



"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!"

Dedicated To Your Success,

David

David Carattini
President & CEO

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ARIZONA | TECH | WORKS

TECHNOLOGY TIMES

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

Could The Dog Days Of Summer Be A Threat To Your Business?

How To Ensure The Heat Doesn't Fry Your Server (And Your Profits!)

With the "dog days" of summer upon us, most business owners are looking for ways to keep their company's sales and profits **HOT**, while keeping their IT expenses **COOL**. But if proper attention is not given to your server and network equipment during the summer, all that heat outside can actually bring your company's growth to a grinding halt and increase your IT expenses significantly.



Excess heat can be a big problem for small to mid-sized business servers, since a server that becomes overheated usually costs more in energy, fails more often and is more likely to crash. Heat is the number one enemy to electronic components. For most companies (who are not my clients), a server crash can mean hours or days of downtime, unproductive employees, HUGE amounts of stress, and thousands of dollars in lost opportunity. Read on to learn how to prevent that next \$10,000 coffee break.

"7 Steps Every Business Owner Must Take To Prevent A Server Crash"

Here are a few simple things you can do to prevent your server and network equipment from overheating and crashing this summer:

- ☛ Tidy up the server room; a neater room will increase airflow.
- ☛ If there is a vent and return in the server room, keep the doors to the server room closed and seal off the space.
- ☛ Make sure cold air reaches all the equipment.
- ☛ Have a redundant A/C that is specifically designed for computers.
- ☛ Buy a rack enclosure where the cooling is built into the bottom of the rack.
- ☛ Keep the temperature at no more than 80 degrees Fahrenheit. Don't be penny-wise and pound foolish with your cooling.
- ☛ Consider virtualization or cloud computing so that you are generating a lower amount of heat in the first place.

Protect your server and computer equipment from frying with our FREE "Beat The Heat" Network Assessment. Schedule your "Beat The Heat"

Shiny New Gadget Of The Month:



CuePrompter Online Teleprompter

CuePrompter is a free teleprompter/autocue service. Your browser works like a teleprompter – no extra software needed! You can use it for free in both commercial and non-commercial settings!

Videos are a great way to get clients to hear what you have to say, whether you post your video on Facebook, LinkedIn or Google+, or whether you e-mail it out to your clients. CuePrompter makes creating those videos so much easier—now you don't have to look down at your notes or memorize your three-minute speech, and the best part of this neat web site? It's totally free.

CuePrompter works well with most operating systems and browsers and allows you to make the text as big as you need it to be. It's easy to control the speed settings as well as reverse and fast-forward as needed.

This handy gadget can be found for FREE at www.CuePrompter.com. Just type in what you want to say, and you're in business. Now go out and make a video!

Student Laptop Buyer's Guide: Use These 6 Tips When Buying Your Student's New Laptop This Fall

School is almost back in session. I can believe how fast this summer went! If you're in the market for purchasing a new laptop for one of your children (it seems like anyone from elementary schoolchildren to college graduates need a laptop these days, right?), here are 7 tips to get the most out of your laptop purchase.

Tip #1: Bigger is NOT necessarily better when it comes to laptops. If your student is on the go, smaller laptops are going to be your best bet. Go for less than 4 lbs. and either 11" or 13" screen size. The Microsoft SurfacePro, Lenovo Yoga, or, MacBook Airs are all solid options for most students.



Tip #2: Pay for a good design. A student will be using their laptop day in and day out. Choose sleek over clunky. Also opt for a design that is made to protect the display and resist wear and tear over the next few years of use. It is all too tempting to simply shop on price, don't fall into that trap.

Tip #3: Buy for the long haul. Think about how long you want your student's computer to last. Make the mistake of saving a few bucks now for a cheaper processor, lower memory or smaller hard drive and you'll be regretting that decision when you're buying another laptop in 2 years instead of 3 or 4.

Tip #4: Go for long battery life... your student will use it! Six hours of battery life is the MINIMUM spec you should purchase. If you can get 10+ hours of battery life in your budget, go for it.

Tip #5: Consider touch screen hybrids. Many Windows 8 devices, such as the SurfacePro and Yoga, allow you to use the device as sort of a tablet/laptop hybrid. For kids that grew up on tablets and smartphones, these hybrids make them feel right at home with their new computer and actually make them more efficient.

Tip #6: Mac versus PC. This decision is really up to you and your preferences. Software choices these days allow your student to do just fine with either choice. Choose whichever operating system your student is used to using and they'll do just fine. With the Mac threats of malware and viruses is much less.

