NEOLORE
NETWORKS INC.

# TECHLORE

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

## INSIDE THIS ISSUE:

"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 forever!"

-Jim Stackhouse
 NeoLore Networks Inc.

## 3 "Techie" Reasons You Can Be Thankful This Season

### 1) Cyber Thieves Keep A-Knockin' But They Can't Come In.

A study presented at the International Conference on Dependable Systems and Networks showed that small-business networks are attacked every 39 seconds by some type of hacker or malicious software. Thankfully, having the proper firewall and office network security tools can prevent even the most determined cyber hacker from getting his hands on your network.

### 2) Downtime Should Be A Thing Of The Past.

Thanks to monitoring and maintenance tools that are openly available, any reputable computer company can now actually notice when things go awry and prevent your computers from having issues. Hot fixes, patches and security updates are generally items that, when maintained on a regular basis, keep a network healthy and up and running. If, for some reason, your network still has some kind of downtime, cloud-based remote management tools allow your IT professional to access your system from anywhere, getting you up and running more quickly than ever before.

### 3) If Disaster Strikes, You Can Be Back Up & Running In Minutes Instead Of Days.

3) In addition to lost data, many businesses' operations would be completely down for days or weeks if a major disaster like fire, flood or theft ever occurred. Here's where Backup & Disaster Recovery solutions (BDR) can help you feel very thankful indeed. Most of today's BDR solutions include a "virtualization" component, which means an exact "picture" of your server and computers is taken throughout the day and stored elsewhere. If you ever need to get back up and running, your IT company simply restores that image… and you're back in business.

**WANT TO FEEL THANKFUL INSTEAD OF FRUSTRATED WITH YOUR COMPUTERS?**

**CONTACT NEOLORE NETWORKS TODAY TO MAKE SURE YOUR COMPUTERS AND SERVERS ARE RUNNING IN TIP TOP SHAPE! 613 594 9199**

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## 12 Little-Known Facts and Insider Secrets Every Business Owner Should Know About Backing Up Their Data and Choosing a Remote Backup Service

If your data is important to your business and you cannot afford to have your operatons halted for days - even weeks - due to data loss or corruption, then you need to read this report and act on the information shared. This report will outline the most commonly made, costly mistakes that most small business owners make with their data backups.

To view this report visit http://www.neolore.com/free-stuff/reports/12factsaboutbackups/

# 7 IT Policies And Procedures That Companies Under HIPAA Regulations Must Have

HIPAA and HITECH have been around for quite some time. Even so, many companies covered by these laws are way behind the times when it comes to actual implementation. And when you really think about it, even companies not covered by these laws should have the requisite policies and procedures in place.

1. Access Control Policy. How are users granted access to programs, client data and equipment? Also includes how administrators are notified to disable accounts when needed.

2. Workstation Use Policy. Requiring secure passwords, monitoring logins and limiting unsuccessful logins are just a few of the basics covered. Policies also need to cover basic security best practices such as not allowing

passwords to be written down or shared with others.

3. Security Awareness Training. Organizations must ensure regular training of employees regarding security updates and what to be aware of. You must also keep an audit trail of your reminders and communications in case you're audited.

4. Malicious Software Controls. You must have documented policies for the frequency with which anti-malware and antivirus software are updated and what happens if an infection/outbreak occurs.

5. Disaster Recovery Plan. How you respond to emergency situations (of all shapes and sizes) must be fully documented and tested regularly. A full Disaster Recovery Plan is something our company can help you with.
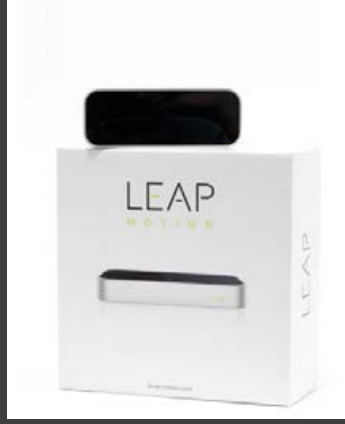
6. Media Disposal Policy. How do you dispose of old computer equipment and data? You must have policies and procedures in place that cover exactly how all equipment is properly disposed of and logged.

7. Review And Audit Procedures. There's much more to HIPAA compliance than the 6 items discussed here; however, be certain also that whatever you do has a firm audit trail/log that shows that everything has been executed according to plan.

