



## How You Approach Technology Affects Your Entire Budget

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attempt to play out different scenarios to get a better grasp on what is possible for your business over the next year. If you want to implement any major change to your business strategy, you'll want to include it at this stage.

Technology can be a significant expense, when you take into consideration that the costs are represented by several of the variables listed above. Not only do you need to procure the technology systems, but you need to improve the depreciated computing systems, to meet the specifications required to operate efficiently. You also have to consider the

costs of IT support, since these systems are notoriously hard to predict. This often results in runaway technology costs that sap both the capital and operational budget.

At Paradigm, we provide solutions that can assist your business to ward against those runaway technology and support costs. Our comprehensive managed services offering delivers small and medium-sized businesses the opportunity to get all the technology support they need, for a consistent monthly flat-rate. With our remote monitoring and management solution, we can provide proactive maintenance to the machines attached

to your network to ensure they remain reliable. We also make available help desk support and even on-site support for those times when remote support isn't an option. These managed IT services can be indispensable for a business searching for a way to navigate your technology's support, without having to pay a premium price.

Managed IT services give you the opportunity to use more of your capital toward the administration of...



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## 4 Ways to Equip Your Business With the Technology it Needs



In a world where time is a luxury that the average business owner lacks, it can be burdensome to

come up with new technology initiatives. The main issue that this presents is that it can be difficult to improve your operations if your technology's growth is stunted. Stagnate technology deployment can be detrimental to your business's success.

Therefore, it's recommended that you take a moment to seriously consider the last time you significantly improved an aspect of your company by integrating new technology. This could be as simple as purchasing new workstations or server hardware, or upgrading to a new software that knocks the socks off of your legacy applications. If you can't remember the last time you made an improvement like this for your technology, we have news for you; it's probably holding your business back from accomplishing bigger and greater things.

### Be Open to Change

You've heard the old adage, "Nothing risked, nothing gained." It applies to IT, too. If you're unwilling to make changes to your network, you won't be able to reap any of the many benefits that upgrading your infrastructure might yield.

*"Paradigm knows exactly how the small and medium-sized business wants to operate its technology infrastructure."*

### Ask Your Team

One of the best ways you can find out how you can improve technological innovation in the workplace is by asking your team what they feel could be improved on. You might just find that they need better technology in order to perform their jobs to the best of their ability. If this is the case, they'll appreciate you asking how to make their jobs easier.

### Where Do You Want to Be?

Consider where you want your business to be in the next five, ten, or even fifteen years. What technology could you use to achieve this goal? Is your current tech-

nology holding you back? If you consider how your use of IT affects your business model, you might be able to justify taking the time to innovate and introduce new solutions for your business.

### Outsource the Responsibility

If you and the rest of your staff simply don't have time to even consider IT innovation, you're in luck. Paradigm's outsource IT management and consultation services are capable of taking on this responsibility so you don't have to. We can provide your business with professional technology consultation that can help you make educated decisions about the future of your business.

Paradigm knows exactly how the small and medium-sized business wants to operate its technology infrastructure. We can work with you to ensure that it's always operating at maximum capacity. This will help both you and your employees get more done throughout the workday. Give us a call at (603) 647-8614 to learn more.



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## Two-Factor Authentication: An Easy Way to Make it Hard for Hackers

(Continued from page 1)

ers to access your accounts. This is typically done by using a separate security credential that only you have access to. This additional security measure is often enough to dissuade hackers from attempting to access your network (or bank account, email, Facebook, etc.). For them, it's simply a matter of risk and effort, versus the reward. If the return on investment isn't worth the effort, they'll probably leave you alone.

Some of the most popular methods of two-factor authentication include:

- **SMS Message:**  
A secondary code is sent to your smartphone. All you have to do is

enter it when your account prompts you to and you'll have access to your account.

- **Email to a Secondary Address:**  
If you'd rather not receive your authentication code with your phone, you can simply check your secondary email address for it.
- **Voicemail:**  
You can even have your security code sent to your phone's voicemail, or in an automated voice call.
- **Two-Factor Authentication Apps:**  
Some accounts, like Google and Microsoft, allow for easy

authentication simply by connecting your account to an application on your smartphone.

There are plenty of two-factor authentication choices out there. Paradigm can help equip your business with the highest quality standard for your organization's security solutions. Our services range from providing preventative measures, remote monitoring, and even offering two-factor authentication. Reach out to us at (603) 647-8614 to find out more about how Paradigm can assist your business.



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## VoIP is the Ultimate Solution for Your Communication Woes



One major technology pain point businesses have revolves around communication. If your clients and prospects

can't effectively reach your staff, customer support and productivity is weakened. Customers need more out of your phone system, and VoIP solutions offer more features with less expenses.

