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The Tech Insider

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

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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!

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



Navigating The Challenges of Data Lifecycle Management

Data is one of the most valuable assets a business can have. Managing this data throughout its lifecycle can be challenging. Data lifecycle management (DLM) refers to several processes and policies that govern the handling, storage, and eventual disposal of data.

Businesses generate and store vast amounts of data. As this happens, effective DLM becomes more critical. Navigating the challenges of DLM requires a comprehensive approach that balances security, compliance, and operational efficiency.

Understanding Data Lifecycle Management

DLM involves the governance of data. It starts from its creation and continues to its eventual disposal. The lifecycle includes several stages:

- Data creation
- Storage
- Use
- Sharing
- Archiving
- Deletion

Each stage presents its own set of challenges. Mismanagement at any stage can lead to security risks, regulatory non-compliance and increased operational costs. Implementing a robust DLM strategy ensures proper data handling at every stage.

The Importance of Data Lifecycle Management

Effective DLM is crucial for several reasons.

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Snapple Real Fact #128

"Dragonflies have six legs, but cannot walk."

"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

"There are some times in your life when a flare goes up and everybody can be seen precisely where they're standing."

—Douglas Murray

"Worrying does not take away tomorrow's troubles, it takes away today's peace."

—Randy Armstrong

"Two things are infinite: the universe and human stupidity; and I'm not sure about the universe."

—Albert Einstein

"You cannot shake hands with a clenched fist."

—Indira Gandhi

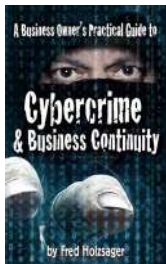
"Lord, make me an instrument of thy peace. Where there is hatred, let me sow love."

—Francis of Assisi

"I feel that the greatest reward for doing is the opportunity to do more."

—Jonas Salk

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

"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 services HTS Insight Hassle-Free Agreements— Computer Support at a flat monthly fee you can budget for just like rent!

Navigating The Challenges of Data Lifecycle Management

(Continued from page 1)

First, it helps ensure data security. A well-implemented DLM strategy includes security measures that protect data at every stage.

Second, DLM helps businesses follow regulatory requirements. Failure to comply can result in significant fines and reputational damage.

Finally, DLM helps improve operational efficiency. By managing data effectively, businesses can reduce storage costs, streamline operations and ensure that data is available when needed.

Challenges of Data Lifecycle Management

- **Data Volume and Variety.** There has been a proliferation of digital devices and platforms. The result is that companies are collecting more data than ever before. It includes everything from structured databases to unstructured text, images, and videos.
- **Data Security and Privacy.** Protecting data is a critical aspect of DLM. As data moves through its lifecycle, it is vulnerable to various security threats. Ensuring data privacy and security is not only a best practice but often a legal need.
- **Data Quality and Integrity.** Maintaining data quality and integrity is essential for effective DLM. Poor data quality can lead to several issues, including inaccurate analyses, poor business decisions, and wasted resources. Ensuring that data remains accurate and reliable throughout its lifecycle is a challenge.

- **Data Retention and Deletion.** Deciding how long to keep data and when to delete it is a critical aspect of DLM. Holding onto data for too long can increase storage costs and expose businesses to security risks. But deleting data prematurely can lead to compliance issues. It can also mean the loss of valuable information. When it reaches the end of its lifecycle, appropriate data destruction methods must be employed to prevent unauthorized access.

- **Data Accessibility and Availability.** Ensuring that data is accessible when needed is another challenge of DLM. As data moves through its lifecycle, users may have archived it. It can also be moved to different storage locations or deleted. Businesses should balance data accessibility and security by enforcing access controls, such as role-based access and MFA. Businesses must also plan for data availability during disruptions such as hardware failures, cyberattacks, or natural disasters through data backup and disaster recovery plans.

Data lifecycle management is a complex but essential aspect of modern business operations. Our team of experts can help you put commonsense solutions in place to improve data security.

QUICK SECURITY TIPS: According to NerdWallet's 2023 survey, 80% of Americans use mobile payment apps; half say they use them at least once a week. A popular scam is where a fraudster asks to use an individual's smartphone for personal use and sends large sums through their Venmo or Zelle app. In other cases, **fake causes** are "represented" by folks on the street that "help you" to process your contribution by "sending it for you" on your phone. Your "donation" may appear in your statement as larger than intended when you see it days/weeks later. The lesson here is **not to hand over your phone** and always **be present of mind** when using these apps.

