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ITR Technologies, LLC
"Serving All Your Computer & Network Business Needs"

Tech Talk



Fear may be a valuable business tool

It's important in business to make decisions rationally—not allow them to be based on fear. Still, let's face it, these are scary times for businesses.

What keeps you awake at night? Are you cautious about new strategies, nervous about keeping customers satisfied, tossing and turning over keeping your equipment running efficiently?

The best way to fight fear is to tackle it head on. What if some of your fears are not in your area of expertise? Then tackling your fears could steal precious time and revenue from your business and customers.

It will bring you peace of mind, and save you time and money. Let us calm your fears concerning computer equipment and data. Using one of our monthly service plans, it's easy to budget for peace of mind.

Fear of failure: What would happen if one of your key computers failed? Or your main hard drive went down? Worse yet, what if a natural disaster destroyed part of your data? Would you be able to recreate your data and access it fast enough to meet your customer's needs? Off-site backup services are crucial to prevent loss of data and to speed your recovery.

In addition, preventative maintenance will save money and keep your equipment running smoothly. Periodically investing in

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Who Wants to Win a \$20 Starbucks Gift Card?

What *phobia* means you have an intense fear of Halloween?

- A. Samhainophobia
- B. Hallowohobia
- C. Necrophobia

E-mail your answer to info@itrtechnologies.com. All correct answers will be entered into a drawing for a \$20.00 Starbucks gift card.

Good Luck!!!

Consider engaging a professional to conquer your fears in areas where you and your staff are not experts.

The creepiest, scariest, and most diabolical creatures may be in YOUR office!

No, your office isn't haunted, and you probably don't need to call ghost busters or an exterminator...yet.

How much time do you spend at your desk every day? Do you occasionally cough or sneeze? Laugh heartily? Touch your face or eyes? And do you eat lunch right over your keyboard? Keyboards harbor more germs and bacteria than almost any other infected surface you can name.

Did you know? The average keyboard has 3,295 germs per square inch, while the average toilet seat has about 49 germs per square inch. When surveyed, only 20% of office workers reported cleaning their keyboard at least once per week.



Give clean a chance Antibacterial wipes will help clean your keyboard of surface germs. Don't forget the mouse and telephone handset while you're at it. Occasionally you should disconnect your keyboard and use a can of pressurized air to blow dust and crumbs out from between the keys. Do this outside so you don't spread germs throughout the office!

Silicone covers are available to protect keyboards from dust, food, and disease. When dirty, peel them off, wash and dry, then re-install. Dishwasher-safe keyboards are also available for medical facilities where cleanliness is a matter of life and death.

If your keyboard becomes helpless, consider replacing it and starting over!



Fear as a business tool...

(Continued from page 1)

good hardware and software checkups prevents problems before they occur.

Fear of attack: Viruses, worms, and cyber attacks are real threats in business today. New and ever more dangerous attacks may lurk just outside your door.

A security plan includes more than virus prevention software. Regular updates and patches to your operating system and desktop software should be included to keep your business safe. Setup and configuration processes also protect your business. We keep abreast of the industry's best practices and can schedule regular updates for you.

Fear of falling behind: October marks the beginning of the fourth quarter when many companies think about investing in

computer equipment to take advantage of tax deductions before the end of the year. They also plan for the upcoming year. Your competitors are also undoubtedly planning, and if they use technology as a key differentiator, you may want to review your technology strategy as well.

We can provide you with budgetary estimates. We have access to the best technology and prices, plus we can package hardware with setup, configuration, and software installation services. We can also schedule now to ensure your project is completed by your deadline.

Technology and data are key assets for your business. Worry about them, fret about them, but don't lose sleep over them. Call us... We can help! Call us at 713-344-1618, option 2 or fill out the Contact me form on our website www.itrpro.com. We look forward to serving you.

Convenient flash drives harbor malware

It's handy to use a small storage device like a USB drive and have Windows automatically load a window so you can review the contents. Or is it?

Walmart offers a cool USB flash drive shaped like a key ring with 4 gig of space for only \$17.99 with free shipping. Staples has a 4 gig retractable model for \$7.99. They're not only cheap, but they're so convenient and easy to use that school children buy them and companies give them away as promotional items.

Popular with hackers Not surprisingly, then, the most common type of malware today is spread by these portable storage devices. When inserted into a computer, the devices use Windows AutoRun feature to immediately display their contents.

Hackers use the AutoRun feature to automatically install malicious software on a user's PC when an infected removable stor-

age device is plugged in. The notorious Conflicker worm spread this way a few years ago. This type of virus is particularly dangerous because it doesn't even require a user to click to get it started.

Virus checking software will notify you when you are infected by one of these viruses, IF you have the latest virus definition files. Hackers change viruses frequently so regular updates are key.

A number of computer setup strategies, such as scanning files on access and restricting administrative privileges on individual workstations, are effective ways to prevent malware entry from flash drives.

Who you gonna call? We are experts at protecting you from this and many other types of threats. If you or your employees use these convenient drives, let us help make sure it's safe for you and your systems.

— Elizabeth Taylor

For those of you who participated I am sure you can relate to the overwhelming feeling of being a part of something so huge and meaningful. Personally, I have had two close friends diagnosed with breast cancer in the last few months—and it was impossible for me not to get emotional.

