



“As a business owner, I know 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!”

- Rick Johnston,  
Information Management Systems

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# Technology Times

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

## A Warning To Business Owners: Non-Compliance To New Regulations Can Mean Hefty Fines

In the past 10 years, over 10,000 new regulations have been placed on the books by local, state, and federal agencies pertaining to the handling, storage, and disposal of confidential client, patient, and employee documents and information. The Commonwealth of Massachusetts, for example, recently enacted one of these privacy laws and is requiring anyone who has business in that state to comply by March 2010.

Basically, ANY company that holds social security numbers (your employees’ SS#’s, for example), credit cards, or financial statements needs to comply with these regulations or the fines for not doing so can be hefty.

Want to make sure you stay on the right side of these laws? Here are a few tips that will go a long way in making sure you don’t end up fined, sued, or with a bad reputation for not securing client or employee information:

- .. **Get The Facts** - If you think you are holding confidential information that should be secured, ask a qualified attorney who specializes in data confidentiality in your industry about what you must do to meet new government regulations.
- .. **Encrypt Your Backups** - Make sure your backups are at least 32-bit encryption. Encryption takes every keystroke you type and transforms it into 32 different characters, making it nearly impossible for hackers to use the information, even if they were able to steal it. Some backup solutions will even provide tighter security with 256-bit encryption.
- .. **Have A Powerful Firewall** - Firewalls keep hackers and other intruders from getting into your network and accessing important, confidential and private information. If you have the right firewall in place, it should act like a shield over your data and give you the protection you need to be in compliance with these laws.
- .. **Lockdown Your Passwords** - One surefire way to prevent any unauthorized access to privacy information and take a step toward regulatory compliance is to make sure only those who need the passwords to your computers have them.

Want To Be Sure Your Technology Is In Compliance With These Laws?  
Call by December 31<sup>st</sup> and get our Privacy Compliance Network Audit (A \$497 value) absolutely FREE.  
701-364-2718 or visit <http://www.imsnetworking.com/>

**Want to Lock-in your IT Costs for the Next THREE Years? Sign up for IMS Total Care Services TODAY!**

## Free Advice?

A doctor and a lawyer were talking at a party. Their conversation was constantly interrupted by people describing their ailments and asking the doctor for free advice.

The exasperated doctor asked the lawyer, "What do you do to stop people from asking you for free legal advice when you're out of the office?"

"I give it to them," replied the lawyer, "and then I send them a bill for my time."

The doctor was shocked, but agreed to try it. The next day, still feeling slightly guilty, the doctor prepared the bills.

When he went to place them in his mailbox, he found a bill from – guess who - the lawyer!

## Everything You Need To Know About Life Can Be Learned From Santa



- Encourage people to believe in you.
- Always remember who's naughty and who's nice.
- Don't pout.
- It's as much fun to give as it is to receive.
- Some days it's okay to feel a little chubby.
- Bright red can make anyone look good.
- Wear a wide belt and no one will notice how many pounds you've gained.
- If you only show up once a year, everyone will think you're very important.
- Whenever you're at a loss for words, say: "HO, HO, HO!"

## Know Someone Who Could Use Our Help?

*Refer your friends today and we will send you a FREE 19" monitor.*

We love getting referrals from our loyal clients or friends and we're not afraid to show it! Refer a new business client to us by January 15th and when they sign up with our managed service plan, we'll ship you a FREE 19" LCD monitor (that's over a \$200 value) and your referral receives THREE FREE HOURS of computer support right from the start with absolutely no strings attached.

Everybody Wins! You get a cool new 19" LCD monitor and the person you refer gets to "try before they buy" with three free hours of computer support (they also get introduced to an honest, reliable technician who is dedicated to solving their computer problems). Just tell your friends to mention your name when they call so we can reward your loyalty if they become a client. We will make sure they get their three free hours of technical support just for saying your company name.

Who is a good referral? Any business owner you know that has 10 or more PCs is a great referral for us. Don't worry, you don't have to sell our services and we won't show up at your friend's place of business and pressure them to purchase anything.

This is no gimmick! We vow never to sell the information you give us about your friends, hound them with surprise sales calls or send some no-name annoying salesman to harass them during their busy work day. The only catch is that you will be saddled with the task of determining where your new 19" monitor should live. Unfortunately, we cannot help you decide where to put it, but we will help you install it if you need assistance. Just give us a call!

Please keep in mind... We do not serve home users due to our ongoing commitment of excellent service to businesses just like yours. Our focus is business computing and we consider educating ourselves on the most current issues you face as an owner, our specialty. Also, with our Total Care Services managed service contracts, our clients enjoy preferential treatment. Unfortunately, this hinders our ability to handle home user situations in a timely manner.

We know this may sound too good to be true, but we want you to know how much we appreciate your trust. It means the world to us that you would pass along a good referral and we want to be sure we reward your efforts in a big way.

What if the referral doesn't become a client? That's ok, we understand that we are not a fit for everyone. So, we will go one step further, if you send us three referrals and not one of them becomes a client, we will send you a \$50 bill anyway for your time and efforts. Don't forget this is on top of giving your friends their three FREE hours of computer support.

What have you got to lose? Give us a call today to refer your friends to an established support company and you could be shoving cash in your pocket or throwing out your old monitor.

**Information Management Systems 701-364-2718**

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## **Warning: The Average Failure of Tape Drives is 100%**

Most people don't realize that ALL tape drives fail at some point. But what's really dangerous is that most companies don't realize it's happened until it is too late!

That's why thousands of businesses lose millions of dollars worth of data to disasters like fires, FLOODS, power outages, theft, equipment failure, and even simple human mistakes. In almost every case, these businesses were horrified to find out their back-ups weren't working when needed most.