Data lifecycle management is a complex but essential aspect of modern business operations.

"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:

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

More Cringeworthy from Dad

How many times have you heard a quick one or two liner that made you cringe? How about some more? Thanks: *Vince the Sign Guy*.

☺ *Whoever came up with the word dentures really missed the opportunity to call them "substitooths."*

☺ Help your friend on a diet by replacing the light in their fridge with an air horn.

☺ I must be getting stronger with age. I can now lift \$100 worth of groceries with 1 hand.

☺ It's hard to use puns with kleptomaniacs because they take things literally.

☺ I like my candy canes in mint condition!

☺ My mom used to get mad at me for kicking dropped ice cubes under the refrigerator, but now it's just water under the fridge.

☺ I love dry erase boards. I find them quite remarkable.

☺ I wonder what happened to the guy who came up with the catchphrase "One hit wonder."

☺ I finally figured out what I want to be when I get older. ...Younger!

☺ If I'm in business as a sole proprietor and I talk to myself, is that a staff meeting?

☺ My dog swallowed my entire bag of Scrabble tiles, so I took him to the vet to get him checked out. No word yet.

☺ They say 40 is the new 30 and 50 is the new 40. All I know is the older I get, the more 9 p.m. is the new midnight.

☺ I always knock on the fridge before I open it.... Just in case there's a salad dressing.

☺ When I was younger, I decided I wanted to go to medical school. During the entrance, we were all asked to rearrange the following letters... PNEIS. Our hint was, 'it's a part of the body that's most

useful when it's erect.' Those who answered SPINE are now doctors, the rest of us went into Info Tech.

☺ My son doesn't think I give him enough privacy. At least, that's what he said in his journal.

☺ Someone stole the toilet seat at the police station. Investigators have nothing to go on.

☺ The word "suns" is still "suns" when turned upside down.

☺ Adam & Eve were the first people to ignore the Apple Terms and Conditions Agreement.

☺ My son wanted to know what it was like to be a parent, so I woke him up at 2:00 a.m. to tell him my sock came off.

☺ It's been suggested that dogs bark up to 350 times a day. Of course, that just a ruff estimate.

☺ "I can't wait to grow up," was probably the dumbest thing I've ever said.

I Hope we finally got you to smile.



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**.

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Quick Productivity Tips

How quickly could you locate any file on your computer at work? Can you quickly help someone locate it without seeing the folders or do you need to "physically" review all aspects of the folders to orient yourself of it whereabouts?

Now that you have identified yourself as a messy or an orderly person, let's give you some thoughts on this matter. In her "Best Practices to Organize Your Computer Files," (<https://www.youtube.com/watch?v=gfPujXtQqwc>) Lea David on YouTube identifies three particular categories to describe the way people store files:

1. **Chaotic Storage.** A system from the logistics industry according to which items are stored **wherever there is place**.
2. **Mass dumping. One place** to store *all* of your files—irrespective of type, name, project etc.
3. **Hierarchy Structure.** Resembles a multi-level hierarchy, similar to the roots/branches of a tree.

OK, So which do you use?

If you use **Chaotic Storage**, imagine having a few drives in your computer or shares on your server. As you create files, you simply store them where you are at the moment, so if you were logged onto drive C:, it goes there, but if you are on drive D:, then you would save it there, wherever it's convenient at the time. Now, locating it won't be so convenient, especially if you have to look on your desktop, server or other places.

If you use the **Mass Dumping**, you have no problem placing files on your computer; however, you DO have one when you need to locate them because there is no particular order to your storage.

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

Did you know, if you save a file called *Myfile.docx*, when you go to save a second one using the same name, it is automatically renamed using a numbering system to keep it unique. So, now you have *MYfile (1).docx* and *MYfile (2).docx*. If you delete the first *Myfile.docx* document, the next time you save a file named *MYfile.docx*, it will use that name, but now you will have to open each *MYfile.docx* to determine which one you wanted. To quote Dr. Phil, "How's that working for you?" The Hierarchy Structure gives you order and levels by which you may store and retain your files with a benefit of ease in stashing them as well as the ability to locate them when you need them. Furthermore, if you have a file named *MYfile.docx* and create a new one in a different folder, it will not create the confusion you have with the earlier methods.

