

Innovations



Mark Saum, President

Ireland's green goals!

According to the Irish Department of Transport, Ireland set a goal to reach 250,000 electric vehicles on the road by 2020.

While they are a smaller country than our own, Ireland sets quite an example for others by positioning themselves as the center for electric vehicles. Ireland's Energy and Transport Ministers teamed up to create an Electric Vehicles plan that includes significant tax incentives, assistance for buyers, research funding, and even a National Task Force that will examine the national roll-out of electric vehicles and charging stations.

Will Ireland soon be known for a different type of green contribution?

3 ways to keep your PC in tip top shape

Did you skip spring cleaning this year? Is your PC rebelling? Or slowly slowing down? Take time to clean your computer inside and out.

Be honest, how long has it really been since you opened your computer tower or cleaned your keyboard and mouse? If you cannot determine a number of days or weeks, you are beyond past-due for a nice cleaning.

Don't worry, no one really has time set aside to clean their computer, but you should find time when your system slows down. Regular cleanings of your keyboard, mouse and tower can keep your system running smoothly and even protect you from unwanted illnesses.

1. Clean your mouse! No one ever suspects the little guy, but your mouse could hold a variety of harmful bacteria that may cause illness. Use a small amount of cleaning solution on a lint-free cloth to clean your mouse every few weeks. If you or another user have been ill, you may wish to repeat these cleanings more frequently.

2. Clean your keyboard. Keyboards collect a lot of little extras from your lunch, papers that run across your desk or even dirty hands. Cleaning

your keyboard is simple. First shutdown your computer, remove the plugs from the back and take your keyboard directly to the trash can. Turn your keyboard upside down and shake all those hiding deposits right out or use compressed air to force them into the trash.

After you have cleared the debris from around the keys, use cotton swabs with a little cleaning solution like isopropyl alcohol to clean in between the keys. Then use a lint-free cloth with a little more solution to clean the tops of all your keys. Finish up by wiping the entire keyboard with a dry cloth.

If you have a membrane keyboard, standard for most PC users, a full cleaning should be performed at least a few times each year. A membrane keyboard has removable keys you can take out with a screwdriver and sanitize separately. Just remember the order in which to replace the keys or you may be in a world of trouble with reassembly.

3. Clean your computer tower. The actual computer component that your monitor, keyboard, mouse and other peripherals plug into is called a tower. Unfortunately, it can collect an astonishing

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Malware feeds cloning thieves credit card information

While pocket-size scanning devices were the first wave of technology used to copy credit card information, hackers have found a new way to steal your private information.

In our down economy with identity theft weighing in at 25% of all fraudulent activity, credit card cloning is coming up on the scale. Don't underestimate this horrible offense, in the U.K. alone, an astonishing estimated \$500,000 daily is stolen every day!

Imagine... You paid for your business lunch just yesterday and when you went to pull out cash today, all of your money was gone. Unfortunately, this is common when thieves attack. Credit card transactions can be processed with little information and may appear to originate from strange locations. This is why the charges are difficult to track sometimes.

Now consider this, the company that processed your payment at the restaurant initially could be the

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3 ways to keep your PC in tip top shape...

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amount of dust and debris—especially when placed directly on the floor. Did you just look down at your tower bewildered? If so, it is definitely time for a cleaning.

In order to clean your tower, you may use a small amount of household cleaner to wipe down the outside and vents around the outlets (never use solvents that can damage plastic).

Then remove the cover of the case that houses all of the internal parts. One side in particular, should come off with ease. Look for the screws on the back or a large push button on the top.



After removing a few screws, you should be able to slide one of the sides off or just press the button and pull the case open. When you can see the inner workings of your PC, vacuum out the inside with a portable battery powered vacuum to prevent static electricity that can harm your computer.

As always, give us a call if you would like assistance clearing the dust bunnies out

of your machine. We can even upgrade the memory on your machine at the same time.

Fidelis (214) 233-9490

Office emergency preparedness and prevention

Disaster often strikes when you least expect it. Make regular maintenance for your business a standard part of operations. Schedule time to complete the following maintenance "to dos".

Think of the most critical components of your business. Now imagine losing them. How long would it take to reconstruct your business after a disaster? Do you have a documented emergency plan that your employees are aware of?

