

Welcome!



# Technology Solutions to Grow Small Business

# Thanks!



- City of Henderson Redevelopment
- Emerald Island Casino
- Henderson Chamber of Commerce
- You!

# Who Me?

- Rich Manley – Owner of TechVanta Business IT Solutions
- Relocated here in 2005 from Southern California
- 20 years of Business IT experience
- Numerous industry certifications

# TechVanta



- Est. February 2009
- Serve the Las Vegas Valley
- Several industry partnerships
- Microsoft Small Business Specialist
- Microsoft Certified Partner



# Meeting Information



- ⦿ Questions - Ask
- ⦿ Need refreshments – Go
- ⦿ Need facilities – Go
- ⦿ We will take breaks
- ⦿ Must be present to win raffle

# Agenda

- 1) Using Technology Smart
- 2) Understanding Threats and what is the Motivation?
- 3) How to Protect Yourself: Viruses – Spyware – Privacy
- 4) IT Economics 101
- 5) What is Coming and What is Here
- 6) Free and Low Cost Solutions
- 7) Easy “How To’s”
- 8) Social Media
- 9) Questions

# Technology

- Does technology make you more productive?
- Comfort level and adaptation to technology
- Use technology smart
- Use what you are comfortable with

# Mac vs. Windows

- ◉ Which one crashes less?
- ◉ Which one is better for graphics?
- ◉ Which one is better for business?
- ◉ Which one is easier to learn?
- ◉ Which is more secure or safer on the internet?
- ◉ Can Mac's get viruses?



# Viruses/Spyware/Malware

- ◎ History
- ◎ Methods
- ◎ Exploits
  - Network Ports
  - Executable Files
  - Scripts
  - Macros
- ◎ Trojans
  - Anything appearing to be something else
- ◎ Drive by
  - I didn't click anything!!
- ◎ **Unpatched Computers**

# Phishing

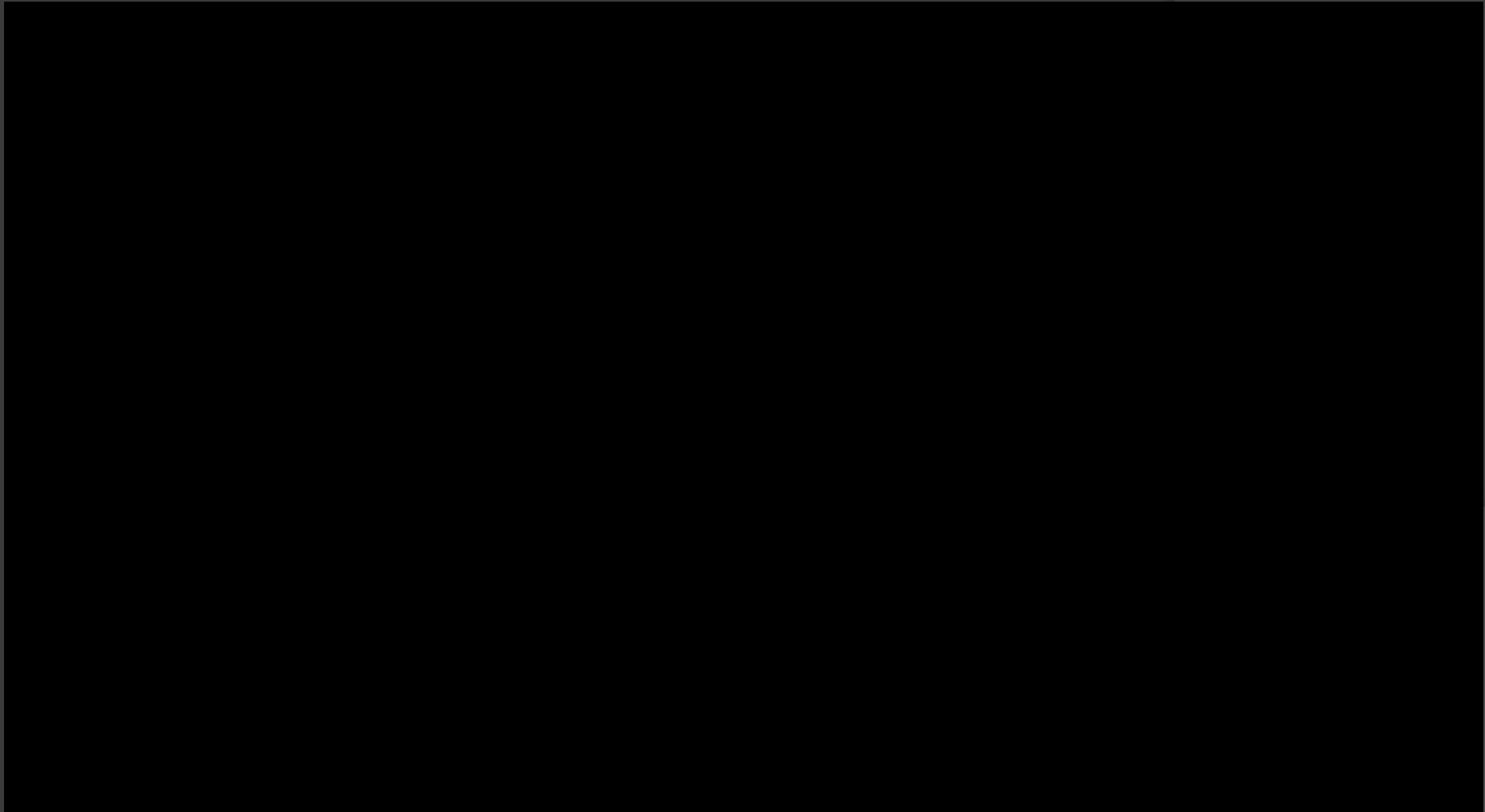
- Emails
  - Banks
  - Ebay
  - Paypal
- Pop ups
  - Website
- Social hacking
  - Phone Calls