Picture a department store. You have Fragrances and Women's Fashions on the first floor. You have Mens Clothing and Colognes on the second floor. On the third floor, there are Toys and Games and Childrens' Clothes. Can you see how you now have Floors to give you a First Level sort, departments to give you a Second Level sort and each sublevel to give you another Level to sort by—Toys and Games for Toddlers, Teens and Adults or Mens Suits and Ties vs Athletic wear and Sneakers. Each item you want is classified by Floor, Department and Sub-department. *Has that made your search simpler to accomplish?*

A business could organize by Vendors, Customers, Inventory. Inventory could be broken out into Thingamabobs, Whoosihots and Watchamacallits. The same goes for your file structure on the PC with folder and their subfolders. Don't go too deep.

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Is there a topic or feature you would like to include in a future issue? Opinions and feedback are welcome and encouraged. Please send us an e-mail or call our direct line.

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"Fred Holzager has been an invaluable asset to our company. His extensive knowledge and expertise in solving a wide range of technical issues have saved us on numerous occasions. Whether it's a minor glitch, complex computer problem, or installing completely new computers for our office, Fred always has the solution, and he's incredibly responsive. His dedication to ensuring our systems run smoothly is truly appreciated, and we feel secure knowing that Fred is just a call away. We couldn't ask for a more reliable and skilled IT professional!"—David Kessler, Kessler Properties, Clifton, NJ

November 2024

The Lighter Side...

For Entertainment Purposes ONLY!

The Winds Outside the Empire State Building.

Two men are sitting, drinking at a bar at the top of the Empire State Building. The first man turns to the other and says, "You know, I've found if you jump from the top of this building, the winds around the building are so intense, by the time you fall to the 10th floor, they carry you around the building into a window."

As the bartender witnesses this, he shakes his head in disapproval.

The second guy says, "Are you crazy!? There's no way that could happen."

"No, it's true," the first man says, "Let me prove it to you." With that comment, he gets up from the bar, jumps over the balcony and plummets toward the street, then, as he nears the 10th floor, the strong winds whip him around the building and back into the building through a 10th floor window. He takes the elevator back up to the bar.

There he sees the second man looking astonished who says, "You know, I saw it with my own eyes, but I can't believe it. It must have been a fluke."

The first man says, "No, it wasn't. I'll do it again." With that said, he jumps off the balcony and, again, hurtles down towards the street. As he reaches the 10th floor, a breeze gently carries him around the building and back in through a window.

Once upstairs, he urges his drinking buddy to try it. "Well, Why not!?" the second guy says. After saying this, he goes over to the balcony and launches himself off the building. He plunges downward, past the 11th floor, 10th floor, 9th floor until his body hits the sidewalk with a SPLAT!

Back upstairs, in the bar, the bartender turns to the first man and says, "Ya know, Superman, you're a real jerk when you're drunk."

In the Grocery Store

A man walked into the produce section of a store and asked the fellow stocking the shelves if he could buy half a head of iceberg lettuce. The fellow looked at him rather puzzled and said, "Sir, we typically sell lettuce as whole heads, not as halves."

The old man insisted that he ask his manager.

"I'll have to ask my manager if we can comply with your request. Please wait here momentarily, until I return."

At that point, he walks to the back of the store and enters the Manager's office.

"Sir, there is an a\$\$hole that wants to buy a half a head of lettuce."

As he's telling the manager, he hears a noise and turns around to see the old man. Quickly, he adds, "But, fortunately, the man behind me here was willing to buy the other half. May we do that for him?"

"Sure," said the manager as the old man walked away. "Son, I like the way you were able to turn the situation around. You're pretty sharp. Where are you from?"

"I'm from Texas, sir."

"Why did you leave Texas?"

"It's only got whores and football players there. Why do you ask?"

The Manager then added, "My wife comes from Texas."

"No way! Really? Which team did she play for?"

Wrong Place, Right Time

A boy goes to a strip club. His mom gets angry and asks him, "Did you see anything there that you were not supposed to see?"

The boy replies, "Yes, I saw Dad!"