We look forward to participating in this event again next year and invite you and your company to join us.

ITR Raced for the Cure

On Saturday October 2, 2010 the ITR Team participated in the Komen Houston Race for the Cure. This years Race was a record breaking year for Houston! More than 35,000 people filled Downtown Sam Houston Park to celebrate life, hope, and survivorship and honor those loved ones we have lost to breast cancer.



L-R: Lis Miller, Russell Quinn, Mark & Elizabeth Taylor



Sherri & Sam Sengsouvanha with granddaughters Ava (standing) and Addison.

Horror Stories: Tales from the Trenches

— Candace Doler

This is a series that will allow you an opportunity to look into your colleagues' real world business lives, in order to learn from their mistakes - without having to make those mistakes! These are actual incidents from real organizations. No names or other identifying information is included.

6 out of 10 organizations will experience some type of major technology disaster that will end up costing them thousands. That doesn't even include the lost productivity, lost sales, and damaged credibility that result when a company can't operate or fulfill its promises due to a network failure. What's most exasperating about this situation is that nearly 100% of these disasters and restoration costs could be completely avoided, easily and inexpensively.

Most organizations have no idea of the importance of regular preventive maintenance and disaster recovery planning. They are already swamped with more immediate day-to-day fires that demand their attention. If their network is working fine today, it goes to the bottom of the pile of things to worry about.

Very often no one is watching to make sure that backups are working, that virus protection is up-to-date, or that the network is "healthy." This is like saying you're too busy driving your car on the highway to put on your seat belt. Taking that simple preventive step doesn't really show its true value until you get into a collision. Then, you are either extremely relieved you had your seat belt on, or incredibly sorry you didn't.

The same holds true for your computer network. If your company depends on having access to the information stored on your server or PC, it's time to get serious about protecting it from damage or loss.

Why are you especially vulnerable? With the constant changes to technology and daily development of new threats, it takes a highly-trained network engineer to properly maintain even a basic network. The costs of hiring a full-time IT person are just not feasible for most organizations. To save money, many organizations designate someone as a part-time IT manager. This rarely works out, especially when the person already has another full-time job to do, or is not skilled enough to properly support an entire computer network. The result is a network that is ill-maintained and unstable. It also means that backups, virus updates, and security patches don't get timely attention, or are set up improperly, giving a false sense of security.

It's only a matter of time before the network crashes. If you're lucky, it will only cost you a little downtime; but there's a chance it could end up costing thousands.

While it's impossible to plan for every potential computer disaster or emergency, there are a few easy and inexpensive measures you can put into place to help you avoid the vast majority of computer disasters. These include:

- ⊙ Make sure you are backing up your system
- ⊙ Perform regularly scheduled data restores to make sure your backups are working properly
- ⊙ Keep an off-site copy of your backups

If you are not doing the above 3 steps *at a minimum*, your network is an accident waiting to happen. The most important thing is to take immediate action towards protecting yourself.

One of the biggest, costliest mistakes you can make is to ignore this advice, with the false hope that such a disaster could never happen to you. Call ITR today at 713.344.1618 x2 and we can make sure that you are covered.





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your computer
goblins without the
cost of a full-time
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Inquiring Minds...

Fun Halloween Facts In the US, Halloween is the second largest commercial holiday, with Americans spending nearly \$7 BILLION on Halloween merchandise and activities last year.

A new Guinness world record was set last year for the "Biggest Pumpkin." A couple from near Canton, Ohio, brought in a pumpkin weighing 1725 pounds. That was 35 pounds more than the previous winner in 2007.

Count those calories—even fun size candies pack a calorie punch. A fun size of M&Ms is 86 calories, while a single Reese's Peanut Butter Cup is 100 calories. A Smarties Roll is only 25 calories.

Chocolate is better than hard candy for your teeth. Chocolate contains tannins, which slow down the formation of plaque on the teeth, and it usually stays in the mouth a shorter time than hard candies. The only thing better? Sugar free gum.

Snopes.com, one of the world's leading authorities on hoaxes, notes there are NO police-documented cases of people randomly giving out poisoned candy to children on Halloween. They do document very scary and sad instances where the poisonings investigated weren't random at all!

More than 10% of people dress their pets for Halloween. There are some great online sites—take a look at the options on www.buycostumes.com where you'll find lady

bugs, bumble bees, pirates, firemen, and even a punk costume, all for your best friend.

A night in Movies are a great way to celebrate the Halloween season, but not everyone is comfortable with horror films. Here are some classic and fun movie options readily available on DVD:

Hocus Pocus, starring Bette Midler, Sarah Jessica Parker, and Kathy Najimy, is a fun romp through modern day Salem with a 300-year-old trio of witches set on recapturing their youth.

Little Shop of Horrors, starring Rick Moranis, is a great musical film version of an off-Broadway comedy-horror-musical hit that ran for years.

Beetlejuice, starring Michael Keaton and Geena Davis and directed by Tim Burton, is about ghosts trying to reclaim their beloved house. There's good music in this classic, too!

**Is your computer creeping
you out?**

We can help!

**We walk you through a full
system evaluation and repair
options then work with you to
order and install the products
you need.**

(713) 344-1618