Emergency preparedness should be a top priority. Step one, sit down and document an emergency plan. Give your organization the upper hand in the face of disaster. Make sure everyone in your company knows what to do if your computers are stolen, your office floods or a fire destroys your data. Designate people for specific tasks that can be automatically carried out without much direction. Time is money when your office is out of commission, so arm yourself with the tools necessary to minimize down-time.

Take inventory. Make sure to keep a list of your assets. Any good insurance agent will tell you to take photos of your belongings and write down as much information as possible. The same advice goes for business owners. Keep a master file, off-site, of the equipment your company requires. Not only will this become a great asset if an insurance

claim is filed, but knowing what you had will help technicians to recreate your business environment.

Preventative measures to consider:

Old equipment may not work when required. If your smoke detectors are over 8 years old, or you are unsure of their age, replace them for your own safety and peace of mind. The same goes for power strips. When you purchase new ones, mark the purchase date on bottom with a permanent marker so there is never a question in the future.

Clean the dust out of your smoke detectors! Vacuum around each smoke detector for dust and bugs that may delay the alarm and increase property damage in case of a fire. This should be a part of your monthly cleaning schedule for your office and home.

Surge protectors are not invincible. If a surge protector is improperly paired with equipment that requires higher voltage, it can cause a fire. Walk around your office and peek behind the work stations. Can you even see the outlets or power strips? Pressure on the power cables from the weight of other wiring can dislodge plugs enough to cause a spark. Safely secure all plugs in their outlets and tame the cords with tie backs in order to prevent office fires from damaging your business. The best way to prepare is to take preventative action.

Malware feeds cloning thieves...

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cause for your loss. Since most of the population has changed over to using plastic, it is only natural for thieves to evolve too.

Thieves are becoming more reliant on the Internet for information. Credit card processing companies have now become the unfortunate target of hackers who focus on cloning credit cards. According to the Technology Review, published by MIT, tens of millions of credit cards are potentially at risk of fraudulent activities due to just one serious computer security breach at a financial transactions company called Heartland Payment Systems last quarter.

How can this happen? Heartland uncovered malware lurking in their systems. Malware is malicious software unleashed in order to damage a computer system without the owner's informed consent. In this case, Heartland's security systems were damaged and information was exposed.

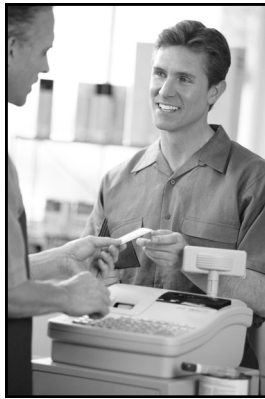
Unfortunately, prior to discovering the terrible invasion, the company really has no idea how long the malware was present or how many transactions were actually compromised. One good thing is that personal information such as addresses, PIN numbers, social security numbers, and phone numbers were not heisted in this attack.

But, how much information do hackers need to clone a card? Now you're thinking.

Where is my remote?

Belkin now offers the ConserveSurge power strip with a remote control. This is the first power strip that was designed to help you save money on dry cleaning. Conserve's wireless remote control means no more crawling under your desk to turn off your computer and peripherals on Friday afternoons.

With this handy strip/surge protector you can plug in up to 8 items in the remote control outlets and even two additional in the "always-on" outlets. Save money by eliminating standby power or phantom power use with ease. Energy wasted on devices that still consume power when they are off but plugged in is said to make up about 15% of a standard electric bill. With this handy remote control, you can cut the power for things like your computer, printer, monitor, charging station for devices, and sound equipment that may draw standby power with the touch of a button and reduce your power bill. It's a win-win.



Making an exact duplicate of your credit card only requires the information found on the face of the card or recorded with the transaction history with the processing company.

