

May, 2011

## In This Issue...

How To Be Safe And Smart On Social Networking Sites..... Page 1

Shiny New Gadget:  
Camtasia Studio ..... Page 2

What Are QR Codes & How Can You Profit From Them?..... Page 2

When You Want The Advanced Features Of Microsoft Exchange But Don't Want The Costs ..... Page 3

Savvy Companies Beat Unpredictable Storms With Cloud Computing... Page 4

How To Get Your E-mails Delivered..... Page 4

### The Grand Prize Winner of April's Trivia Challenge is...

**Ross Luekenga at Legacy Wealth Management Group**

### The Hoax was that Big Ben's drastic transformation was to go digital.

This month's question is:

What was put on sale for the first time in May of 1886?

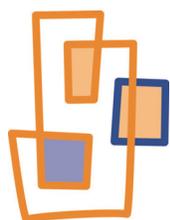
- a) United States Savings Bonds
- b) Coca-Cola
- c) Mother's Day Cards

Be the first to call 623-444-2395 or email me (dave@aztechworks.com) with the correct answer to win a \$25 American Express gift card.



*Dave*

David Carattini  
President and CEO  
Arizona Tech Works



# Technology Times

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

### How To Be Safe And Smart On Social Networking Sites



Did you know\*...

- More than 90,000 registered sex offenders were removed from one popular social networking site...and those were only the ones who used their real names.
- According to the Al Qaeda Handbook, terrorists search social networking sites for "government personnel, officers, important personalities and all matters related to them

(residence, workplace, times of leaving and returning, children and places visited).

- Social networking sites have become a haven for identity thieves and con artists, and social networking viruses are on the rise.

Think about it: Facebook, Twitter and other social media web sites have become the world's largest database of personal information, all served up intentionally by the user. It's practically every scammer's dream come true!

### 9 Smart Tips To Stay Safe

Protecting yourself requires some awareness of how cyber criminals use the system against you. Here are a few things you need to know:

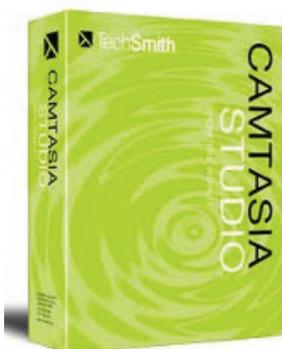
1. Keep your firewall's security and anti-virus software up-to-date.
2. Never log in from public hotspots. Social networking sites generally do not have secure logins available (that's the https with the lock icon in the search bar). That means your username and password can be swiped at any time. Log in only from trusted wireless networks.
3. Use strong passwords that contain a mix of upper- and lowercase letters, symbols and numbers.
4. Remember the golden rule: If you wouldn't do it or say it on a public street, don't post it online.

## Shiny New Gadget Of The Month

### Camtasia Studio

With online video becoming a hot trend and an effective way of engaging visitors with your web site, you might be wondering how you can quickly and inexpensively create your own web videos. Or maybe you want to create a video tutorial to train employees how to perform a certain process or task without having to repeat the training over and over again. Or perhaps you want to create welcome videos and tutorials for new customers. All these are possible using Camtasia Studio.

Since the software comes in versions for Windows and Mac users, anyone can create professional-looking videos. The cost is \$300; compared to hiring someone to do this for you, it's a steal. There is a bit of a learning curve, but TechSmith (the makers of Camtasia Studio) offer several web videos to assist you. TechSmith also offers a 30-day trial so you can see if you like it before you commit to buying.



5. Be wary of all links and files. Hackers often post links in comments to try and trick you into downloading an “update,” “security patch” or “game.”
6. Keep an eye on what your friends post about you. Many people have been fired or lost an important client because of online pictures and content.
7. Be careful who you ‘friend.’ Yeah, it feels great to have hundreds (or thousands!) of friends, but the reality is, you really know only a fraction of those people.
8. Be wary of all add-ons. Many of the games and plug-ins are written by third-party companies, not the social network itself.
9. Do a search on yourself. You might be surprised at just how much information comes up! If it's more than you feel comfortable with, restrict your profile online.

\*Source: [www.iooss.gov](http://www.iooss.gov)

## What Are QR Codes And How Can You Profit From Them In Your Business?



The last time you were flipping through your favorite magazine, you may have noticed a small, digital-looking image on one or more of the advertisements. What is it? A “Quick Response” code or QR code for short.

A QR code is a specific matrix barcode (or two-dimensional code), readable by dedicated QR barcode readers and camera phones. The code consists of black modules arranged in a square pattern on a white background. The information encoded can be text, URL or other data.

This concept was initially created by Toyota for tracking parts in vehicle manufacturing; however, QR codes have been largely adopted by advertisers that want to target mobile phone users (known as mobile tagging). QR codes can be used to display text to the user, to add a vCard contact to the user's device, to open a URL or to compose an e-mail or text message. Users can also generate and print their own QR codes for others to scan and use by visiting one of several free QR code-generating sites.

