



Tim Gillen's Executive IT Report

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

How To Think Like A Geek (And Add An Extra Hour Of Free Time To Your Day)

"As a business owner, I know you don't have time to waste on technical and operational issues. For over 20 years I've been helping owners and managers make sense of business technology so they can focus on what's important. Can I help you? Just give me a call.
Tim Gillen,
Terrapin Networks

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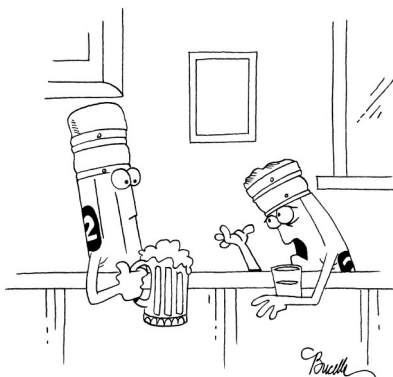
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"With me it's been one mistake after another. Just look at my eraser!"

Who wants to find an extra hour of free time in their day, every day? Considering we're all stressed out because there's never enough time to get everything done, this is what I would call a "leading" question.

So how can you do it? By looking at the seemingly innocent, time-sucking activities you are spending time on every day and either automating them or speeding them to completion using technology. Can it really be that simple? It can, but you need to understand one critical factor first...

The "Latte" Factor

Best-selling author David Bach coined this phrase in his book "The Automatic Millionaire." The latte factor is based on the simple idea that all you need to do to become wealthy is take a hard look at the small things you spend your money on every day and see whether you could redirect that spending into savings.

For example, a little \$2 purchase made every day on common things like Starbucks (a latte), bottled water, fast food snacks, cigarettes, etc. REDIRECTED into an investment account earning 6% will become \$10,199.30 in 10 years. If that's true, why don't MORE people do it? Because saving \$2 a day seems so insignificant that people spend ALL their money on these things and then have nothing left over to invest.

5 Time-Saving Techie Tips That Will Add An Hour Or MORE To Your Day

So the question is, what are some small, time-saving technologies we can use to automate or speed up what we get done to save us that precious hour? Here are our 6 favorites:

- 1. Use an aggressive spam filter.** Over 80% of the e-mails being sent daily are not-so-delicious spam. And if you're like me, you're getting dozens of these every day, which can easily add up to 5-10 minutes per day sifting, sorting through and deleting the spam from the e-mails you want. We recommend Terrapin Mail Protect. We use it here at Terrapin and we have virtually no spam in our boxes. It's also valuable in that there are no products or licenses to buy and there is no overhead on your network. spam temptations from your STAFF will not only cut down on the time they waste on it, but will also drastically reduce your chances of getting viruses and spyware on your network.
- 2. Replace Old PCs.** While it's hard to truly estimate how much total time is wasted waiting on an old, slow computer to process tasks, start up, etc., I can tell ya, it adds up. Let's say your old PC takes 10 seconds longer to process a task than a fresh, new one. Might not seem like a lot, but with users averaging 100-150 tasks a day conservatively are wasting 16-25 minutes a day. Add in the crashes and other problems old PCs cause and you're probably closer to 30-35 minutes a day.

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Shiny New Gadget Of The Month: Bedphones



Just like when you were a baby, you just can seem to drift off to sleep without a lullaby. While your lullaby preferences may have changed from songs like “Rock-a-bye-baby” or “Hush Little Baby” to tunes by U2 or perhaps the latest *Idol* winner, the need for soothing still exists. And most likely you have been forced to go to sleep with standard headphones that cause a bit of discomfort.

Well not anymore!

Bedphones have cushy pads and ear-hook style buds that are extremely thin and held in place by a length of moldable memory wire.

They also come with an app available on the Android platform that can shut off the music automatically when you fall asleep. There’s also the ability to set a timer which gradually counts down music volume as the timer runs down.

Soothing music and comfort all in one! Get your Bedphones for about \$30. Learn more at: sore-4cf2b.mybigcommerce.com/

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3. **Maintain Your Network.** Another tip that will save you a lot of time is patching, updating and optimizing your server and workstations. You’d be surprised how much slower even a new machine will start to run if not maintained properly.