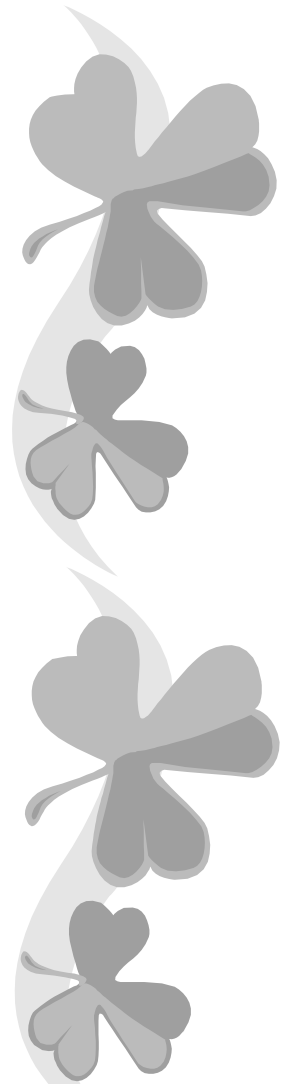
How can I protect myself?

Stop using plastic, carry cash everywhere, and refrain from purchasing anything on the Internet ever again. OK, since that will never happen, take extra precautions with your credit card:

- ⌘ Do not make purchases that require a carbon copy of your credit card as the information may be easily compromised.
- ⌘ Do not trust sales clerks to take your card out of your sight, even for a moment or two as this can be the perfect opportunity for them to copy your card and skim money from you.
- ⌘ Check with your credit card company to see if they offer "smart credit cards".

A smart card includes a microprocessor chip embedded on your credit card.

This chip can protect you from cloning because they encrypt the information contained in the magnetic strip of the credit card and it cannot be changed or deleted. Then if a hacker or thief gets a hold of the information they cannot read or use it. Just wait, in the future smart cards may be able to consolidate your ATM, credit and check cards all in one smart card.





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“We make all of your computer problems go away without the cost of a full-time IT staff.”

Ask us about our fixed-price service agreements — Computer support at a flat monthly fee you can budget for just like rent!

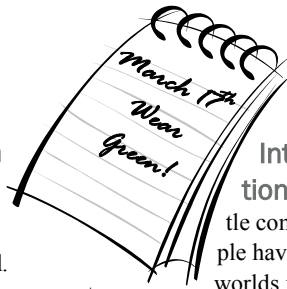
Inquiring Minds...

Not interested in the “Snuggie—The blanket with Sleeves!” Or the latest “Colon Cleanse complimentary trial and Limited Time special gift offer just for you”? Don’t worry we completely understand. When you open your email on Monday morning the last thing you want to see is a flood of sales messages like these; it can be disruptive and annoying. Think of the time you may spend deleting spam piled up from the weekend when you just want to make sure you have not overlooked critical communications from clients and vendors. Messages about free trials, discount MBAs and the latest home business scams seem to come out of thin air. Why are you receiving these emails and how can you get rid of them?

Fidelis can help... The most effective way to prevent Spam is block it before you see it. We have dozens of customers with several hundred email accounts currently utilizing our email filtering system. Over 98% of the junk mail you normally would receive is eliminated before our clients even see it.

Imagine a world without spam... With our Fidelis Hosted Email Security Service, only the relevant and important messages come through. No more sorting your inbox or spam messages coming through on your handheld device during an important meeting. You and your staff will become more efficient and email will be useful again.

Don’t change email addresses... Fight spam with an affordable and simple solution, Fidelis Hosted Email Security Service. You can use our filtering system if you have email hosted through us or even if you have your own in-house email server (like Microsoft Exchange and Small Business Server). Give us a call today for more information at (214) 233-9490.



Intelligent water bottles encourage conservation efforts and proper hydration. Even water bottle companies are stepping up to appeal to the love affair people have with technology these days. The HydraCoach is the world's first Interactive Water Bottle. This handy gadget calculates your personal hydration needs, tracks fluid consumption in real-time displaying your average fluid intake per hour, includes a sip counter and motivates you throughout the day to stay hydrated.

Water is the most fundamental nutrient for our bodies. For just under \$30, you can pick up an Intelligent Water Bottle from HydraCoach.com to help you remember to drink enough water everyday. After all, proper hydration can help your body convert food into energy, metabolize stored fat, and maintain strength just to name a few great benefits.

Don't Rely On Luck!

The best time to prevent disasters is before they happen, but no one is perfect. We can help with regular off-site backup service that will backup 100% of your important business files. Imagine if you lost a week's worth of work or your client database?

Give us a call today and we will assess your current situation, determine your options and present them in a simple format with estimates. You can rest assured you are not paying too much and you're adequately covered against devastating data loss.

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