



*“Insider Tips To Make Your Business Run Faster, Easier, And More Profitably”*

## How Would You Like To Have This Corporate Embarrassment On Your Record?

“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!”  
-Matt Weaver, Echo Systems

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Back in April, the largest known e-mail security breach took place when Epsilon, an online marketing corporation, had their *clients’* lists of e-mail addresses stolen by sophisticated cyber thieves.

Epsilon was in charge of maintaining the e-mail databases and campaigns of some of the largest corporations in the country, including 1-800 Flowers, Best Buy, Walgreens, JPMorgan Chase, Capital One, and more. In fact, there’s a good chance that you’ve received multiple “apology” e-mails from these vendors.

While some said the breach didn't cause a whole lot of damage, I disagree. Essentially, these cyber criminals now have the ability to invent highly sophisticated phishing attacks by creating e-mail offers that look like legitimate promotions coming from companies they (the people whose e-mail addresses were stolen) buy from and trust.

And though it’s already common for cyber thieves to impersonate credible organizations with what appears to be legitimate e-mail messages that seek to verify account information, this recent breach of security allows cyber thieves to be smarter and even more targeted with their scams.

### Two Key Lessons:

First, you need to be a lot more wary of e-mail promotions and communications that ask you to provide your credit card information or to validate your account information (username, password, social security number, etc.). No valid company will ever ask you to send important, confidential information in that manner.

Second, this breach serves as a warning to all businesses that they must have the MOST up-to-date security systems in place for their computer network, especially if you handle client data such as credit cards, bank accounts, social security numbers, passwords, client lists and more. Epsilon has responded to the security breach, apologizing to all of those affected, but the damage is done to their organization, not to mention their clients.



## Shiny New Gadget Of The Month:

mobileme

If you're a Mac device junkie and have a Mac at home, a PC at work, an iPhone in your pocket and an iPad in your car, check out MobileMe. This software allows you to store email, contacts and calendars — even shared ones — in the cloud and automatically keeps them in sync across all your devices.

Other cool features include the ability to remotely locate a lost iPhone or iPad. And if you're certain it fell into less-than-honest hands and you don't think you'll be getting it back any time soon, you can remotely wipe the device clean of all your data.

The Gallery enables you to create a beautifully displayed online gallery of your photos and share them with others in just a few clicks, allowing your friends and family to add photos of their own. And the iDisk app gives you the power to store and share large files online as well as access them remotely.

MobileMe costs only \$99 for a year's subscription and \$149 for a family pack that gives you one individual account with 20GB of storage and 4 family accounts with 5 GB of storage. Not sure if it's right for you? Then sign up for a free 60-day trial at:

[www.apple.com/mobileme](http://www.apple.com/mobileme)

That's why I urge all of our clients to enroll in our EchoShield program. This service allows us to monitor your network's anti-virus, firewall and security settings to make sure your network is fully protected against these damaging events.

## 7 Simple Ways To Keep Your iPad Secure



- **Don't leave it lying around** Although this is common sense, you've probably violated this rule more than once. iPads are easy targets for thieves, so don't let it out of your sight when in a public place — and don't leave it in plain view in your car or you might end up with a broken window in addition to a stolen iPad.
- **Use a passcode** Although it's not 100% hacker-proof, it will block unauthorized users from accessing your information easily.
- **Consider enabling automatic data erasing** You can configure your iPad to erase your data after 10 failed passcode attempts. Clearly this is not a good solution for anyone who constantly forgets a password or those who have kids who might try to endlessly log in to use your iPad.
- **Sign up for MobileMe** As mentioned opposite, this software will allow you to locate a lost iPad and, if it's not recoverable, you can remotely wipe the device of your private information.
- **Limit its capabilities** You can set your iPad to restrict certain functions such as access to Safari, YouTube, installing applications and explicit media content using a passcode. In the corporate world, an IT administrator could set these restrictions for company owned devices. At home, you can use this to restrict what your children can do with your iPad.
- **Install software updates** As with all software, make sure you have the latest security updates and patches installed to protect against hackers and viruses.
- **Only connect to trusted WiFi networks** Public WiFi's are open territory for hackers and identity thieves. Whenever you connect, make sure it's a legitimate, secure connection.

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## The Lighter Side...

### The World's Funniest Real Ads

Believe it or not, these ads actually found their way into newspapers all over the world:

Braille dictionary for sale. Must see to appreciate.

FOR SALE BY OWNER: Complete set of Encyclopedia Britannica. 45 volumes. Excellent condition. \$1,000.00 or best offer. No longer needed. Got married last weekend. Wife knows everything.

For sale, Hope Chest, brand new, half off, long story.