4. **Document management.** This is a HUGE time-saver if you are a paper-heavy office (like attorneys, doctors, contractors, etc.). But even if you aren’t, scanning and storing paper documents so they can be searched on and located in seconds rather than minutes or hours is a tremendous time saver. Plus, it’s a greener solution, improves document security, enables users to access critical documents remotely AND (if that’s not enough) prevents important paper from loss or damage.

5. **Implement SharePoint or Other Business Collaboration Software.** Be honest: how much time is wasted in your office because people are duplicating efforts, can’t find information and documents they need or backtracking to FIX mistakes made? This, like time wasted on old PCs and downtime, may be hard to calculate, but I would conservatively guess that folks are wasting at least 30 minutes a day or more because of disorganization. That’s why we recommend growing companies implement some type of collaboration software that will help organize projects and information, making it easier for everyone to get on the same page.

Want To Implement Any Of These In Your Office?

Give us a call and we can show you how these technologies (and dozens of others we offer) can streamline your operations, saving you LOTS of time!



New GPS Cell Phone Tracking Helps Parents Keep Track Of Their Trick-Or-Treaters

This month, everyone’s gearing up for a little Halloween fun (aside from Christmas, it’s the biggest revenue-producing holiday of the year). If you’re like most parents, you want your little trick-or-treaters to be safe while out gathering the goodies, so here’s a cool “high-tech” way to go beyond the glow sticks and reflective costumes: a GPS-tracking phone.

Three major carriers let you track the actual location of your child: AT&T, Sprint, and Verizon. Verizon’s Chaperone service and Sprint’s Family Locator use GPS to pinpoint your child’s location (which means you need a GPS-enabled phone), and even let you set up zones where your child is allowed to go—giving you an automatic alert (to either your cell phone or computer) if they leave that zone. Verizon can even send a text message to both parent and child if the child strays too far out of pre-set boundaries.

AT&T’s FamilyMap service will use GPS, if it’s available, or triangulation based on the location of the cell phone tower. The latter isn’t quite as accurate, but works better indoors.

Should You Really Trust Every App You Install On Your Phone?

Nope — some of them are plundering your personal information and beaming it to potential bad guys. (Do hackers ever sleep?) Two researchers revealed that they'd researched one seemingly benign wallpaper app and found that it was sending phone numbers and subscriber information (like names and addresses) to a remote computer.

The app in question came from Jackey Wallpaper, and it was uploaded to the Android Market, where users can download it and use it to decorate their phones that run the Google Android operating system. It includes branded wallpapers from My Little Pony to Star Wars.

Essentially, these apps collect your phone number, subscriber identification, and even your voicemail phone number as long as they are programmed automatically into your phone. It sends the data to a web site, www.imnet.us. That site is evidently owned by someone in Shenzhen, China. The app has been downloaded anywhere from 1.1 million to 4.6 million times.

"Apps that seem good but are really stealing your personal information are a big risk at a time when mobile apps are exploding on smartphones," said John Hering, chief executive, and Kevin MaHaffey, chief technology officer at Lookout, in their talk at the Black Hat security conference in Las Vegas. "Even good apps can be modified to turn bad after a lot of people download it."

Security Alert! Ads For Fake Anti-Virus And Anti-Spyware Programs Are Multiplying

Not long ago one of our clients was browsing the web when a warning popped up on his computer screen, alerting him that his PC had been infected with a virus. Although the alert looked real, he was skeptical and closed the alert by clicking on the "X" in the upper right hand corner of the notice.

Can you guess what happened next? His browser was hijacked, pop up ads started sprouting up everywhere, and he couldn't get any of his programs to work even though he rebooted his machine. Although this is an extreme example, the number of fake anti-virus software scams has increased tenfold in the first quarter of this year. Court records reveal one instance of why this has become a hot new trend with hackers: One company (Innovative Marketing) took in more than \$160 billion worldwide last year "selling" fake anti-virus programs.

Here's How They Nail You:

Online scammers simply create and place fake ads under the name of well-known anti-virus corporations without their permission, and without the knowledge of the site selling the ads. But instead of installing a legitimate anti-virus program, it installs a virus that either instantly infects the PC or creates a warning that then sells the user a fake clean-up program.

