Paradigm
Computer Consulting

TechAdvisor Newsletter

July 2012

Your Small Business Technology Information Source!

Bad Backup: How Pixar Almost Lost an Entire Film

Pixar, known for CG Animated films like Toy Story, Finding Nemo, and Up, produced a short video about how they almost lost Toy Story 2 due to a simple linux command and faulty backup. . Your backup solution needs to be tested regularly to ensure that it is there and ready when you need it. Data integrity is everything to us at Paradigm - our backup solutions are easy to test and we ensure testing is done regularly.

Read the rest Online!
http://bit.ly/LGVamy

About Paradigm

We are a technology consulting firm specializing in technology implementation and management for businesses. We're known for providing big-business, Enterprise-Level IT services to small and medium-sized businesses.

Visit us **online** at:
newsletter.paradigmcomputers.com

5 Tips for Saving Money on your IT

Saving a little on your technology can go a long ways, but cutting too many corners can lead to additional problems and expensive downtime. Here are a few ways you can cut costs without creating long term issues.

Don't be Afraid to Replace

Got an older PC that's causing you a lot of issues? Older technology is typically more expensive to run, and after a while, it's cheaper to simply buy a new desktop than it is to continue pouring money into something that always seems broken. It's a great time to buy workstations, and if things are tight you can even buy refurbished desktops to keep costs low.
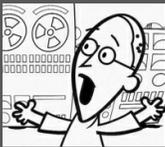
Enforce Energy Efficiency

If you reduce the amount of energy your technology uses each day, your utility bill from the electric company will decrease as well. Switching to LCD monitors (if you are still using old CRT dinosaurs), and enforcing company-wide policies to turn off monitors or put workstations to sleep at night can make a big difference.

Stop Dealing with Vendors

You hired your employees to work, not sit on the phone with a PC manufacturer because your hard drive crashed. Businesses waste money by paying employees to go around in circles with vendor tech support all the time. IT firms like Paradigm build relationships with

2 Step Authentication for Gmail

Having strong passwords for your online accounts is very important, but sometimes you may want a little more protection in the event your password gets stolen or someone forces their way through it. If you use Google's Gmail service, you can set up your account, then you will need two forms of authentication to get into your email.

Let's face it. You use your email for everything from social media logins to your bank account. More than anything else, your email is the key to your online identity. If an unscrupulous hacker gains access to your email, they could cause havoc that can last for years. Most users are unaware of the potential losses that can result from an email takeover, your bank account could be stolen, and the assets drained. Since most social media passwords can be reset through email, these hackers could also use your accounts on Facebook, Twitter and other social media sites to target your friends and family with phishing attacks. They will also delete all of your saved email in order to frustrate attempts at tracking them. Given the

2 Step Authentication for Gmail

grievous nature of this threat, we here at Paradigm encourage everyone to take steps to alleviate this threat. Fortunately, Google has provided a simple method to protect your Gmail account from identity thieves.

First, let's go into a quick review of information security. There are three "factors of authentication" that a user can use to log into their account. The first, something you know, should be familiar to everyone who has email. This is what the user knows. Usually taking the form of a password, but can also been seen in the form of security questions commonly seen on banking sites. The second factor is something the user has. This factor has a variety of real-world implementations and can be commonly seen as a USB key, RSA dongle or a simple cell phone. The final factor of authentication is something the

user is. These (are also known as bio-keys) are things like thumbprints, iris scans, or in extreme cases, DNA. The third factor can be costly to implement and might be a little overkill unless you are trying to hide the secret recipe for Coca-Cola. However, Gmail has made it easy and inexpensive to use the first two to protect the key to your digital life.

The first step is to log into your Google account and browse to the settings page. From there, click on Security. You should see a setting for "Two-Factor authentication." Click Edit to turn this on. You'll need a cell phone for the next few steps that Google will throw at you. Once you've got it all set up, log into your Gmail account, this time also entering the texted code at the next page.

This is all pretty nifty, but what if you don't have a cell phone or text

plan? Google can still transmit your code through voice calls on a landline. If you plan on traveling and still using your email, you can print off a set of one-time-use codes from the account security page.

