Funny Business

SEPTEMBER 2018 IMPORTANT CALENDAR

3 · Labor/Labour Day
6 · NFL Season Kicks Off
9 · Rosh Hashanah
11 · 911 Remembrance
13 · Friday the 13th
18 · Yom Kippur
21 · International Peace Day
28 · Ask a Stupid Question Day

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5K Technical Services

ASSESS | ON-BOARD | MANAGE | PROTECT | OPTIMIZE

Computers Crashing? Need A Second Opinion?

Kick off your IT support by calling in the IT Experts. During the month of September, 5K Technical Services is helping a few local companies who need a more reliable computer services company. Call (469) 656-3159 or email info@5ktech.com and book your FREE Onsite Consultation.

Ready To Kick Off A Great IT Support Relationship?

5K Technical Services Presents:

Tech Times

What Can Companies Do To Prevent Privacy Violations?

Whether it's physical, virtual, or in the cloud, discovering and blocking sophisticated threats in the network is at the forefront of every company's mind. However, businesses are finding that more and more data violations are taking place when network security centers on the edge of the network are not giving equal protection to the network itself. Security at the perimeter of the network has received most of the attention from data protection companies. What many internet service providers and businesses have neglected is protecting what lies within the network. What can your company do to solidify your network and protect you from hackers on the inside?

5 Ways to Prevent Privacy Violations

Prevent Data Theft with Patches
If a company's IT department is inattentive when it comes to the application of patches, security vulnerabilities and other bugs can easily creep into a network. A patch is simply a set of changes to a computer program and its data that are created to update or fix a liability or get rid of a virus threat. Rapidly growing networks today are comprised of a wide range of networks, including the IoT and the cloud. Keeping track of the equipment inventory and the maintenance of this vast network can be a daily trial. For a company to protect its technology, applying patches is no longer an option but a necessity.

Protecting a Network with NIDS
With cloud computing as a way of life, cloud computing security is a mandatory requirement. Network-based Intrusion Detection System (NIDS) is one of the solutions for enhancing the security aspect of cloud computing services. NIDS discovers and monitors attacks within the network. NIDS is a signature-based technique with an identification data packet throughout the network.

Using Behavior-Based Analysis
Zero-day attacks to a network occur within a time frame, known as the vulnerability window. They are vulnerabilities that have not yet patched the software containing the weakness. Hackers can engineer malware that exploits compromised systems and steals valuable data. New high-level attacks are operating various techniques to evade protective measures and attack the network connections without even being noticed.

Installing Web Application Firewalls
Although many attacks are caused by phishing emails or known, unpatched vulnerabilities, web-based attacks are becoming more the norm. Software that probes and calculates information directly in the data center is commonly targeted. A web application firewall (WAF) is a filter that is designed to go before you and sift through incoming traffic detecting potential threats and malicious activity. It is one of the most common means of protecting against attacks at the application layer.

Incorporating Network Segmentation
The modern network needs to be able to handle access through varying devices and an assortment of application and data flows. Businesses can markedly improve their network safety by installing Internal Segmentation Firewalls (ISFW). Network segmentation works by splitting a computer network into subnetworks. If the defense perimeter is breached, an access point penetrated, or if there is an attack from inside the network, ISFW prevents the spread of such threats.

How Do I Find the Right IT Managed Services Provider?

Identifying the Right IT Services Provider for Your Business

IT service providers, also called managed services providers (MSPs), are in the business of managing a company's IT needs. IT service providers can offer their services both remotely and on-site. They normally render their services by one of two ways:

- On an output-basis model
- On a fixed-price subscription model

Pricing Model Breakdown
IT service providers often offer pricing models that are broken down per-device, per-service, per-user, and an all-inclusive subscription model. Since managed service providers charge for their services using several pricing models, it's wise to evaluate what the essential needs of your business are in order to get the best bang for your buck.

The Balancing Act of Business Growth and IT Support
As your business starts to take off, your IT support will need to increase as well. Navigating both where your business is headed and how to manage that growth with proper IT support can be a delicate balancing act. So often, business owners tend to focus on growing their business rather than on their IT support, leaving their company open for easy attacks from online predators.