Still unsure what to buy? Don't hesitate to give us a call and we'll be happy to guide you in the right direction. We're here to help. 623-444-2395

Like Us On Facebook For A Chance to Win



We will be using Facebook to better communicate things like security threats and how to mitigate them, technology alerts, more tips to run, grow, and secure your business.

We will also be running contests where you could win things like iPads, Blu-ray players, and big screen TV's. So **Like Us** on Facebook for great info and a chance to win some great prizes.

Get More Free Tips, Tools, and Services At My Web Site: www.aztechworks.com

Business Continuity Tip Of The Month: Security Alert-Infected By USB Device

Let's face it, as long as computers and devices are networked together, sharing important or private data, people will always try to hack them. One of the best ways to prevent or limit these security breaches is to educate yourself about them or turn to a trusted source that can help support your security needs. Did you know that there is a new threat that breaches computers through the USB port?

While USB threats aren't anything new – USB thumb drives are well known to be used by some employees to copy and take important files with them when they leave the office – this latest threat is a little different. Hackers have developed a USB stick that can bypass Windows Autorun features and infect your system.

How do these drives work?

As you may have noticed, when you connect a device like an external hard drive to your computer via the USB port, Windows will not run, or open the drive. Instead, you will get a window with a number of options, including: Open folder to view files, Download pictures, Play files, etc. The reason for this is because hackers figured out a number of years ago how to put a virus on a USB stick, which when plugged into the computer, would be auto run (started up) by Windows and infect the system.



Hackers have recently figured out how to trick this feature. What they have done is create a flash drive that looks like a USB memory stick. Only, when you plug it into a computer, Windows thinks it's a plug-and-play peripheral like a keyboard, and will allow it to run. There is memory on the stick, where hackers can write and store a virus or infection, which will then run, infecting the system.

There are four things to be aware of with these drives:

1. **They are cheap (ish)** - These drives can be found on the Internet for less than USD\$65, with some being as cheap as USD\$40.
2. **They are fast** - Some of these devices are able to run a script and infect a system in 50 seconds, and if they are re-mounted in the same system, could run a script within 30 seconds.
3. **They are multi-system compatible** - A few of these devices are advertised as being able to infect almost any system – Windows, Mac and Linux.
4. **They aren't easy to find - yet.** While there are websites online advertising these drives, most users won't be able to find them. Experienced hackers on the other hand can do. Of course, anyone with enough patience can probably find them.

What does this mean you?

Because these devices are nearly indistinguishable from real memory drives, it is nearly impossible to spot and therefore stop them from infecting systems. Because these drives are currently hard to find and infection rates are generally low, many companies probably don't have to worry too much. However, you can bet that these drives will probably become more popular in the near future.

This doesn't mean that you don't have to be aware of this risk and understand that these drives exist. Some companies have started to take action by disabling USB drives, monitoring what employees plug into their drives and even providing employees with tamper-proof USB drives.

One thing you might have to concern yourself with is if you allow employees to bring in their own drives. In general, if you take steps to ensure that the drives being used are legitimate and approved by the company, this shouldn't be much of a problem. Of course, keeping your security systems and anti-virus scanners up to date and functioning is always a good idea.

Our FREE Security Assessment (\$497 value) gives you the answers to your security questions. **Schedule your Security Assessment today by calling our office at 623-444-2395**

Phone App Of The Month



Carousel is a new photo app by DropBox that bring your photos from the cloud and all of your devices all in one place. The interface is pretty clean and I find it very handy as my family are all taking pictures and we had photos spread all over tarnation.

DropBox has some neat features for smart devices to automatically upload pictures and movies to your DropBox account but I was looking for something to consolidate everything into one place and this app does the trick for me.

The app will help with organization by sorting photos by event and date.

Since everything is stored on the ultra-reliable DropBox servers, all of my pictures are now automatically backed up in full size and can easily be shared with anyone on the planet.

Its available for iOS (Apple devices) and Android and is completely free.

Did You Know?

The first hard drive was introduced in 1956 by IBM. It was called the IBM Model 350 Disk File. It was huge, about the size of a cupboard measuring 60 inches long, by 68 inches high, and 29 inches deep.



It held 50 24-inch hard disks that spun and 1200 RPM (today's drives spin at 5400 to 15,000 RPM). Its total storage capacity was a whopping 3.75 megabytes. Not to be confused with today's gigabyte-sized hard drives.

