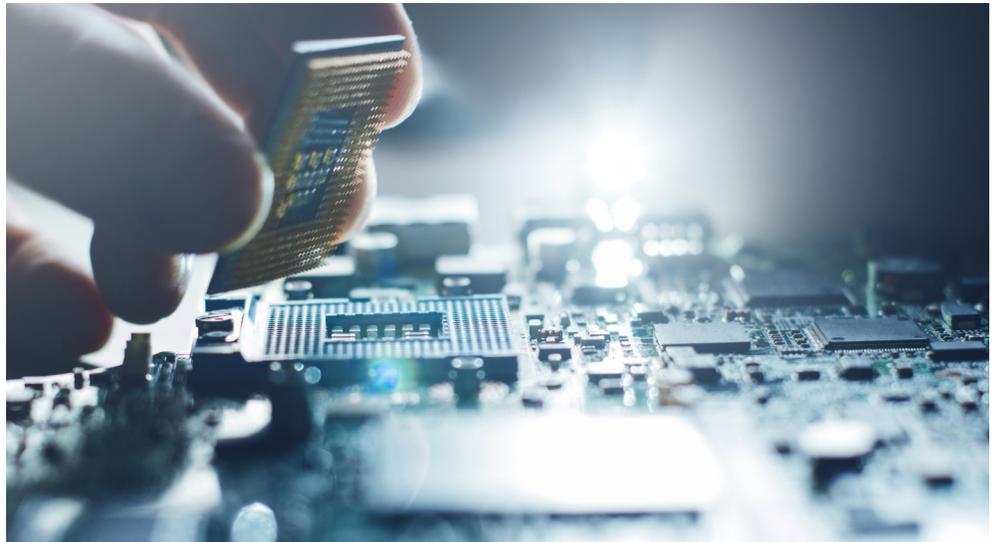


Digital Times

“Practical Advice To Make Your Business Run Faster; Easier And More Profitably”



“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!”
- Jay Burgess, President
Computer Worx



Do You Really Want The Cheapest Computer Technician Working On Your Company’s Network?

These days, small businesses are more dependent on IT systems than at any other time in history. Because of this, even the slightest technological hiccups in our cyberspace-centered workflow can have expensive, lasting consequences. Perhaps the most dramatic illustration of this occurred back in 2013, when Amazon went dark for half an hour. Sure, it was a paltry 30 minutes, no big deal, until you consider the megagiant was theoretically hemorrhaging \$66,240 every 60 seconds, based on their quarterly revenue.

Of course, your company probably isn’t a staple of international commerce like Jeff Bezos’ beloved brainchild. Because of this, many small business owners think that a downed server or small security breach here and there won’t matter

too much for their bottom line. For these unlucky few, IT takes a backseat to more “pressing” issues, and they go the cheap route with their technicians. This cost-cutting solution seems like the idea of the year, and will undoubtedly work great for the business — until it doesn’t.

Maybe your long-time technicians fail to notice a piece of outdated equipment, and your server gives up the ghost during peak business hours. Virtually all work grinds to a halt, and your employees are forced to wile away the two hours shooting three-pointers into the trash bins. Add up the two hours of wasted wages for your entire team, the financial cost of missed business, and the much more intangible loss of customer goodwill as they struggle with diminished service on

continued on pg2

JANUARY 2018

THE COLORADO FRONT RANGE

Inside This Issue...

Do You Really Want The Cheapest Computer Technician Working On Your Company’s Network?

...Page 1

The IT Buyers Guide

...Page 2

Shiny New Gadget of The Month

...Page 3

A Note From The President: A 2017 Review And A Look Ahead

...Page 3

Tidbits: All Under \$10, With Online Passwords?

...Page 4

About Town: Your Monthly Entertainment Options

...Page 4



continued from pg1

a workday, and you'll come up with a sum that disabuses any business owner of their illusions about "cheap" IT.

And that's not even close to the worst-case scenario. Imagine, for a minute, that your technicians assure you, despite the lack of regular monitoring and maintenance, your network is secure. These words of comfort sound nice until the day a team of expert hackers actually attempt to access your systems, and find outdated, ramshackle security solutions in place. At that moment, your business becomes a criminal's playground. They're free to access financial information and personal data of your customers and employees, hijack your business to send out floods of malicious software and spam, hold nearly every aspect of the company ransom for thousands of

“These words of comfort sound nice until the day a team of expert hackers actually attempt to access your systems, and find outdated, ramshackle security solutions in place.”

dollars, and cause chaos to their hearts' content.