What exactly do businesses need to look for in a managed IT services provider?

Ability
The first thing to look for is an IT support provider that has a proven track record of hiring and employing properly trained employees that are well versed in both IT and the company's vision. Look for company reviews with remarks stating that their staff is furnished with the right skills and experience to successfully execute all the expected IT tasks.

On-Call IT Support
A necessary service for most companies is fast IT support. You never know when servers or computers might break down. Who can you call for any problem? Will they get there right away? When combing through a company's review section, look for their quick response rates and their on-site support. A good IT provider will be adept at hiring experts in their respective fields that they can turn to when you have a problem.

Keeping up with the ever-changing world of information technology means exploring new solutions as they become available to your business. When searching for the right IT services provider for your business, look at their years of experience. Check the type of industries they have worked with. Read over their client's testimonials and reviews. When setting up a meeting with the IT company, make sure to have a summary of your business needs on hand. Come armed with a thorough list of questions for the IT consultants. With in-depth research, you will be able to determine the right IT managed services provider for your business.

Do You Know How to Add Email Signatures?

Step-by-Step Instructions on How to Add your Email Signature in Outlook, Outlook.com, and Gmail

Creating a signature that will leave a lasting impression at the end of an email is essential in today's business world. However, users often struggle to know which font to use, how to make it stand out, but not make it too flashy, and so on. If your company doesn't specify a detailed way to create a signature, you may end up searching for professional email signature examples every time you change jobs, get a promotion, or feel the need to improve your current signature.

Let's take a look at how to add a signature to the two most popular email platforms used today: Outlook and Gmail. We will also identify shortcuts and tips to make your experience using these email platforms easier and more effective.

Outlook – Frequently Used Keyboard Shortcuts

Knowing keyboard shortcuts can speed up the process of sending emails, formatting documents, and searching through the toolbar. Let's look at some great shortcuts for Outlook.

Go to Home tab: **Alt+H**
New message: **Ctrl+Shift+M**
Send**: Alt+S**
Insert file: **Alt+N, A, F**
New task: **Ctrl+Shift+K**
Search: **Ctrl+E Alt+H, R, P**
Reply: **Alt+H, R, P**
Forward: **Alt+H, F, W**
Reply All: **Alt+H, R, A**

Forward: **Alt+H, F, W**
Reply All: **Alt+H, R, A**
Copy: **Ctrl+C or Ctrl+Insert**
Send/Receive: **Alt+S, S**
Go to the calendar: **Ctrl+2**
Create appointment: **Ctrl+Shift+A**
Move to folder: **Alt+H, M, V, select folder**
Attachment SaveAs: **Alt+JA, A, S**

Navigating Through Outlook Using Shortcuts
Outlook has great shortcuts that can quickly allow you to hop around from email to calendar, and so on. Let's look at these shortcuts.

Switch to Mail view: **Ctrl+1**
Switch to Calendar view: **Ctrl+2**
Switch to Contacts view: **Ctrl+3**
Switch to Tasks view: **Ctrl+4**
Switch to Notes: **Ctrl+5**
Switch to Folder list in the Folder pane: **Ctrl+6**
Switch to Shortcuts: **Ctrl+7**

Adding an Email Signature to the Desktop Version of Outlook

Step One: To begin, open up your Outlook email client and click on File.
Step Two: In the file window, click on Options.
Step Three: When the Options window pops up, click on Mail.
Step Four: In the Mail section, scroll down to Signatures.
Step Five: When the Signature window opens, Click on New.
Step Six: In the Signature window, type in your signature and add a company logo if you desire.

Once you have completed this process, you can select New Email to see the signature you've created.

Wrap Up
There you have it! Easy ways to add a custom signature to today's most popular email platforms. Plus, as a bonus, all the shortcut keys you need to make sure you're saving time and being productive each day.

What Security Precautions Should You Take If Using Snapchat?

What Is Snapchat And What Business Uses Does It Have?
Snapchat is a form of now commonly used social media more recent than Facebook, Myspace, or Twitter. It's unique in that it allows users to create pictures or messages that are only available for a short period of time before they become inaccessible to viewers. This is considered a convenient self-cleaning of media in addition to its other features. Just like Facebook timelines and Twitter feeds, users are allowed to create original "Stories" as 24-hour feeds of content presented chronologically through the app.

