

“As a business owner, I know 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!”

- David Streit, *Stephill Associates*

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Inside This Issue...

Client Snapshot: Appraisal EconomicsPage 1

More E-Mail Golden RulesPage 2

Trivia QuizPage 2

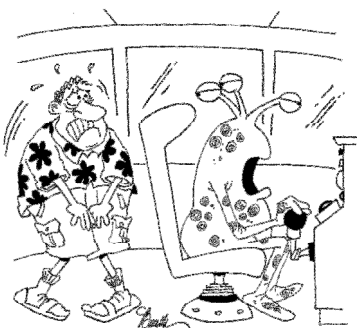
Get Rid of Tape DrivesPage 2

Stephill Online Backup and Anti-spam ServicesPage 3

What Are Your Employees Doing Online?Page 3

ScammersPage 4

Cloud ComputingPage 4



“You should have thought of that before I abducted you.”

Stephill Associates, LLC

"Helping You Over The Hills of Technology!"

Technology Times

Client Snapshot: Appraisal Economics, Inc., Paramus, NJ

“THE CHALLENGE: FINDING EXPERT HELP”



Pictured left to right are partners Paul Engel, Joe Kettell, and Larry Goldberg of Appraisal Economics Inc. (AE), based in Paramus, NJ.

AE is an expert in valuing businesses and securities, intangible assets, real estate, and machinery/equipment. They serve clients in government, legal and accounting, Fortune 500 companies, and many private businesses. Their services extend into a wide range of areas, including bankruptcy and restructuring valuations, litigation support, valuations of family limited partnerships, trusts and estates, and many other service areas.

Stephill Associates has done a range of projects for AE—an emergency server rebuild, installation of phone cabling into new employee stations, numerous PC diagnostics and rebuilds, installation and support of encryption software for a government project, and installation and configuration of Internet usage monitoring software. We just completed a smooth installation of a new server. The old one will be a data backup destination to eliminate the use of low-capacity and labor-intensive backup tapes. AE uses Stephill’s Online Backup service to ensure critical client files are securely encrypted and backed up outside their offices to be readily available for restoration. We regularly do test restores and monitor backup status, and alerts are sent after every backup to AE’s administrator, Tunde Hornik.

More Golden Rules of E-Mail

(Reprinted from PC Magazine, second in a series)

1. **Run antivirus** software to ensure every message sent and received is checked
2. **Avoid huge attachments**—compress them, or use www.drop.io which lets you upload a file up to 100MB in size
3. **Don't open attachments or click links you weren't expecting**—This is a major way of getting malware
4. **Trim excess in replies**—When you reply to a message, delete the original that's appended below, or just copy the most relevant part to put your reply in context
5. **Know your audience**—Don't believe you can write an e-mail the same way you talk, or text. You don't communicate with adults the same way you talk with kids, right?
6. **Don't e-mail angry!** If you must, write it then put it in the draft folder. Assume it will become public if you send it! This is the case for ALL e-mail!
7. **Mimic recall/undo of a Sent message**—Set Outlook to put Sent messages in your Outbox folder until you press Send/Receive on the toolbar
8. **Avoid confidential info**—as mentioned in #6, assume anything you write will become public knowledge
9. **Create a useful signature**
10. **Don't feel you must respond to all senders**

We Want Your Input!

Stephill Associates, LLC
"Helping You Over The Hills of Technology!"

Do you have an idea to make this newsletter better? Would you like to submit a story, article or trivia? We'd love to hear from you!

If it frustrates you that they don't allow laptops on a Ferris wheel... you may be a workaholic.

Who Wants To Win A \$30 Barnes and Noble Gift Card?

Take my monthly Trivia Challenge and you could win too!

The Grand Prize Winner of last month's Trivia Challenge Quiz is...drumroll please: Steve Sewald, CPA, was the first person to correctly answer my quiz question...