# Exploits

## ⦿ Fake Antivirus

- Looks real
- It's not
- Asks for money
- Doesn't fix anything
- Might lose even more

# Fake Antivirus



# Bot Nets

- ⦿ Machines get infected and lay dormant
- ⦿ Waiting for commands
- ⦿ Spamming bots
- ⦿ DDOS attacks
- ⦿ Just simply steal your information
- ⦿ Sophisticated crime rings
- ⦿ Sophisticated software developers

# ZEUS

# Safety on the Net

- Be aware
- Do not click things that look suspicious
- Nobody has a video of you dancing naked on a table, so don't click it
- Anyone who wants to be your friend online should be known in real life
- You are not the 1,000,000<sup>th</sup> anything
- You didn't win squat
- COMMON SENSE!

# Minimize the Risk

- Patch Computers
- Do Not Use an Administrator Account
- Do Use Antivirus and Antispyware
- Do Use a Firewall
- Spam Filtering
- Email Filtering
- Web Filtering



# Privacy?

- ⦿ Non existent
  - Web searches
  - Shopping
  - Sites visited
  - Emails sent and received



# Privacy

- ⦿ Steps you can take
  - Open DNS
  - Delete Cookies
  - Proxy Server
- ⦿ Encryption

# SPAM



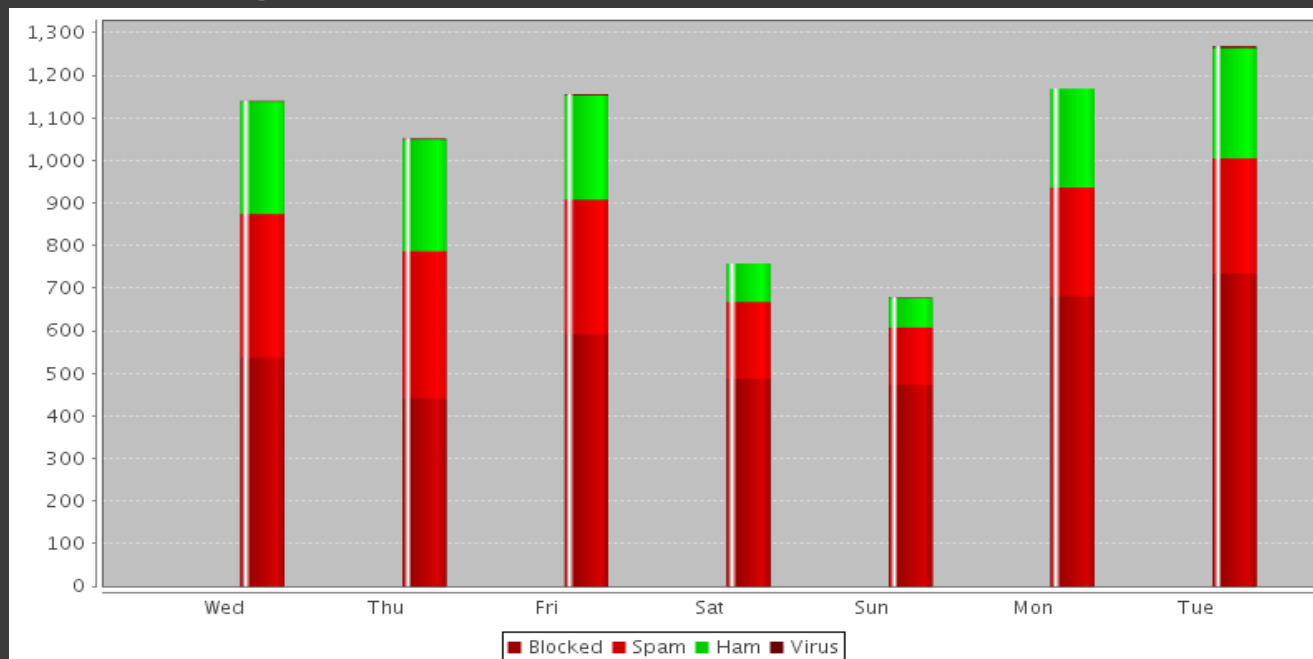
- The Message Labs Intelligence report for 2009 highlights turbulent spam activity throughout the year, with average spam levels reaching 87.7%.
- With compromised computers issuing 83.4% of the 107 billion spam messages distributed globally per day on average.
- Webmail accounts