A "Discover" feature allows businesses to have an interactive exploration of their products or services. The app was developed for mobile technology and continues to evolve with the emphasis on virtual 'stickers' and affected 'reality objects.' Although not all features are unique to the software, business uses of Snapchat can include some pretty attractive features:

- Frequently updated postings
- Promotion through marketing channels
- Creating sponsoring lenses
- Allowing people to explore content through interactive features
- Integrated content created by users
- Promotion of products or services through discounts and promotion code marketing
- Promoting new products

One of the best features that users love is that SnapChat allows celebrities and other people of interest to directly access the app. This means you might be able to view Jennifer Garner's favorite places to eat or check out LeBron James on vacation in Italy.

Many of today's top organizations are now successfully using the Snapchat app, including:

- Taco Bell
- Disney
- Gatorade
- Starbucks
- McDonald's
- AT&T
- Many others

As with other widespread social media programs, Snapchat can be used in traditional business practices including the social media marketing mix, brand strengthening processes, community engagement, and brand awareness.

According to The Social Media Examiner, over 100 million people use the app every day, responsible for up to 400 million snaps each day, and while 71% of the estimated billion viewers are between the ages of 18 to 34, it is considered one of the fastest growing networks. Access to live events can be provided through streaming, and the NBA is an example of a major organization that has been taking advantage of this.
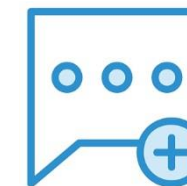
Private content can be delivered through the software, and contests and other perks can be added to the organization's storyline. Internal developments can be shown through the service while users can partner with influencers. People can also effectively "follow" organizations analogous to post subscriptions available on Twitter or Facebook.

**What Are The Security Risks And Why Should I Be Concerned?**

Snapchat's features can be more convenient for some users, but it has security risks that may also be unique and therefore uniquely be concerning to users. The software, in short, may not be as private as it may seem. The creative nature of the app means that much of the user provided content is not covered by the same privacy and protection offered through other social media services like Facebook and Twitter.

The "snaps" that are made and posted can be potentially retrieved with software tools, and both forensic analysts and hackers alike have some potential to exploit this. According to the Telegraph, it is possible for hackers to intercept Snaps in transmission processes despite levels of encryption. This is due to the potential for decryption through a form of reverse engineering possible through the Android application package file.

This does not mean that Snapchat is less secure than services such as iMessage, but it is likely less secure than many people assume. Another potential issue is the possibility that a business will not have access to records if claims are made regarding the nature of posts that have automatically deleted. This could result in dually unfounded claims in court that can cost the organization funding and negative publicity if nothing else.

Conclusion
SnapChat can be a powerful business tool that lets your company connect directly with your consumers, fans, and other interested parties. However, by following a few security protocols you can protect your account against hackers and other intruders. As with all your IT technology, hackers are always on the look-out for weak perimeters that will allow them to come in and steal from you.
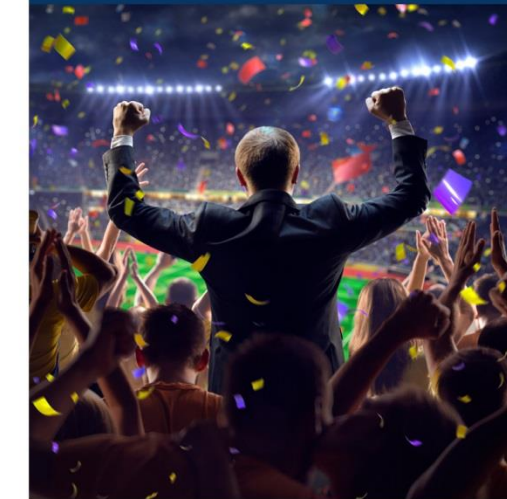
Quotes of the Month

"In order to succeed, we must first believe that we can."
Nikos Kazantzakis

"The secret of getting ahead is getting started."
Mark Twain

"Your present circumstances don't determine where you can go; they merely determine where you start."
Nido Qubein