these phones were not protected with available security features, leaving the company exposed! In fact, only 14% of companies currently have a mobile-device security policy in place. The bottom line is, no matter how careful your employees are with their smartphones, losing a smartphone (or having one stolen) is likely to happen to you or your employees at some point in time.

In the hands of even a relatively unsophisticated hacker, all of your smartphone information can quickly be siphoned off. And time is of the essence for taking action. Criminals will remove the battery of your phone to prevent "remote wipes" of your data by your IT staff and then use a room without mobile access to break into the phone. This is akin to giving a thief the key to your data and the code to deactivate the alarm.

Asking employees to be more careful IS a good step in the right direction, but accidents happen and thieves are always on the prowl. That's why it's so important to take measures to lock down and secure any mobile devices you and your staff use to access your company's network.

Here are just a few steps you can take now to be prepared:

1. **Strong Passwords.** Enforce a strong mobile-device password policy and make sure your employees can't leave devices unlocked and vulnerable.
2. **Enable Device Wiping.** Prepare to be able to wipe both company-issued and personally owned devices that access company data. Make sure your employees are signing off on this before they add company data to their phones.
3. **Have A Plan In Place.** If a phone is lost or stolen, act quickly! If you happen to find the phone again, then the data can likely be replaced; however, stolen data in the hands of a criminal can rarely ever be taken back!



"As a Business owner you don't have time to waste on technical and operational issues. That's where we shine! Call us and put an end to your IT problems finally and for good!
- Shawn Butt,
Zaphyr Technologies

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Inside This Issue...

How To Protect Company Data On An Employee's Lost Smartphone...Page 1

3 Critical Elements That Can Guarantee A Fast, Pain-Free Recovery...Page 2

R.I.P Windows XP...Page 2

Want To Take Notes From Page To E-mail Or Word In Seconds? Here's How...Page 3

4 Reasons You Might Be Wasting Good Advice...Page 3

The Internet Of Things...Page 4



There Are 3 Critical Elements You Must Have In Place To Guarantee A Fast, Pain-Free Recovery Of Your Critical IT Systems In The Event Of A Data-Erasing Disaster, Yet Most Businesses Don't Have Even *One*

When it comes to backing up and protecting your Agency's critical data, you need to know for certain – **without any lingering doubts** – that you could recover your files and be back up and running again fast after a natural disaster, server crash, hacker attack or other data-erasing event. Here are 3 critical elements you must have to guarantee a painless recovery when things go wrong.

Critical Element #1: Secure, Encrypted Off-site Backup

While we recommend that you have on-site backup, it's absolutely **critical** to keep an encrypted copy of your data off-site as well. If a fire burns your office to the ground – or a thief breaks in and steals your server and equipment – or a natural disaster floods your office or makes it impossible to access your PCs and server – the on-site backup will be useless to you. And copying your data to an unsecure device and carrying it home every night isn't the safest or smartest system either. Data needs to be encrypted to prevent it from falling into the wrong hands.

Critical Element #2: A Data Recovery And Disaster Recovery Plan

A HUGE mistake many people make is thinking that data backup is the same as disaster recovery – it's not. Many people are shocked to find out just how long and arduous the process is to get all their data back after a disaster – and that's IF they have a good, clean copy of ALL their data (most are surprised to find out they don't). Just having a copy of your data isn't enough; you need to have a plan in place to get everything re-stored quickly, which is something that many solutions don't offer.

Critical Element #3: Test Restores

After you have a good backup system in place, you need to test it regularly to make sure it works. Point is, there's something wrong if you aren't doing this simple check at least once a month. If your current IT person is not doing this, you can't have any confidence in your current backup system.

R.I.P. Windows XP (October 25, 2001 – April 8, 2014)



As of April 8th Microsoft has stopped all support on Windows XP. If you are operating machines with XP past this date then you increase your risk of Security Breaches .

Give us a call if you have any systems that still have Windows XP or if you have any questions about this.

Shiny New Gadget Of The Month:



DigiMemo – Digital Notepad And Pen

While many people have converted to electronic methods of note-taking by using tablets and laptops, there are still a few hold-outs who prefer to use good old-fashioned pen and paper. Transferring, sharing and saving electronically is the one setback to this classic way of doing things. Well, not anymore. Now you can go from paper to e-mail or Word in seconds.

The DigiMemo with 32MB memory and memory card slot is an amazing stand-alone digital notepad that digitally captures and stores everything you write or draw with ink on ordinary paper, without using a computer or special paper.

When connected to a PC via USB, the DigiMemo easily organizes your notes with its powerful, included DigiMemo Manager Software in Windows or Mac. Want to e-mail your notes and drawings straight out of the DigiMemo? Simply launch Mail software, press the send function and off it goes!

For the 8-1/2" x 11" digital notepad, an online writing function can instantly synchronize your writing on the paper with the page in its software in Windows.

