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**Celebrating over
 TWENTY THREE
 YEARS
 of Service and
 Satisfied
 Customers!**



“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!”

Fred Holzager,
 IT Director
 Holzager Technology Services
 and
 Publisher of
The Tech Insider

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Snapple Real Fact #1012

“The King of Hearts is the only king without a mustache.”

The Tech Insider

“Insider Tips To Make Your Business Run Faster, Easier and More Profitably”



Is Your Business Losing Money Because Employees Can't Use Tech?

Shiny new tech can be exciting! It promises increased efficiency, happier employees, and a competitive edge. But that promise can turn into a financial nightmare if you neglect employee training and change management.

When employees have trouble using their business tools, productivity drops. Mistakes can be made and customer service can fall.

Lack of Technology Training

Imagine investing in a top-of-the-line CRM system. Then, you see your sales team floundering instead of excelling. They can't find key features, struggle with data entry, and miss deadlines.

Why? Because they haven't been properly trained on the new software. It leads to the following costs:

- Lost Productivity

- Costly Errors
- Demotivation and Resistance

Failing to Manage the Change

New technology disrupts workflows. Without proper change management, employees feel overwhelmed and insecure. The goal is to help them transition successfully with proper training and support.

When companies neglect change management, the following can happen:

- Low Morale
- Use of Shadow IT
- Resistance to Future Improvements

(Continued on page 2)

“We Love Referrals” 2024 Offer

Keeping with the spirit of helping others,
 if you refer a business to us and they become our customer,
 we will donate \$100 to your favorite charity.

At Holzager Technology Services, we believe that referrals are the greatest form of flattery. By recommending your partners, associates, or professional contacts, you can help them enjoy worry-free IT and support a worthy cause of your choice!

For more information, please see our website at www.tech4now.com/we-love-referrals, contact us by phone at 201-797-5050



Quotations

"In a properly automated and educated world, then, machines may prove to be the true humanizing influence. It may be that machines will do the work that makes life possible and that human beings will do all the other things that make life pleasant and worthwhile."

—Isaac Asimov

"Life is like riding a bicycle. To keep your balance, you must keep moving."

—Albert Einstein

"For every minute you are angry, you lose sixty seconds of happiness."

—Ralph Waldo Emerson

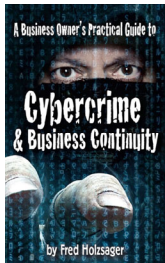
"I sustain myself with the love of family."

—Maya Angelou

"I love deadlines. I love the whooshing noise they make as they go by."

—Douglas Adams

Read Fred's Book!



If you would like to have us speak to your organization and give away some free copies to attendees, give us a call. For more details on the contents and how to get your own copy, please visit our special web page at www.tech4now.com/cybercrime

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Ask us about our fixed price services HTS Insight Hassle-Free Agreements— Computer Support at a flat monthly fee you can budget for just like rent!

Is Your Business Losing Money Because Employees Can't Use Tech?

(Continued from page 1)

Building a Bridge to Success

So, what is the key to unlocking the true value of new technology? It lies in effective training and change management.

Here's how to avoid the negative costs and get the full benefits from your tech.

- **Invest in Comprehensive Training** – Don't treat training as an afterthought. Yes, some tools say they're easy to use, but people have different tech literacy levels. Develop a tailored training program that goes beyond basic features. People have different learning styles, so include video tutorials, hands-on workshops, and ongoing support resources.
- **Focus on User Adoption, Not Just Features** – Training shouldn't just explain how the software works. It should focus on how the new system will benefit employees in their daily tasks and improve workflow efficiency. If employees don't adopt the new solution, the project fails.

Embrace Change Management

Communicate the "why" behind the change. Explain how the new technology will make everyone's jobs easier. Encourage open communication and address concerns throughout the transition.

Here's a typical industrial scenario

The Widget Company has decided to upgrade all of their equipment. Widgets used to be made by hand on a conveyor belt. Now, the company has decided to streamline the process

The key to unlocking the true value of new technology... lies in effective training and change management.

by purchasing a machine that assembles all of the widgets using automation and robotics.

The system has been proven to work and can output five times more widgets than before. The problem is that the workers are not too comfortable working with complex machines.