Christmas sale. Handmade gifts for the hard-to-find person.

Wanted, man to take care of cows that does not smoke or drink.

Three-year-old teacher needed for pre-school. Experience preferred.

Tired of working for only \$9.75 per hour? We offer profit sharing and flexible hours. Starting pay: \$7 -- \$9 per hour.

Our sofa seats the whole mob and it's made of 100% Italian leather.

Nordic Track \$300 hardly used, call Chubby.

Joining nudist colony! Must sell washer and dryer \$300.

Free puppies: ½ cocker spaniel, ½ sneaky neighbor's dog.

Snow Blower for sale...only used on snowy days.

Bill's Septic Cleaning: "We Haul American-Made Products."

Cows, calves never bred...also 1 gay bull for sale.

Nice Parachute – Never opened. Used once.

Hummels – Largest selection ever. "If it's in stock, then we have it!"

Tickle-Me-Elmo, still in box, comes with its own 1988 Ford Mustang, 5L, Auto, Excellent condition \$6800.

## What Is "Cloud Computing?"

Cloud computing refers to the "next evolution" of the Internet and how users (you and me) access, store and work with applications, files, e-mail, data and more. Instead of having all your files and applications stored on a PC or laptop, cloud computing puts this workload onto a high-speed, high security server that you access via any Internet connection or device. Why do this? Several reasons:



1. You can connect to your files and applications from anywhere on (practically) any device.
2. You'll save a lot of money on IT support, maintenance and software since those responsibilities are assumed by your cloud provider.
3. You only pay for the applications, storage and software you use. A good comparison for this system is the way you access the electricity that runs into your home or office. To use it, you just plug the appliance of choice into any outlet. Like electricity, which is metered, with cloud computing you just pay for the services you use.
4. Most cloud solutions offer instant backup and the ability to be back up and running again fast. Since your files and applications are hosted online, a failed server or PC won't put you out of business, and the chances of a data center going down (the place where your files and apps are stored) is very, very slim.

Chances are you're already using cloud computing without even knowing it. If you bank online, access an e-mail service like Yahoo! Mail or Gmail, or use an e-mail broadcasting service like ConstantContact, you're using cloud-based apps (also called SaaS or "software as a service").

Many businesses are moving to cloud computing because it frees them from having to install, maintain and upgrade expensive, overblown PCs that cost a lot to maintain. It also makes adding and removing users (or employees) quick and easy since you simply pay for what you use each month and nothing more. Other advantages include unlimited storage, automatic backups, higher-level security and the ability to access your information from any device anywhere. Plus, cloud-based networks don't require the ongoing maintenance that traditional server-workstation networks require.

However, not every application or situation is suited for the cloud. While many line-of-business applications still can't be hosted in the cloud and require a commercial-grade Internet connection with a backup such as DSL or cable, there's no doubt that cloud computing is here to stay. Advances are being made rapidly to make it the better solution for most businesses. Of course, we're here to help you understand your options and the pros and cons.

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## How To Get A List Of Ideal Prospects For FREE

With LinkedIn.com, you can build lists of people who match your ideal prospect – and even get introductions – all for the cost of a few clicks.

For example, if you want to reach the HR managers at companies in a certain geographic area, simply go to LinkedIn and follow these steps:

1. Set up an account and connect with your clients, friends and vendors. The more “connected” you are online, the easier it will be to get introduced to new prospects.
2. Click on the “Advanced Search” link located near the main search form.
3. Customize your search by entering in the industries, title, location and keywords that would be related to the prospect you are looking to find. For example, you could enter “HR” or “Human Resources Manager” in the title search, and then narrow your results down using the “Postal Code” lookup and “Within X Miles” setting.
4. Unless you want a particular industry, leave that area unchecked.
5. When the list comes up, do a sort by “Relationship” so that those with the closest relationship to you or your contacts are ranked towards the top. If you find someone you want to connect with, look for people YOU know who can introduce you.

## How Exposed Are You Online?

Is privacy in America dead? With all the camera phones, online tracking software and social media sites, you can pretty much bet on it. But that doesn’t mean you can’t protect yourself.

For starters, go to Google Maps and search on your name to see if they have a picture of your home mapped out. If so, you can request to be removed. Next, set up a Google alert for your name (and company name if you’re a business owner). Google will e-mail you any time something is posted about you with a link so you can keep an eye on reviews, photos, etc. Next, go to [www.Spokeo.com](http://www.Spokeo.com) and search on yourself – you might be shocked at how much information is posted about you, your home, your income and personal life. You can request to be removed from this site by going to [www.spokeo.com/privacy](http://www.spokeo.com/privacy).