Webinar Wednesday

August 20th at 11 AM

Are You HABOOB Protected?

Everything You've Worked For ... Gone ... In An Instant!

Learn 10 Disaster Planning Recovery Essentials:

- ✓ The one thing you should never do with your server.
- ✓ Insider tips on protecting your workstations.
- ✓ Three things to consider when backing up your data.
- ✓ Something almost every business tries to do but fails miserably



— Join me Wednesday, August 20th at 11:00 AM —

This is a one time event. For more information and to register go to: www.aztechworks.com/haboob14

HIPAA Tip Of The Month

Insider Breaches: A Growing Risk

With more tools and resources available than ever many eligible providers and their contracted vendors generally focus on protecting data from an *outside* attack. Recent studies however indicate the need to mitigate insider threats.

As business owners and practice managers, we know that our team are simultaneously the greatest asset and the greatest risk. Our employees have the potential to be the best security asset and the greatest vulnerability. From human error to malicious intent, insiders represent one of the greatest risks to the security of PHI.

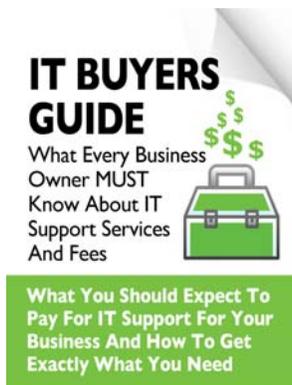


Many insider breaches are due to a lack of appropriate security training. Also third parties and malware can inappropriately gain access to sensitive information and networks through the *legitimate* access rights such as employee usernames and passwords. However the biggest insider threat is malicious intent. Healthcare information is extremely valuable, even more than financial data, and the intent behind insider breaches is to commit fraud and identity theft.

It is important to establish safeguards to mitigate insider threats. The three most important security controls that should be implemented are network security tools for employee tracking of computer activity, identity and access management, and intrusion detection and prevention. With good and consistent training and great monitoring organizations can greatly reduce their risk of loss, shame, and fines.

Get More Free Tips, Tools, and Services At My Web Site: www.aztechworks.com

Free Report: The Phoenix Business Owner's Guide To IT Support Service And Fees.



Download this guide and you will learn:

- The 3 most common ways IT services companies charge for their services, and the pros and cons of each approach.
- A common billing model that puts ALL THE RISK on you, the customer, when buying IT services; you'll learn what it is and why you need to avoid agreeing to it.
- Exclusions, hidden fees and other "gotcha" clauses IT companies put in their contracts that you DON'T want to agree to.
- How to make sure you know exactly what you're getting to avoid disappointment, frustration and added costs later on that you didn't anticipate.

Get Your Free Copy Today:
<http://www.aztechworks.com/ITbuyersguide>

Warning: If You Are Using WordPress For Your Company Website, There Is A 73% Chance Your Site Is Vulnerable To Be Hacked

Hackers are crazy busy right now, and WordPress websites are their favorite target! So far this year, hackers have broken every record to date. In 2012, there were roughly 192,000 WordPress sites worldwide. In March 2014 alone, a single hacker used 162,000 hacked WordPress websites in just one single attack.

A recent study by EnableSecurity concluded that 73% of the 40,000 most popular websites that use WordPress software are vulnerable to attack. WordPress is the most popular blogging and content management system in the world and powers 1 out of every 5 websites.



The main culprit in these vulnerabilities is violating the first rule of WordPress security - not running the most up to date version of WordPress. In fact, if you're not running the very latest version of WordPress, then the chances that your site is vulnerable to any attacks using simple, free automated tools.

Here are 5 quick tips on keeping your WordPress website secure:

1. Always run the very latest version of WordPress.
2. Be conservative in your selection of plugins and themes (and run the latest versions of these).
3. Make sure every user has their own strong password.
4. Put a Web Application Firewall (WAF) in front of your website.
5. Force logins and admin access to use HTTPS.

If you are not sure what you are running for your website, give us a call and we can work with you or your web designer to determine the best settings to get you secure.

Your Chance To Win \$25 Gift Card to:

The Grand Prize Winner of last month's Trivia Challenge Quiz was: **Nicholas Locarno of Sunpower Corporations Systems**. He was the first person to correctly answer my quiz question.