What year was the Corvette first introduced?

a) 1943 b) 1953 c) 1963 d) 1973

The answer is "b)" – 1953. Yes, the Corvette is 56 years young!

Congratulations, Steve, you've won a \$50 American Express Gift Certificate! Now...let's move on to this month's trivia question for a \$30 Barnes and Noble Gift Card?

What is the busiest day in the majority of restaurants?

a) Christmas b) Mother's Day c) New Year's d) Valentine's Day

Call me right now with your answer! 732-682-8540

Warning: The Average Failure Rate Of Tape Drives is 100%!

Most people don't realize that ALL tape drives fail at some point. But what's really dangerous is that most companies don't realize it's happened until it is too late.

That's why thousands of businesses lose millions of dollars worth of data to disasters like fires, power outages, theft, equipment failure, and even simple human mistake. In almost every case, these businesses were horrified to find out their back-ups weren't working when needed most.

As a Matter of Fact, You've Probably Experienced These Problems With Your Tape Drive Already...

What if someone forgets the tapes, goes on vacation, or leaves the company, and the rotation plan falls through? Are the tapes being constantly monitored to make sure they are working? Have you ever tried to recover data from your tape drive, only to discover how difficult it was, or that the data you thought was being backed up, in fact, wasn't?

Finally, (God forbid) if your office gets flooded because of a storm, hit by a tornado, burned to the ground by a fire, or burglarized, your tape backup will be damaged along with everything else and will be completely worthless! Fortunately there are low-cost ways to eliminate the risk and hassle of tape drive backups **finally and forever!** Give us a call today 732-792-2021 for a plan to get rid of those outdated tapes.

The Easiest, Fastest and Safest Way to Reliably Backup all of Your Important Information

Never Worry About Losing Critical Data Again.

Stephill Online Backup is an automated data backup and restoration system providing powerful tools to protect your organization's data. There is no media to install, remove, protect, or replace. *Stephill Online Backup* is highly secure and only you have access to your information and data. We call it, eSafe, eSimple, and eSecure!

Try our FREE, no obligation 30 day unlimited storage trial at:

<http://www.stephillassociates.com/backupportal>

Introducing Stephill Reflexion Total Control (RTC) anti-spam and Stephill Reflexion Archiving, Discovery, and Recovery (RADAR) online e-mail archiving!

If your company e-mail is inundated with spam and virus attachments, Stephill RTC stops it cold before it ever gets to your inbox! RTC has many flexible configuration options, and it includes a useful daily quarantine summary report sent to your inbox.

RADAR makes a copy of every inbound mail and puts it into an online archive with flexible and advanced search and recovery functions.

RTC costs \$4/month. RADAR adds \$10/month, plus \$3/month for each 1 GB storage above 2 GB.

Give me a call at 732-792-2021 to get set up!

Do You Know What Your Employees Are Doing Online? If You Don't, You're At Risk!

The Internet and e-mail have become indispensable tools for business, but many companies are finding employees are using these tools as much or more for personal activities than job-related tasks. In fact, many business owners have recognized that unrestricted use of the Internet by employees has the potential to drain, rather than enhance productivity and, at worst, can even have dire legal consequences.

To reduce the risk and minimize non-productive activities, business owners are utilizing a two pronged approach: (1) Implementing an Internet Acceptable Use Policy (IAUP) and (2) installing a monitoring system to restrict and police employees' online activities.

An AUP is nothing more than a written agreement that sets out the permissible workplace uses of the Internet and e-mail. In addition to describing permissible uses, an AUP should specifically set out prohibited uses, rules of online behavior, and access privileges with penalties for violations of the policy spelled out, including security violations and vandalism of the system.