The fact is, fixing problems is a lot more expensive than preventing

them. When you cut corners and utilize subpar IT professionals (if any at all), you're paying for an array of shoddy, Band-Aid solutions that will be applied piecemeal, and usually too late, like a finger plugging a hole in a dam. But when you make a substantial investment in

your IT support, you're investing in the most basic aspects of the future of your company.

Robust network security, dependable computers and servers, consistent internet access, and other fundamental components of your company network are far from luxury items. These days, technology forms the scaffolding upon which

businesses run. If any piece of the operation fails, the whole system suffers, usually accompanied by a fat financial penalty.

There is an ever-growing, endless list of potential technological pitfalls that can have permanent consequences for your business: teams of hackers zeroing in on vulnerable small businesses, rogue employees with a grudge, lost laptops, aging and unreliable hardware, fire, natural disasters, and IT "professionals" that have no idea what they're doing, to name just a few. As technology progresses, and companies depend increasingly more on it to stay competitive, it simply doesn't make sense to relegate IT to the neglected corners of your budget.

When it comes to business, there's a lot to worry about these days. A total collapse of your company's technological infrastructure doesn't need to be one of them. Invest in a robust, managed IT package from tried-and-tested professionals, and leave the worrying to the experts. You can rest assured that our IT team of experts truly has you covered.

FREE Report: The Business Owner's Guide To IT Support Services And Fees



- The three most common ways IT companies charge for their services and the pros and cons of each approach.
- A common billing model that puts ALL THE RISK on you, the customer, when buying IT services; you'll learn what it is and why you need to avoid agreeing to it.
- Exclusions, hidden fees and other "gotcha" clauses IT companies put in their contracts that you DON'T want to agree to.
- How to make sure you know exactly what you're getting to avoid disappointment, frustration and added costs later on that you didn't anticipate.

Claim Your FREE Copy Today at
www.ComputerWorxIT.com/ITbuyersguide

Time Out Trivia: Except for leap years, January always begins on the same day as what other month?

Shiny New Gadget Of The Month



AirSelfie: The New Way To Take A Selfie

Move over, selfie sticks — it's time to take photo tech to the skies. The new AirSelfie, a pocket-sized camera equipped with four rotating fan propellers that allow it to take flight, aims to revolutionize the way we take pictures. The palm-sized device promises to take 5-megapixel, HD photos from up to 65 feet in the sky, steadied by an anti-vibration shock absorber that ensures images stay crisp and clear.

The hovering camera is the product by AirSelfie Holdings, an international team of developers and engineers, and is designed from the ground up to integrate seamlessly with your phone. To use it, all you do is slip it out from its charging case (which attaches directly to your smartphone), use the app to direct it to the desired height and orientation, and snap an aerial picture or video. The tech is available now, and with a \$320 price tag, comparable to many other modern cameras. Check it out at AirSelfieCamera.com.

A Note from the President: A 2017 Review and a Look Ahead

Well, 2017 sure did go by quickly. Every year goes by faster and faster. I would like to figure out how to slow it down a bit, but pretty sure that isn't possible. We had a good year at Computer Worx and I'm happy to report we kept ransomware pretty much at bay with all the tools we have implemented over the past few years. Our security suite of Microsoft patching, Webroot antivirus and OpenDNS content filtering has done a solid job of keeping our clients secure. We have also started selling firewall as a service, and some of you have already signed up for this. Joel sent out a note about this not too long ago, but basically this is a firewall with the Unified Threat Management subscription (UTM). They call this a next-generation firewall because it has another layer of protection and detects things like viruses, and spyware, and provides intrusion detection. The nice thing is we manage it and make sure everything is up to date and you just pay the monthly subscription.

We continue to grow and have added a few new faces this year. Nate Hutton joined our team as a Senior Systems Engineer. Austin Dwyer as Business Development Associate is working in our marketing department, and John Grein Senior Systems Engineer decided he missed IT and is back working with us again. Currently we are up to 13 employees and have a top-notch team with lots of diversity and expertise. We have been working hard on IT processes, so everything is uniform and running smoothly. We start each day with a quick 10 to 15-minute team call which helps to make sure we are communicating, holding each other accountable, and providing support. (You might try that in your own business especially if it is a service business.)