Get yours today at:
www.SkyMall.com

4 Reasons You Might Be Wasting Good Advice

Have you benefited from all the good advice you've received over the years? Have you experienced times when you got great advice and it didn't work?

Don't we all want good advice from whoever can give it? There are times when even the best advice doesn't pay off. Here are four reasons you might be wasting good advice.

Reason #1: **You don't think you need it.**

You can't help somebody who doesn't think they need it, and these people aren't usually seeking good advice. Sometimes someone who doesn't think they need it asks for advice for appearances, or to ingratiate themselves to someone.

Even if the non-learner stumbles upon worthwhile information in a speech or seminar, they will dismiss it: it becomes seed falling among the stones.

Moral of the story: don't ask for advice unless you really value and need it. Asking to patronize someone will usually backfire, especially if you don't take their counsel.

Reason #2: **The advice is good but you're the wrong person.**

The relevancy of the advice is dependent on the person and their situation.

I'm always amused when I hear a new salesperson say they don't need to prepare because they know a sales legend in their company who successfully "wings it." Really? Might it be that the successful old pro has prepared so much over so many years that he or she makes it look effortless?

Likewise, you might be past the point in your career where the advice offered is relevant. It might apply to someone with less experience, but it won't reward you where you're at in your journey.

Reason #3: **You get good advice at the wrong time.**

Sometimes advice arrives when you're not in a position to apply it immediately. There are more urgent or pressing matters to attend to, or you don't have the necessary resources. If this is the case, put it on your "to do as soon as possible" list.

Sometimes it is the "wrong time" in that the advice might be too uncomfortable or painful. You need to wait until you're able to accept it gracefully.

Reason #4: **You don't recognize it as good advice.**

You might not like the advice you're getting because it is difficult or painful to accept. The best advice often comes from friends and colleagues who love us enough to tell us the truth. Don't let the unpleasantness of advice prevent you from recognizing its value.

So what is good advice? It is information relevant to you and your business based on where you are at a particular point in time. Advice that comes too late or too early won't be helpful to you. And you need to be receptive to what it suggests you do.

Introducing Our First Newsletter!

Welcome to Zaphyr's Newsletter. This will inform you of any new Product's and Services that we have to offer. It will also inform you of any important Events in the upcoming Months. Also some information about our employees so you get to know us better.

If you have an questions or if you have any suggestions e-mail Stefan at:
Stefan.Bilanych@zaphyr.net or call the office at 973-560-9050

The Internet Of Things

In January, Google purchased home automation company Nest Labs, the maker of the Nest Thermostat, for \$3.2 billion. This purchase was a huge sign that big companies (like Google) very strongly believe that we will soon live in a world where everything is connected online.

This new world has been coined "The Internet Of Things" and will soon be the reality of the world that we live in. Consider that high-quality sources estimate that by the year 2020, between 26 and 30 billion devices will be connected to the Internet and more than half of these devices will be everyday appliances such as thermostats, refrigerators, parking meters, trash cans and such.

SAP describes the "Internet Of Things" as everything from smartphone apps that control your home's lights and temperature from afar to real-time analytics that help ease traffic congestion and city parking woes.

Imagine a world where:

- ◆ You can find a parking spot and reserve it with your mobile wallet before you arrive.
- ◆ Traffic stoplights adjust to real-time conditions automatically to improve the flow of traffic.

Municipalities detect trash levels in containers to optimize trash collection routes.

- ◆ Municipalities detect trash levels in containers to optimize trash collection routes.
- ◆ Car insurance companies can track your actual miles driven and allow you to pay insurance only for the miles that you drive.



This is just the tip of the iceberg, and if Google's projections are true, you are going to see huge adoption of these devices coming fast.

Happy Holidays!

All of us from Zaphyr Wish you and your employees a happy and safe Holiday!



The Lighter Side: Spring Is In The Air



- ◆ If you stand at the equator on the first day of spring, you will see the sun pass directly overhead. This only happens two times a year: the first day of spring and the first day of autumn.
- ◆ Baby birds are born with the ability to sing, but they must learn the specific songs of their species. They are thought to acquire these songs between 10 to 60 days of age and begin to sing them the next spring, when they have matured at about 300 days old.
- ◆ Spring fever is real! It commonly occurs when a sudden warm spell follows a long cold period. When the temperature rises, there's a dilation or expansion of the blood vessels so that blood can be carried to the body surface where heat can be lost quickly. This makes some people experience an energetic feeling.
- ◆ Spring cleaning often accompanies spring fever. And with the warmer weather, windows and doors can be open, which allows ventilation for dusting and the fumes of cleaning products. It has been suggested that spring cleaning dates back to the Persian New Year, when they practice "Khoneh Tekouni," which means "Shaking the house." Another possible origin can be traced to the ancient Jewish custom of cleansing the home in anticipation of Passover.
- ◆ Children tend to grow a bit faster in the spring than during any other time of year.