Some common rules that should be included with most AUPs are:

- All sensitive or confidential data must be encrypted before sending across the web. For example, many doctors' offices use instant messaging (IM) to communicate from the front desk to the back office. However, many don't realize that this is a violation of HIPAA because IM is not a secure way to transmit information about a patient or their health conditions.
- A restriction on sharing confidential information about the company, its clients or the people working there. With social media as popular as it is, you don't want an employee writing all about the latest company scandal on their MySpace page; it's just not good for business!
- Prohibition against visiting web sites that contain pornography, racism, sexism, gambling, or e-mail with any such content sent from your business. Remember, even "innocent" jokes with racist content can leave a huge black mark on your company's reputation. Absolutely no downloading of music files or other programs that are not approved by management. "Innocent" screen saver programs and jokes often contain nasty viruses that could bring down your entire system or invite a hacker into your network.

Not only does an IAUP reduce wasted hours on the net, it can reduce bandwidth and equipment needs, as well as shield you, the business owner, from possible sexual harassment and other lawsuits arising from your employee's inappropriate use of the web.

(Continued on page 4)

Compared to laptops, Netbooks are smaller and slower. They lack optical drives, and they have cramped keyboards.

Business Owners - Beware of Scammers

If you get a phone call from your “credit card company” asking you to verify the Card Verification Value (CVV) on the back of your credit card, don’t do it!

They are scammers who are looking to rip you off. Here’s how the scam works...

The criminals who call have already obtained your credit card number somehow. Then they call claiming that your card was flagged by security because of an unusual purchase.

When you deny making the purchase, a very official-sounding voice assures you that a credit will appear on your next statement.

At this point, the caller asks you to provide the three-digit number on the back of the card to show that it is in your possession. Or, they may give you a fake telephone number to call, where you will be asked to give the number.

Once they have it, they can charge anything in any amount up to your credit limit from any vendor and they will not be questioned.

No matter how official a caller sounds, never give out the CVV number. Some card companies call it the DVV2 or DVD2. American Express calls it the CID. A credit card company will never ask you for it.

(continued from page 3)

Unfortunately, not everyone follows policies, and some accidentally will violate your AUP. To ensure company policies are being followed, businesses are choosing to monitor all Internet activity initiated by their employees using a web content filtering software.

Tools available today, like Cymphonics, Cyfin, and Surf Control, make monitoring of employee Internet usage simple and easy. Most companies choose to regularly monitor summary level activity like hours connected to the web, number of sites visited, and illegal or banned sites visited by the company while leaving detailed transaction reviews as necessary on a case-by-case basis.

And if someone complains that this is a violation of their privacy, rest assured that nothing could be further from the truth. It’s not only legal but good business. After all, they are using your company assets and if employees are focused on productive work and minimize personal use of the Internet, you’re likely to never need to address their Internet usage. Just be sure to include a clause about Internet monitoring in your AUP and have your employees sign the agreement.

If you’d like a **FREE** comprehensive **Internet Acceptable Use Policy template** or would like to discuss the simple options available to monitor your employee’s Internet usage, contact me today via phone at 732-792-2021 or via email at dstreit@stephillassociates.com. Don’t wait until it’s too late to put the tools in place.

Need To Upgrade Your Computer Network But Are Dreading The Costs? Then You Need To Know About “Cloud Computing”

There is a new trend developing in technology called “cloud computing” that truly IS the way all businesses will run their networks in the near future. Instead of hosting the hardware and software onsite, cloud computing allows businesses to host all their applications, data and hardware in a highly secure, highly reliable co-location (shared facility) and access it from any laptop connected to the Internet.

While this “virtualization” model has been around for a while, many businesses are moving towards it with their regular office applications for a number of reasons:

- You’ll save a surprising amount of money on IT support, software and hardware without sacrificing speed or performance. An average 10-user client of ours can expect to save \$6,141 to as much as \$36,846 over a 1 year and 3 year period.
- It instantly enables you and your employees to work from home or on the road just as if you were sitting at your desk in the office.
- You’ll gain INSTANT disaster recovery protection to guarantee your business could be back up and running FAST after a hurricane, fire, flood – or even a building or city evacuation.