1. No one has read the manual.
2. The process is totally foreign to the workers.
3. Workers don't want to break the machine.
4. A threat now exists to their employment.

How can you give assurances? What options do you have?

1. Train those with highest aptitude to start.
2. Invent new roles for those with lower skills.
3. Assign a trainer to be present for 3-6 months
4. Create simplified instructions for each step in the process and post them at each station.
5. Work to align labor's goals with yours using incentives: education, bonuses & job training.
6. Be sensitive—some may need to be laid off.

THE TAKEAWAY

New technology is a powerful tool, but it's only as valuable as its users; prioritize employee training and change management. This will help you bridge the gap between a shiny new system and a real return on investment.

Happy, well-trained employees using the right tools are your secret weapon. They can help you maximize efficiency, boost morale, and stay ahead of the curve.

QUICK SECURITY TIPS: As you walk along the sidewalk and marvel at the sights or if you set your focus on the phone in your hand, NEVER allow yourself to lose presence of place or of your surroundings as you walk. Although you may enjoy picking apples in the fall, others do their **apple picking** year round. Please be mindful if you have your phone out while strolling should a passerby on a bike, moped or scooter ride by, they may try to grab the phone from your hand. The experience will sting enough for you to remember this lesson.

"I DIDN'T KNOW"

Unfortunately, That Excuse Doesn't Replenish Your Bank Account, Resolve A Data



Breach Or Erase Any Fines And Lawsuits.

It's coming ...

- That day a hacker steals critical data, rendering your office useless
- That day when your bank account or credit card is compromised
- Or that day when your customers' private lives are uprooted

Cybercriminals and hackers are constantly inventing NEW ways to infiltrate your company, steal your assets and disrupt your life. The ONLY way to STOP THEM is this:

You Must Constantly Educate Yourself On How To Protect What's Yours!

Now, for a limited time, we have the perfect way to help reduce your risk and keep you safe! Simply sign up to receive our FREE "Cyber Security Tip of the Week." We'll send these byte-size quick-read tips to your e-mail inbox. Every tip is packed with a unique and up-to-date real-world solution that keeps you one step ahead of the bad guys. And because so few people know about these security secrets, every week you'll learn something new!

Get your FREE "Cyber Security Tip of the Week" at <https://www.tech4now.com/cyber-security-tip-of-the-week/>

More Cringeworthyies from Dad

How many times have you heard a quick one or two liner that made you cringe? How about some more?

☒ *Why should you never throw grandpa's false teeth at a vehicle? You might denture car.*

☒ *I just took a pole, and 100% of the people in the tent were angry when it collapsed.*

☒ *I've dedicated my life to finding the cure for insomnia. I won't rest until I find it.*

☒ *Why do bees have sticky hair? That's what you get for using a honeycomb!*

☒ *Picked up a hitchhiker last night... He asked me, "How do you know I'm not a serial killer?" I just replied, "The chances of two serial killers in one car is astronomical."*

☒ *The lady I am dating wears a pith helmet with full netting, long gauntlet leather gloves and carries a smoker. I think she's a keeper.*

☒ *What do you call an elephant that doesn't matter? Irrelevant.*

☒ *Sunday was a sad day..., but the day before was a sadder day!*

☒ *My uncle Artie is a stand up comedian who loves to tell jokes about vegetables, but every time he gets up in front of a crowd... Artie chokes.*

☒ *I couldn't get my package of smoked salmon open this morning. I had to call a loxsmith.*

☒ *Yesterday, I spotted an albino Dalmatian. It was the least I could do for him.*

☒ *Did you hear of the flight company that was established for bald people? It's call receding airlines.*

☒ *I hear if you have a person that takes care of your puppy, you're supposed to call that vet a dogtor.*

☒ *What do you call a rooster staring at a pile of lettuce? A chicken sees a salad.*

☒ *I've decided to write a book about beer. I'm on my fourth draft.*

☒ *My neighbor suggested I try putting manure on my strawberries. I've decided to go back to using whipped cream.*