You can also set "Application-Specific Passwords" that allow other applications (like Outlook and mobile email) to access your email. Treat these and your regular passwords like your underwear: change them often, and don't share with others.

A lot of people use Gmail for their personal email, but what about your business email? Contact Paradigm at 603-647-8614 and talk to us about ways to secure your business and prevent crippling attacks from happening to your company.

Share this Article!
http://bit.ly/LGR1Pz

Ransomware Wants You to Pay Up

Ever since the Internet became a household commodity, many viruses and malware have donned a social mask; causing harm to computers and data but doing so by deceiving the user. One form of this is ransomware, a type of malware that locks users out of their computer until they pay a toll.

Viruses, malware, and most other online scams are pretty tricky. Much of the time, in order to be effective, they need to pluck at a user's heartstrings or instill action-driving fear in order to infiltrate a system. That's why so much malware these days comes in looking like a legiti-

mate virus scanner, telling you there are urgent issues with your PC and informing you that the only way to fix these 'issues' is by paying them money.

> *". . . Are you prepared to pay to regain control of your computer if a virus takes over. . ."*

This has been very common over the past few years - fake antiviruses are some of the most annoying instances of malware technicians need to deal with on a regular basis. The latest trend, however, doesn't even pretend to be innocent. This type of malware will simply take over your PC and demand payment

to relinquish control. Think of the old mobster flicks where ransom notes were written with demands like bringing unmarked bills to the old port on the south side of town.

We urge users who experience strange activity on their computer to contact us at 603-647-8614 - if your computer reports issues or viruses and asks you to pay to remove them, it is likely a scam. Ensuring that you are using updated software like the latest web browser, windows updates, and an updated licensed antivirus will go a long way to protect your PC.

Share this Article!
http://bit.ly/LGS3uN

5 Tips for Saving Money on your IT

vendors and are able to get things done faster. This means issues get resolved quickly and your employees don't need to deal with less-than-helpful support.

Stop Paying your Phone Bill
Yes, you heard us right. Cease paying your phone company by switching over to a VoIP solution instead. Small businesses save up to 80% on their tele-

phone communication expenses, so the investment pays for itself quickly. Many VoIP systems allow your users to take their phone and use it anywhere, giving you increased flexibility and functionality.

Get Proactive Monitoring and Maintenance
Nearly all day-to-day IT issues can be completely prevented with just a little

bit of maintenance. Paradigm offers these services to our clients, reducing the amount of downtime they experience. Traditional computer support only fix computer issues when they arise. Paradigm provides proactive monitoring and maintenance to ensure fewer issues plague your business.

Share this Article!
http://bit.ly/LGOq8a

Is it Time to Ditch Windows XP?

Windows XP was released back in October 2001, and still today, many users and businesses still use it every day. Even in 2012, XP's market share is around 27%. Is your business still using Windows XP? How much longer should XP be kept around?

Windows Vista put a bad taste in a lot of people's mouths, so for many, sticking with what worked was much more attractive than stepping into the unknown. Windows 7 vastly improved upon the issues found in Vista, but by then many users were content with keeping their older PCs alive.

Microsoft does their due diligence to ease the world into a new OS; they sup-

port older operating systems long after they are replaced and work with hardware manufacturers to make it easy to upgrade to the latest incarnation when users purchase new laptops and PCs. Of course, with stellar IT management and a little luck, PCs can last a lot longer than expected, so users don't always feel the need to upgrade.

There are drawbacks to not upgrading, however. Older operating systems quickly become unsupported by third-party software developers, which means upgrades to the other software you use on a day-to-day basis may not be compatible with your OS. Even though Microsoft will continue to support XP and provide security updates and patches until April 2014, most everybody else has moved on to Windows 7 and are gearing up for Windows 8. In some ways, even Mi-

crosoft has ceased support for XP already; Internet Explorer 9 and some other Windows applications are only available for later versions of Windows.

Taking advantage of the features in Windows 7 can vastly improve security and performance for businesses, and grant you access to modern best practices and software solutions to increase productivity and improve the way you do business.