How To Avoid Getting Tricked

1. Consider using Firefox as your browser rather than Internet Explorer.
2. Keep your computer updated with the latest anti-virus and anti-spyware software, and be sure to use a good firewall. Never open an email attachment unless you are POSITIVE about the source
3. Do NOT click on any pop-up that advertises anti-virus or anti-spyware software. If a virus alert appears on your screen, DON'T click on it, even to "close" it. Instead, hit control + alt + delete to bring up the Task Manager. From there, delete the "rogue" from the list of running programs, and call us immediately: 231-941-2100
4. Do not download freeware or shareware unless you know it's from a reputable source. Many freeware and shareware programs come bundled with spyware, adware, or fake anti-virus programs.

Client Spotlight: Addiction Treatment Services

Addiction Treatment Services provides addiction therapy that works in a serenely stunning natural environment. You don't have to go it alone. Addiction Treatment Services is a caring, safe place, where you can learn to grow to live a sober, healthful life and discover how to set free the stronger you that lives inside the addict.

Terrapin Networks is privileged to assist ATS in enhancing their service model through technology, to better serve their clients.

Would you like your company highlighted here in our "Client Spotlight"?
Then give us a call today at 231-941-2100.

Protect Your Kids Online For Under \$30

Nearly 90% of 8-16 year olds have seen inappropriate images online. Most of them stumble upon it as a result of conducting research for their homework. With frightening numbers of pornography, child predators, and other harmful online risks, protecting your children's online activity is a MUST.

With the following 4 features, Net Nanny Parental Controls software by Content Watch (\$29 at www.hermanstreet.com) helps you do just that.

1. Blocks "Mature" Games. The software scans the online game for its ESRB ratings (like movie ratings, but for computer games). If the game isn't kid-friendly, the computer blocks it.

2. Filters Facebook. Net Nanny can provide parents with a report on who their kids' "friends" are, what pictures and videos they are looking at, and their Facebook Instant Message conversations.

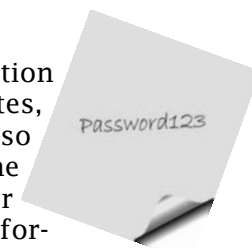
3. Prevents Proxy Sites From Working. Content filters work by making a "blacklist" of sites that it won't allow. If you tried to type in a blacklisted website address, you wouldn't get very far. But there's a sneaky way around this called a "Proxy Server."

Proxy Server web addresses are usually content neutral, so users can go there without flagging the blacklist system. Once in, your child can navigate to their original blacklisted site. Net Nanny prevents this by blocking both proxy server entries and the inappropriate website itself.

4. Keeps Parents Informed. Whenever your child is trying to gain access to something you have blocked, Net Nanny sends an e-mail notification to the parents.

7 Tips For Creating A Secure Password

You've got one for every site and every application you use--e-mail, online banking, social media sites, and your CRM system, just to name a few. With so many password protected sites to keep track of, the inclination is to always use the same password for every site or to make it so easy you can't possibly forget it (like using Password123). Unfortunately, this compromises all of your data and makes it easy for cyber-attackers to steal sensitive, confidential information.



Studies have shown that password security is still the weakest link in keeping data safe. There are some simple things you can remember when creating a password that can help protect your information.

Here are 7 tips to consider:

1. Use special characters and numbers.
2. Mix up upper case and lower case letters.
3. Make sure your password is a minimum of 10 characters.
4. Be sure it's not something that can be guessed easily (zip code, hone number, birthdate, your name).
5. Randomly replace letters with numbers, e.g. shake be comes \$h@ke
6. Pick a sentence or phrase, and reduce it to first letters of each word only, e.g. "A Golden Key Can Open Any Door" becomes AGKCOAD or Agkc04d
7. Reverse the spelling of a word, e.g. partnership becomes pihsnretrap.

Not all cyber-attacks can be avoided, but don't make it too easy for them. Be proactive and update all of your passwords so they meet the above criteria.

Who Wants To Win A \$25 Gift Card?

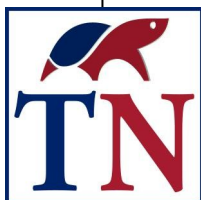
Take our monthly "Trivia Challenge" and you could win too!

Now, here's this month's trivia question. The winner will receive a Meijer gas card

What is Halloween called in some parts of Ireland?

- a) Fright Night b) Pooky Night c) Spooky Sundown

Email right now with your answer! Trivia@terrapinit.com



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