☒ *What do you call a typo on a headstone? A grave mistake.*

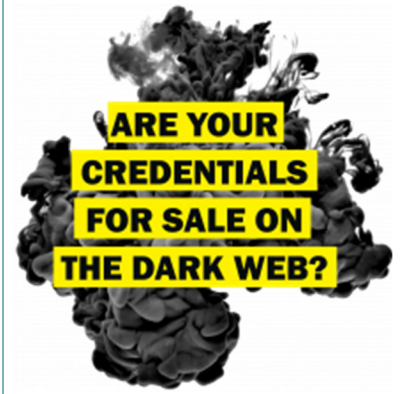
☒ *Has it ever dawned on you that people who take care of chickens are literally chicken tenders?*

☒ *My favorite flavor of cake is More!*

☒ *Singing in the shower is fun until you get soap in your mouth. Then, it's a soap opera.*

☒ *Eyelashes are supposed to prevent things from going into your eyes, but whenever I have something in my eye, it's always an eyelash. I think that's rather eyeronic.*

☒ *What does photosympathize mean? It's when someone helps a sad plant to feel better.*



Find Out with a Complimentary Dark Web Scan
Did you know...?

- Cyber-attacks have continued to grow in cost, size, and impact—causing 60% of SMBs to go out of business within 6 months of a cyber incident.

- Over 80% of data breaches leverage stolen passwords as the principal attack vector—often acquired on the *Dark Web*.

- Far too often, companies that have had their credentials compromised and sold on the *Dark Web* don't know it until they have been informed by law enforcement—but then, it's too late.

- To help keep your critical business assets safe from the compromises that lead to breach and theft, we are offering a complimentary, one-time scan with **Dark Web ID™ Credential Monitoring**.

If you are interested in learning more about the risks involved in ignoring your password security, give us a call at (201) 797-5050 or visit our website at

<https://www.tech4now.com/dwid> or www.tech4now.com/bullphish

SOFTWARE ANNOUNCEMENT: In a proactive move to safeguard national security and citizens, the US government has banned **Kaspersky products**. Users now have just three months to find an alternative solution.

Key points: **Sales Stop Date:** Effective July 20th, Kaspersky sales will cease.
Full Ban Date: The complete ban takes effect on **September 29th** of this year.

Quick Productivity Tips

Some Google Chrome Tips for navigating and working in the Chrome browser to save you time in the future.

☆ **You work in Chrome and constantly have many tabs open**. There are some sites that you visit quite often and wish to "retain" them for the future. Simply put your mouse over the tab of interest, RIGHT-CLICK to get the context menu and SELECT "PIN." When you do this, your tab will move to the left of your selections and now stay there until you "unpin" it.

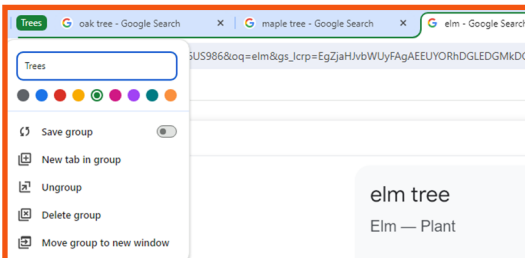
☆ **If you have many tabs opened and no longer want to use them**, perhaps from a prior research assignment, you can left-click on one at one end of the selection, hold down the SHIFT key, then click on the furthest in your selection (while the SHIFT key is still depressed), then RIGHT-CLICK and select "Close." This will close all tabs in your selection at one time.

☆ **If you close the "wrong" tab in the selection and need to reopen it AND it was the last one selected**, you can press the keyboard shortcut of CTRL+SHIFT+T. This will "Reopen [last] Closed Tab". If it was one a tab prior to the last, simply repeat the process until the one you want is restored [then close the unneeded tabs again].

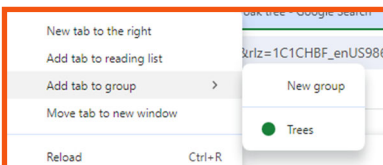
☆ **You want to have the tabs you would like to use for certain tasks together on the tabs**. To drag, Left-click (hold button down), drag tab to desired location, then release left mouse button. Repeat the process to group all tabs needed.