## The Lighter Side...



### Important Lessons We Have Learned From The Movies:

- Ventilation ducts are roomy enough to allow anyone to wiggle through them.
- Medieval peasants all had perfect teeth and British accents.
- Everything always works out in the end if you are a good person.
- Striking one match will light up an area equivalent to a football field.
- The moon always shines enough light in the forest so you can clearly see what's going on.
- The Eiffel Tower can be seen from any hotel room in Paris.
- Every police investigation will require at least one trip to a strip club.

### Planting the Seeds of Motivation:

An armed robber serving 10 years in prison got a letter from his wife that said, "I'm thinking about planting a garden in the backyard. When's the best time to start?" The prisoner wrote back, "Whatever you do, don't plant anything in the backyard. That's where I buried the money from my last job."

A week later, his wife wrote back, "They're reading our mail! The other day, a team of police officers showed up with a warrant and dug up the entire backyard! Now what do I do?"

The prisoner wrote back, "Start planting."

So how could you use this? Some companies are smartly using this technology to drive sales by allowing people flipping through a magazine or waiting at a bus stop to get more information on a product, connecting the dots to get people to buy much faster than these types of media originally offered. Others are putting QR codes on permanent coupons or on their business cards to allow would-be prospects an instant way to get more information about a business. You can get a free QR code by going to: <http://qrcode.kaywa.com>

## What To Do When You Want The Advanced Features of Microsoft Exchange But Don't Want the Costs



With the complexity, costs and problems associated with installing a mail server, many businesses are now opting for "Hosted Exchange" in the cloud rather than bringing the server in-house. What are "cloud"-based or "hosted" services? Think of them like a gym membership. Instead of purchasing your own home gym equipment, which can be expensive, require maintenance and take up a lot of space, you can pay a small monthly fee to go to the gym and use a multi-million-dollar facility that is kept and maintained by someone else.

Hosted Exchange works the same way. Instead of incurring the costs and hassle of building and maintaining your own mail server, you can pay a low monthly fee and get top-of-the-line services, storage and security for your e-mail. Plus, you get the following benefits:

- Being able to access your e-mail remotely from any internet-enabled device
- More uptime and fewer issues
- E-mail archiving (storing of old e-mails)
- Spam filtering and anti-virus included
- Tons of storage
- All mail, tasks, contact

Over-the-air synchronization of mail, calendar, and contacts with most mobile devices.



15655 W. Roosevelt St., Suite 237  
Goodyear, AZ 85338

Phone: 623-444-2395  
Fax: 623-201-2239

Web: [www.aztechworks.com](http://www.aztechworks.com)  
Email: [info@aztechworks.com](mailto:info@aztechworks.com)

## Savvy Companies Beat Unpredictable Storms With Cloud Computing Advantages

### Have you heard this term, “Cloud Computing”?



I am hosting a seminar on Cloud Computing in July. If you have questions about Cloud Computing like “What the heck is that and how can it benefit my company?” you won’t want to miss this exciting and ground-breaking experience.

Even if you don't care about Cloud Computing, you will want to see Dave in his white cloud tuxedo.

We are still putting the program together, so if you have any specific questions about Cloud Computing please e-mail me at [cloudcomputing@aztechworks.com](mailto:cloudcomputing@aztechworks.com) or call me at 623-444-2395.



## How To Get Your E-Mails Delivered

Since e-mails are cheap and easy and deliver instant results, there's a good chance you are (or plan on) using e-mail broadcasts to communicate with your clients and prospects. But with so much spam, how can you make sure your e-mails stay OUT of the spam filter and get safely delivered to your recipients' inbox? Here are a few tips:

- Send e-mails only to people who have opted in or requested to receive e-mails from you. Otherwise, you'll risk being flagged as a spammer and will get your account or server blocked.
- Use a legitimate e-mail broadcasting service. This goes along with the above recommendation. These services have entire teams of people working to make sure the e-mail broadcasts sent from their servers are delivered – a huge task that is no simple thing in the online world. That's why it's better to use these services versus broadcasting from your own server. It takes only one person to flag you as a spammer to get your server shut down.
- Send text e-mails instead of HTML. A study by AWeber.com shows that plain text messages are undeliverable 1.15% of the time and HTML-only messages were undeliverable 2.3%. If sending HTML, always send a plain text alternative message, also called text/HTML multi-part mime format.

### Client Spotlight: Joshua Hong DDS

Joshua Hong DDS specializes in getting your smile to be the best it can be, whether that is through cosmetic or general dentistry. However they specialize in cosmetic and restorative dentistry.

I met Karen (Dr. Hong's wife) through the Goodyear White Tanks Rotary club. I was impressed with this great husband and wife team and their genuine concern for their clients. Dr. Hong explained to me what was happening with my teeth like no dentist I have ever known. I am continually impressed with his manner and attention to detail.

I've helped the Hong's by designing an off-site backup system that will protect their valuable patient data from just about any type of disaster. I've also helped them with secure remote access to their company data.

For the best dental care (in my opinion) give Dr. Hong a call at (623) 925-8822 or visit their web site [www.joshuahongdds.com](http://www.joshuahongdds.com). You'll have a great experience and even get your teeth cleaned by the Doc himself!