### **As a Matter of Fact, You've Probably Experienced These Problems with Your Tape Drive Already...**

What if someone forgets the tapes, goes on vacation, or leaves the company, and the rotation plan falls through? Are the tapes being constantly monitored to make sure they are working? Have you ever tried to recover data from your tape drive, only to discover how difficult it was, or that the data you *thought* was being backed up, in fact, wasn't?

Finally, (God forbid) if your office gets flooded because of a storm, hit by a tornado, burned to the ground by fire, or burglarized, your tape backup will be damaged along with everything else and will be completely worthless!

Fortunately there is a way to eliminate the risk and hassle of tape backups with Our Proven Backup and Disaster Recovery System!

Call us today! **(701) 364-2718**

## **How New Viruses Get Named**

Thousands of viruses are currently circulating on the Internet with more being discovered daily. So how does a virus get its name?

There is no official government body or organization that names viruses. In most cases, the anti-virus company that discovers a virus gets to name it which means it is a very competitive race to see who can discover new viruses first!

The criminals creating viruses like to leave clues as to what they want their virus to be named, but researchers who discover (and fight) them don't give their authors the satisfaction of keeping the name. To hackers, creating a destructive, difficult to disable virus is a badge of honor. So instead of giving these cyber criminals the publicity they crave, virus researchers will name a virus based on the type of system it attacks, what it does, or other random reasons. For example, the Code Red virus got its name from an eEye Digital Security researcher's beverage of choice -- the cola variety of Mountain Dew soft drink. Apparently he was drinking this the night he cracked the corruptive code.

Creativity aside, most anti-virus companies have policies and letter-number formulas for naming viruses because it's becoming more and more difficult to come up with unique names for viruses. Symantec's Norton anti-virus software currently has a catalogue of over 58,193 known viruses—and the number grows every day.

### **Come visit IMS at Business After Hours**

In case of a flood or other disaster, is your business prepared? Visit our booth at the Ramada for the Chamber Business After Hours. We will be demonstrating our Backup and Disaster Recovery System and showing you how to keep your valuable information off-site and easily accessible.

Stop by our booth and sign-up for a free network audit. See you on Thursday, December 3, 2009 - 4:30 to 6:30 pm!

## **Backup Alert To All iPod Users**

If you've been an iTunes and iPod customer for any length of time, you'll quickly rack up the number of songs, videos, and audio books in your library. And, in no time flat, you can end up spending a small fortune.

But be warned! Most iTunes customers don't realize that Apple will NOT allow you to re-download the music you've paid for, even if you lose every file because your computer dies, gets fried, infected, or destroyed.

If you don't want to risk losing the purchases you've made, then make sure you back them up. Here's how:

First make sure you have some blank CDs or DVDs ready to go, and then do the

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## Christmas Jokes

**What Christmas Carol is the favorite of parents?**

Silent Night

**What do elves learn in school?**

The elfabet

**What kind are Santa's most favorite cookies?**

The round kind

**What does Santa call reindeer that don't work?**

Dinner



## A Holiday Traveler's Realization

"When I got to the airline counter, I was impressed by the lovely Christmas decorations."

"I looked up and noticed that I was standing under mistletoe, but then I realized that it was there so that I could KISS MY LUGGAGE GOOD-BYE!"



## We Want Your Input!

Do you have an idea to make this newsletter better? Would you like to submit a story, article, or trivia? We'd love to hear from you!

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following:

1. From the iTunes File menu, choose Backup to Disc. A dialog box will open up giving you an option to do one of the following:

- Backup entire iTunes library and playlists (to backup everything)
- Backup only iTunes Store purchases (to backup only your purchases)

If you have previously backed up your library and only want to back up the changes, then check only backup items added or changed since last backup.

2. Click "Back Up" and wait for the CD drawer to open. Add a disc each time iTunes asks for one. If your library won't fit on a single disc, iTunes will ask for as many discs as needed and write your library to them.

3. Make sure you store your backups in an off-site location. If your office catches on fire, gets burglarized, or destroyed by a flood, faulty sprinkler system, or violent storm, they'll go down with your PC.

## How Time-Pressured Entrepreneurs Are Lightening Their Load

Are you a very busy, sometimes frantic, time-pressured entrepreneur awash in opportunity and critical projects, but feeling like you are surrounded by nitwits and slower-than-molasses-pouring-uphill people who only add to your stress and frustration?

There are very few people who understand the daily life of an entrepreneur...

The incredibly LONG hours, crushing workload, millions of tiny details, irritations and problems to deal with, government regulations, taxes, employee questions and issues, and impossible deadlines on EVERYTHING.

Then you have employee problems, financing problems, customer problems, competitor problems, vendor problems and – more recently – issues with the economy grinding sales to a halt. Despite your absolute best effort, nothing goes right and you end up bleeding money, in the red and scrambling to figure out how you're going to make payroll.

But some business owners are discovering a way to handle their computer and network technology that actually prevents issues from happening and gives them peace of mind. Admittedly, technology is only one small part of the day-to-day issues you deal with, but I think you'll agree that IT problems can be some of the most aggravating (and expensive) issues you run into.

That's why entrepreneurs are flocking to IT support that focuses on keeping them up and running, rather than service that only reacts to issues. The IT industry refers to this as "managed services" and typically it means that a computer company will provide remote monitoring and automatic maintenance of your network for a flat monthly fee. Because of how the IT company is paid, they are only incentivized to keep you up and running and if you go down, it not only hurts you, but hurts them via their wallets.

**To find out if Total Care Services managed services, can help you as well, call us at (701) 364-2718 to learn more.**

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