NOTE: It is best to read this column while at your computer for a better understanding of the content presented. *Enjoy!*

☆ **You tend to open certain tabs for different tasks** during the day and would like to group, save, and retrieve them at different times. The easiest way to do this is to move the tabs you want grouped together, then select them all (LEFT-CLICK, Hold down SHIFT, LEFT-CLICK on furthest tab). Once they are all selected, RIGHT-CLICK and select "Add to group". If you already have groups, you can add to an existing or create a new group. You can assign a Group Name and a Group Color. You can also Save Group (move slider to right). Look to the left on the tab bar, you can even open them all in a new window.



To locate the tabs in a new Chrome window, just type CTRL+SHIFT+A or seek the *downward arrow* (shown below) in the top left of the Chrome screen and choose "Search Tabs." We think you'll find these items to be most useful.



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5 Reasons To Choose A Hosted VoIP Phone System

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- ✓ Virus Protection & Removal and Dark Web Monitoring
- ✓ Network Security and Online Employee Security Training
- ✓ E-mail & Internet Solutions
- ✓ Wireless Networking
- ✓ Spam Filtering and E-mail Archiving & Encryption Solutions
- ✓ Storage Solutions and File Sharing
- ✓ System Audits, Network Documentation, and Dark Web Scans
- ✓ Voice over IP phone systems

"We make all of your computer problems go away without the cost of a full-time I.T. staff"

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

"I'm a non-techie. The prospect of configuring my new laptop for both business and personal use – apps, network connections, databases, email accounts, drivers to external devices, Internet security, etc. – was daunting. Fred made it happen, virtually overnight. No bugs, no hassle, up and running smoothly."—Merrill Rutman, Résumé and Job Search Coach, Waldwick, NJ

July 2024

The Lighter Side...

For Entertainment Purposes ONLY!

A Job Interview...

A mathematician, a statistician and an accountant are all applying for the same job. The interviewer meets with them individually.

The first one, the mathematician, is asked, "What does two plus two equal?"

The mathematician replies, "Four."

The interviewer asks, "Four exactly?"

The mathematician, rather confused looks back at him and replies, "Yes, four exactly."

Then, the interviewer calls in the statistician and asks the same question, "What does two plus two equal?"

The statistician says, "On average, four—give or take a percentage, but on average, four."

Now, the interviewer calls in the accountant to ask the same question, "What does two plus two equal?"

The accountant gets up, walks over to the door, locks it, goes to the window and closes the blinds, then he walks over to the interviewer and asks, "How much do you want it to equal?"

The Fixed Jury

A corrupt defense attorney finds a dishonest juror and pays him off to get the jury to vote for manslaughter, instead of murder as the state prosecutor had charged.

After watching the case presented by both sides, the jury adjourned to the jury room to deliberate. It took five days for the jury to finally reach a verdict. They all came out and the foreman rose to announce their verdict had been reached. The judge read and announced the defendant had been found guilty and was charged with manslaughter.

The corrupt attorney approached his juror after the court emptied out to pay him. As he's paying the money, he asks if the decision was hard to

sway. The juror replied, "Yes, it was very tough. At first, they all wanted to acquit!"

Making Babies

A second grader came home from school and said to her mother, "Mom, guess what? We learned how to make babies today." The mother, more than a little surprised, asked fearfully, "That's interesting. How do you make babies?" "It's simple," replied the girl. "You just change the 'y' to an 'i' and add 'es' to it."

Artistic Investment

An artist stops by one of the galleries showing off his work; while there, he sees the owner and inquires, "Any bites?"

The owner responds, "I have good news and bad news." He then continues, "The good news is that a fine gentleman stopped by the other day and asked about your work. He wondered if it would appreciate after the artist's death. When I told him, 'Definitely', he bought all fifteen of your paintings on display."

"That's wonderful!" exclaimed the artist. "What's the bad news?"

"This person was your doctor."

Winning the Raffle

Bubba and Jimmy were in the local bar enjoying a beer when they decided to try their luck on the weekly charity raffle. Each got 5 tickets. Next week, when the raffle was drawn, each won a prize: Jimmy got the first prize, a year's supply of spaghetti sauce and long spaghetti. Bubba won a toilet brush.

A week later, they meet at the bar again. Bubba asked Jimmy how he enjoyed his prize, to which he replied, "Great, I loved the spaghetti and sauce. How about the toilet brush?"

"Not so good," replied Bubba, "I reckon I'm gonna go back to paper."