Over the past year we have implemented lots of great reporting tools to share the current status of your IT infrastructure. We look forward to the 2018 strategic business reviews to not only share the reports, but also work on client budgets, and review new technologies that are coming to the pipe in the months ahead.

Speaking of new technologies, if you have an on-premise Exchange server running email locally, we would like to talk to you about migrating to Office 365 hosted Exchange. We've already migrated many

of our clients to this service, which provides high availability access without the maintenance and possible issues associated with an Exchange Server.

Most of you probably didn't know this but we also provide hosted server solutions. This could be a QuickBooks server, or even a file server. We can host desktops too. We recently migrated one client to a completely virtualized environment. Our hosted servers are in a datacenter in Boulder and a backup in NYC. They live in a rack in the datacenter where we own all the hardware. This is much different than having your data hosted at a place like Azure or Rackspace, and more than likely cheaper and faster. We have all the tools in place to make sure everything is redundant so there isn't any single point of failure all the way down to backups for quick server restores if ever needed.

Another improved technology is VoIP phone systems. We sell one system that is working very well for our clients. The call quality is great and the system has all the features you could want. We also sell a couple of really nice on-premise phone systems if you just don't trust hosted, so just reach out if you are in the market for a phone system.

The last technology we offer that you may not be aware of is again related to cyber security. We are able to get a list of all email accounts in your domain that have been comprised. An example of this would be when some company gets hacked and all the email and passwords get stolen. These then get stored on the dark web and can be sold and used to get into some of your legitimate accounts online. We provide you with the list and/or work with those employees that are on the list to change their passwords. Reach out if you want more info and pricing on this. Our goal is to keep our clients happy and continue to be ahead of this ever-changing thing called IT. If you have any questions about any of this don't hesitate to reach out to me personally at jburgess@computerworx.com. Have a great year and we will see you soon.

Dedicated to your success,

Jay Burgess
President
Computer Worx

Tidbits

Apps That Make Our Lives Easier, All Under \$10

With new apps flooding the market every day, it can be difficult to pick out the ones that will assist you instead of just inspiring buyer's remorse. But there are dozens of apps that, despite their miniscule price tag, can have a small but lasting impact on your day-to-day.

Take Dark Sky (\$4) for example. An up-to-the-minute accurate forecasting app that will break down weather information for exactly where you are at any given moment, down to when the expected rain or snowstorm will start and stop.

You can also check out Notability (\$9.99), which Business Insider calls "one of the best things to ever happen to note-taking." The app allows you to mark up PDFs and photos, take voice recordings, and a number of other functions, with everything stored in the cloud.

Those young people mentioned above who have trouble keeping more than one password might appreciate 1Password (Free), a dedicated place to guard all your passwords behind one difficult-to-hack password.

BusinessInsider.com 10/26/2017

Are Your Kids Careless With Online Passwords?

With corporations taking hits left and right from cybercriminals, security on the Internet has become more important than ever. Still, even as many of us step up the security of our online presence, stragglers who believe they're immune to such attacks abound.

Based on a recent survey from Statista, young people are more careless with passwords. Thirty-four percent of people aged 18-to-34 years use the same password for "most online logins," compared to only 20% of the 35-to-54 demographic, and only 13% for those older than 55. In addition, a whopping 10% of 18-to-34-year-olds use the same password for all their online keys.

It goes without saying that this is bad practice. It can be all too easy to hack into a single, less secure account, but if different passwords are used for separate logins, it becomes much more difficult to access more important files in, say, a Gmail account or bank login. Not so if the passwords are identical.

BusinessInsider.com 10/18/2017



About Town

Your Monthly Entertainment Options

Saturday January 6

Tennis

Ogden Theater

Sunday January 7

Public Art Tour

Colorado Convention Center

Sunday January 14

Hot Rize

Boulder Theater

Monday January 15

St. Vincent

Fillmore Auditorium

Tuesday January 16

David Bromberg Quintet

L2 Church

Friday January 19

In The Heights

The Performing Arts Complex

Saturday January 20

Bela Fleck

Macky Auditorium

John Michael Montgomery

Grizzly Rose

L.A. Guns

Herman's Hideaway

Wednesday January 24

G3

Paramount Theater

Saturday January 27

Otis Taylor

Caribou Room

The Guards at The Taj

Dairy Arts Center