As defined by Gartner's IT glossary, Voice over Internet Protocol (VoIP) is:

[...] based on an IP standard that is capable of transporting voice and data packets over the same network. Unlike circuit-switched networks, IP doesn't require a dedicated connection for an entire call. Voice signals are converted to packets that are sent across the network and reassembled in the correct order when they reach their destination. VoIP services can be deployed over the Internet or private IP networks (LAN/WLAN).

Why should your business invest in a powerful VoIP solution? There are several reasons, but the most prominent one is that it's a huge opportunity to save on your business's operation expenses. Here are three reasons why VoIP is a significant contender for your business's primary communications solution.

- **Cost Savings:**  
As already mentioned, VoIP has the ability to reduce communication costs every month in operational expenses. Legacy telephone companies are known for bundling together services that your business might not necessarily utilize, meaning that you're wasting money paying for services that aren't needed. A VoIP solution allows you to select from a variety of services, and you only pay for the ones that you use.
- **Simple to Set Up:**  
Because VoIP uses your Internet to transmit your voice, there are no extra wires that need to be added to your business's infrastructure. There's no overhaul of your entire

cabling infrastructure to add new lines. Of course, this simplicity comes with a downside; your Internet connection must be stable and your bandwidth needs to be able to handle the increased traffic.

- **Versatility:**  
If you're new to VoIP, you'll be glad to hear that it's super easy to use on several different types of devices. You can access your VoIP account through your browser, even if you're on the move. All you need is an IP-enabled phone. This helps you stay productive even when you're not in the office.

Paradigm has all of the tools and skills available to equip your business with powerful VoIP solutions that let you stay connected with both your customers and your employees. Depending on your business's unique needs, you might need more than simple IP voice services.



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## Hackers Can Now Use Radio Signals to Steal Corporate Data



Hackers are always coming up with new, unprecedented methods of hacking unsuspecting victims. Despite their best efforts, technology professionals have managed to keep up with threats, but this only forces threats to continue to innovate. In fact, some hackers are even capable of using radio signals to hack into an unconnected device and steal confidential corporate data.

Researchers in Israel have developed a technology that extracts information from a machine using radio frequencies and wireless communications. This might not sound intimidating at first, but what if we mention that these attacks can target isolated machines that have no connection to the Internet or your network at all? These types of disconnected devices are often in such high-security locations that employees aren't even allowed to bring their mobile phones anywhere near the machine. Such powerful security measures should be enough to protect this data

from just about anything-- everything except radio signals. The researchers in question have proven that these methods can be, and already have been, used to siphon data from disconnected devices. Cyber Security Labs at Ben Gurion University have dubbed this technique "AirHopper." By using radio frequencies, the researchers succeeded in leaking information from isolated machines via their transceiver. This is one of the methods the NSA used to spy on foreign countries.

While the researchers haven't explicitly stated that they use the same method as the NSA, it's still very similar in nature. They created a malware that can be sent by a mobile phone's FM transmitter; from there, in theory, it can infect other devices in range. Infected devices then proceed to generate more radio frequencies to infect other devices in range. According to WIRED magazine:

The data can be picked up by a mobile phone up to 23 feet away and then transmitted over Wi-Fi or a cellular net-

work to an attacker's command-and-control server. The victim's own mobile phone can be used to receive and transmit the stolen data, or an attacker lurking outside an office or lab can use his own phone to pick up the transmission.

This kind of technique is, without a doubt, complex. Only the most skilled hackers have any hopes of pulling something like this off. However, it should be noted that it's not as unlikely as any other advanced hacking attack from being exploited. The most likely way this kind of threat can attack a disconnected system is through a USB device or flash drive, which significantly limits the potential for attacks. Only those who have physical access to the machine would have any chance to infect it, even unknowingly, but this doesn't mean you should let your guard down.

In fact, the importance of monitoring your IT infrastructure for discrepancies...

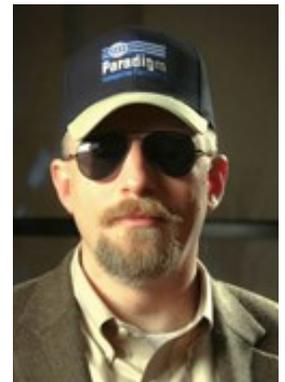


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We partner with many types of businesses in the area, and strive to eliminate IT issues before they cause expensive downtime, so you can continue to drive your business forward. Our dedicated staff loves seeing our clients succeed. Your success is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



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