These are just starting points. If you're subject to HIPAA or just want to make sure that your company is covered by these simple best practices, contact our office and we'll be happy to review these areas with you.

# 3 Simple Tricks To Get More Done Every Day

In today's crazy-busy world, who doesn't want to cram more "done" into your day? We've got 3 really simple things you can do to get more work done for the hours you're putting in.

1. Use dual monitors. According to a University of Utah study, you can increase your efficiency by 25% just by adding a second monitor. Performance measures included task time, editing time, number of edits completed, limit the number of errors made, as well as usability measures evaluating effectiveness, comfort, learning ease, time to productivity, quickness of recovery from mistakes, ease of task tracking, ability to maintain task focus, and ease of movement among sources. All of these factors combined show truly increased productivity.

2. Block social media sites and/or other non-work related content online. THIS one won't be popular for a lot of people, but if you want to get more done, then take the distractions out of your day. Of course if your job is "social media director" for your company, this doesn't apply; for all the other workers in your office who don't NEED to go on Facebook, Twitter and YouTube to do their job, this will remove the temptation to "snack" on social media sites throughout the day, which add up to hours wasted on entertainment surfing. Content filtering software can easily manage which sites you can and cannot go online to view, also keeping employees from gambling, searching for jobs, reading the news or visiting sex sites.

3. Set up remote access. It's incredibly easy to access files, e-mail and programs from home (or while on the road) these days using cloud technologies or other remote access applications. Not only does this allow people to keep working when forced to stay home with sick kids or to wait for the plumber to show up, but employees would also put in several more hours of work on their own initiative if they could easily jump on their home PC and put in a few hours.

# The Lighter Side: Random Aviation Facts

November is National Aviation History Month. To celebrate, here are some random aviation facts that you will likely find interesting:

- A Boeing 737 weighing 150,000 pounds (68,000 kilograms) must deflect about 88,000 pounds (40,000 kg) of air — over a million cubic feet (31,500 cubic meters) down by 55 feet (16.75 meters) each second while in flight.
- Airline doors and windows are often inset a few millimeters from the fuselage so that they'll expand to be flush with the fuselage during flight.
- A commercial aircraft door will not open in flight because it is actually bigger than the window frame itself, and the door opens inward toward the cabin. To open, it must be opened inward, rotated and then slipped sideways out of the frame. Even if the door could somehow be opened, it would be like lifting a 2,200-pound (1,000-kilogram) weight

# Would You Rather Text Than Talk? Essential Tips For Business Texting

Most people use their iPhone or Android for almost everything these days. Your spouse even texts you to grab some milk at the store or to tell you they'll be gone when you get home. It's quick, easy and gets the job done. Why not in business too? If you're going to text for business purposes, follow these 7 texting tips to keep it professional:

1. Consider if your message is urgent. Your text may interrupt your recipient…be sure there's a good reason for that interruption.

2. Is e-mail better? Most people prefer business communications via e-mail as it better respects their time and ability to respond appropriately. Text messages are also easily lost if sent at a bad time.

3. Do they only e-mail you? If yes, respond to them in the same way. If they e-mail, send an e-mail. If they call, call them back.

4. DON'T TYPE IN ALL CAPS. DON'T YOU FEEL LIKE SOMEONE IS YELLING AT YOU WHEN THEY TYPE IN ALL CAPS? DON'T SEND E-MAILS OR TEXTS IN ALL CAPS.

5. Proofread your message. Ever heard of "Auto-Correct" horror stories? Some can be downright embarrassing. If you're taking the time to write the message, take the extra seconds to proofread.

6. No abbreviations! Your recipient shouldn't have to decipher your text message with a decoder ring. Be as clear as you can with proper grammar and pronunciation. No sense in risking losing a customer who gets fed up with your messages.

7. Include your name in the message. Not everyone knows who you are simply by your cellphone number. Always assume that the person doesn't know who the message is coming from.

If you do text in a business environment, especially with a customer or prospect, follow these 7 tips to ensure that you are perceived as the true business professional that you are!

# Who Else Wants To Win A $25 Gas Card?

The Grand Prize Winner of last month's Trivia Challenge Quiz is Steve S! He was the first person to correctly answer last months quiz question: When did the fortune cookies get introduced in Japan?

c) 1800s

Now, here's this month's trivia question (The answer can be found in this newsletter). The winner will receive a $25 gas card!

Name one of the three simple tricks to get more done every day.

Call (613) 594-9199 right now with your answer!