The correct answer was: b) 1870

This month's question: **In William Todd's introduction (our newest engineer) in last month's newsletter, what is the game he loves to play?**

- a) Settlers of Catan b) Descent c) Warhammer 40000
d) Ticket To Ride

**Call or email me right now with your answer:
623-444-2395 or ask@aztechworks.com**



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The Lighter Side... Silly Summer Stories



How to Grow Strawberries:

Farmer Evans was driving his John Deere tractor along the road with a trailer load of fertilizer. Tim, a little boy of 8, was playing in his yard when he saw the farmer and asked, "What've you got in your trailer?"

"Manure," Farmer Evans replied.

"What are you going to do with it?" asked Tim.

"Put it on my strawberries," answered the farmer.

Tim replied, "You ought to come and eat with us, we put ice cream on our strawberries."

Young Entrepreneur:

Robert, who was 6 years old, was looking at the ripe red tomatoes growing in Farmer White's garden. "I'll give you my 2 pennies for that tomato," said Robert, pointing to a beautiful, large, ripe fruit hanging on the vine.

"No, I can't do that," replied Farmer White. "I can get a dime for a tomato like that one."

So Robert pointed to a smaller green tomato: "Will you take 2 pennies for that one?"

"Oh, yes," answered the farmer, "I'll give you that one for 2 cents."

"Okay," said Robert smiling, sealing the deal by putting the coins in the Farmer White's hand, "I'll collect it in a week's time."

6 Things Leaders Forget To Do That Put Them At Risk

There's much to remember to be a successful leader. Sometimes leaders get so busy and engrossed with day-to-day operations that they forget some critical activities. Here are 6 items that need to be on your leadership agenda:

- 1. Grow a replacement.** Your employer can't promote you until they have someone to replace you. You can't move up in the organization if you're the only one who can do that job you're doing right now. And if you're the top boss, you can't let succession planning languish or the fate of your entire organization hangs in the balance.
- 2. Anticipate problems.** Most problems simmer on the back burner before they start to boil over. Like a professional pilot, you've got to be scanning all your instruments and the horizon to make sure you don't get slammed by a potential problem (or at least be completely ready for the problems you can't avoid).
- 3. Exploit opportunities.** Most leaders know what (and who) is wrong, but they become oblivious to opportunities. Who are the star performers who need recognition and development? What are the great opportunities just waiting to be seized? It isn't simply positive/negative thinking; it is about being as focused on the good and opportunistic as you are on the bad and problematic.
- 4. Change before it is necessary.** We all know about the power of disruption and its potential to ruin us. Why do we wait until the last moment to change? Why not preempt? Staying successful isn't based on your ability to change; it is based on your ability to change faster than your competitors, the needs of your customers and the demands of the marketplace. If you have to change just to keep up, you've lost whatever competitive advantage you could have enjoyed by changing sooner.
- 5. Stay relevant.** What does it even mean to be relevant? Relevancy is about being closely connected: your colleagues, your customer and vendors, and your marketplace. You are deemed relevant when others believe you affect them and their success, and therefore you and your work matter. In business, customers make the evaluation as to a firm's relevance. What are you doing to stay up-to-date and salient about what matters most to those you lead and serve?
- 6. Take care of themselves.** "Taking care of yourself" seems selfish, doesn't it? Maybe that's why so many leaders neglect to do so. Consider: if you're going to model the energy you expect from others, give support and lead the way, you will need to be at the top of your game, mentally, emotionally and physically. Burned-out leaders burn out followers. The right diet, exercise and rest aren't luxuries but very real necessities for successful leadership.

With so much to do, you need to keep a clear and up-to-date agenda of the truly important things you consistently need to do. To work without an agenda—and to forget to do the 6 things above—puts you at risk as a leader.



Mark Sanborn, CSP, CPAE, is president of Sanborn & Associates, Inc., an idea studio dedicated to developing leaders in business and in life. Mark is an international best-selling author and noted authority on leadership, team-building, customer service and change. Mark is the author of 8 books, including the best seller *The Fred Factor: How Passion in Your Work and Life Can Turn the Ordinary into the Extraordinary*, which has sold more than 1.6 million copies internationally. Learn more about Mark at www.marksanborn.com.

Proud Members of Arizona Air Conditioning Contractors Association of Arizona (ACCA-AZ)

We are excited to announce the partnership of Arizona Tech Works and ACCA-AZ! Antoine Coffey and Lorraine Handy are just super top-notch people and are great entrepreneurs. Look for announcements from the association from us regarding opportunities to serve the Air Conditioning Contractors here in Arizona. Next time you talk to your AC company, ask them if they are a member. The benefits of being a member are tremendous. Feel free to call the office with any questions about the association and how you might be able to partner with them.