Are you still running XP? Contact us at 603-647-8614 for help devising a smooth upgrade plan that will get your company ready for the future.

Share this Article!
http://bit.ly/MH6ZKf

Solid State vs Hard Disk

There comes a time when you are looking at a new laptop and you are asked the question: Do you want a Solid State Drive, or a traditional Hard Disk Drive? Well here is a quick run-down of both technologies in the hopes of shedding some light on the issue. By the time you

are done reading this article, you will be better able to answer that question.

What is a Hard Disk Drive (HDD)?
A Hard disk drive is a magnetic storage device with several rotating disks (called Platters) covered in a magnetic material on which data can be written. The data is written with Magnetic heads called Read/Write Heads which hover very

close to the surface of the platters and, as the name implies, reads or writes the magnetic data on the disk. HDD's are classified as non-volatile storage devices that, unlike RAM memory, continue to store their data after power is turned off to the device. Hard drives are the primary storage device for the users' data and have been since the 1960's

Paradigm
Computer Consulting

We partner with many types of businesses in the area, and strive to eliminate IT issues before they cause expensive downtime, so you can continue to drive your business forward. Our dedicated staff loves seeing our clients succeed. Your success is our success, and as you grow, we grow.

Solid State vs Hard Disk

(Continued from page 3)

Pros:

Magnetic storage can be written to exponentially more times than solid state

Data can be overwritten directly on the disk

The cost per gigabyte is significantly less than solid state

Cons:

The moving parts inside a Hard Disk Drive provide several disadvantages

While each sector can be written to more than solid state, mechanical failure of the drive will occur before the sector will fail

Because of the moving parts inside, if you drop a hard disk drive, you run the risk of damaging the components. This is especially true if the drive is spinning when its dropped. Compared to Solid State, Hard Drives have slower read/write speeds and latencies. In fact, traditional hard drives are the bottleneck of modern computing. Where every other component of a PC has vastly improved in speed, hard drives haven't seen much of an increase over the past few years.

What is a Solid State Drive (SSD)?

One of the primary character-istics of a solid state drive is that there are no moving parts. Data is stored in integrated circuits and provide fast access to the stored data. If you have a USB drive, then you are already familiar with solid state drives. SSD's are also non-volatile storage.

Pros:

Solid state drives are not as susceptible to physical shock (like hitting a hard surface) as a hard disk drive.

Solid state provides for. . .

Read the rest Online!
http://bit.ly/LGTSrV

Shawn Walsh
CEO

The BYOD Revolution

Today, your employees are more and more technologically empowered. With the consumer electronics market teaming with amazing gadgets and high-end devices, cool tech is no longer reserved for fancy geek toys. With employees bringing in their own smartphones and tablets, mobile security becomes a big concern for small businesses.

BYOD, or Bring Your Own Device, is common in todays workplace and you should embrace it, with good reason. Employees that bring their own devices to work tend to be more productive as they are able to view their schedule and email on their device. With the advantage of being mobile, your employees are then capable of handling business matters even when they are away from their desks. Companies that embrace the BYOD model also tend to see increased employee satisfaction and retention rates.

While there are far reaching benefits to the BYOD. . .

Read the rest Online!
http://bit.ly/LGUxJK
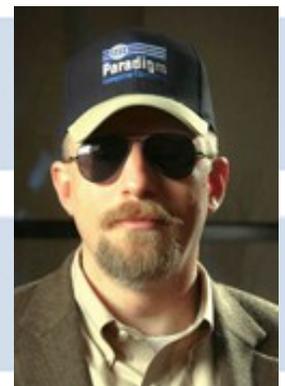
Tom E. Mitchell
COO

Paradigm Computer Consulting

2 Townsend W Ste 3
Nashua, NH 03063-1277
603-647-8614

Visit us **online** at:
newsletter.paradigmcomputer.com

facebook.paradigm.com

linkedin.paradigm.com

twitter.paradigm.com

blog.paradigm.com

newsletter@paradigm.com

WHAT KIND OF ERROR DID YOU RECEIVE?

WHY DOES THAT MATTER? JUST FIX IT!