# SPAM

## Problem is increasing dramatically

### Inbound Message Volume for Last 7 Days

For this time period, **5,794 (or 80.3%)** out of 7,212 total inbound messages were problem emails.



# Kids

- ◉ Security Software
- ◉ Windows 7 and Vista
- ◉ Kids know how to disable
- ◉ Educate children
- ◉ Monitor ALL activity
- ◉ ChatRoulette
- ◉ Maybe get rid of web cam?
- ◉ Spector/E-Blaster
  - [www.spectorsoft.com](http://www.spectorsoft.com)

# Payloads

- ⦿ Java Updates
- ⦿ Adobe Reader
- ⦿ Adobe Flash
- ⦿ Free Applications

# Browsers

- History
- Internet Explorer
- Firefox
- Chrome

# IT Economics 101

- To upgrade or not, that is...
- What is your time worth?
- Compelling features
- More Secure
- Managed Services vs. Break Fix
- Proactive vs. Reactive



# Disaster Recovery

- The art of recovering from a disaster 😊
- A situation which separates you from your data and prevents you from continuing business as usual.
- When is Your Hard Drive Going to Fail?
- Is Your Data For Sale on Ebay?

# Backup's

- ⦿ Tape
- ⦿ External Drives (USB Hard drives, flash drives)
- ⦿ Online
  - TV Commercial Companies
  - Guardian Managed Online Backups
- ⦿ Restore
  - Backups are nothing without a restore

# Numbers

- Guardian Managed Backup 5 gig.
- Guardian Managed End Point Security: 3 Workstations, 1 Server.
- $\$20 + (3 \times \$6) + \$12 = \$50$  mo.
- \$50 month vs. Potential for loss
- What Loss?

# More Numbers

- - 80 percent of companies without well-conceived data protection and recovery strategies go out of business within 2 years of a major disaster.  
Source: US National Archives and Records Administration.”
- - 70 percent of companies go out of business after a major data loss (Source, DTI)
- - “Within two years after Hurricane Andrew struck in 1992, 80 percent of the affected companies that lacked a business continuity plan failed (FEMA).”
- - “A recent study from Gartner, Inc., found that 90 percent of companies that experience data loss go out of business within two years..” (Written April 5, 2005)

# What is New

- ◎ Windows 7
  - Released October 2009
  - What Vista was supposed to be
  - Less resources than Vista
  - Stability
  - Features
  - Security
  - Should you upgrade?

# Office 2010

- ⦿ Released June 16th
- ⦿ What's new?
  - 32 & 64 bit versions
  - Outlook
  - Project
  - Word / Excel / PowerPoint
- ⦿ Should you upgrade?

# Office 2010 Commercial



# What is Coming and What is Here



- Multi Touch PC's
- iPad, xPad, myPad, urPad, etc
- Pocket projectors
- Windows 8
- Windows Mobile 7
- 3D TV
- iPhone4
- Hulu
- The Cloud



# What is the Cloud?

- ◎ Software as a Service (SaaS)
- ◎ The Good:
  - Always latest version
  - No configuration
  - No updates or maintenance
- ◎ The Bad:
  - Potentially poor support
  - Slimmed features

# What is the Cloud?

- ◎ The Ugly:
  - No Internet, No Applications
  - Service outages
  - Privacy concerns

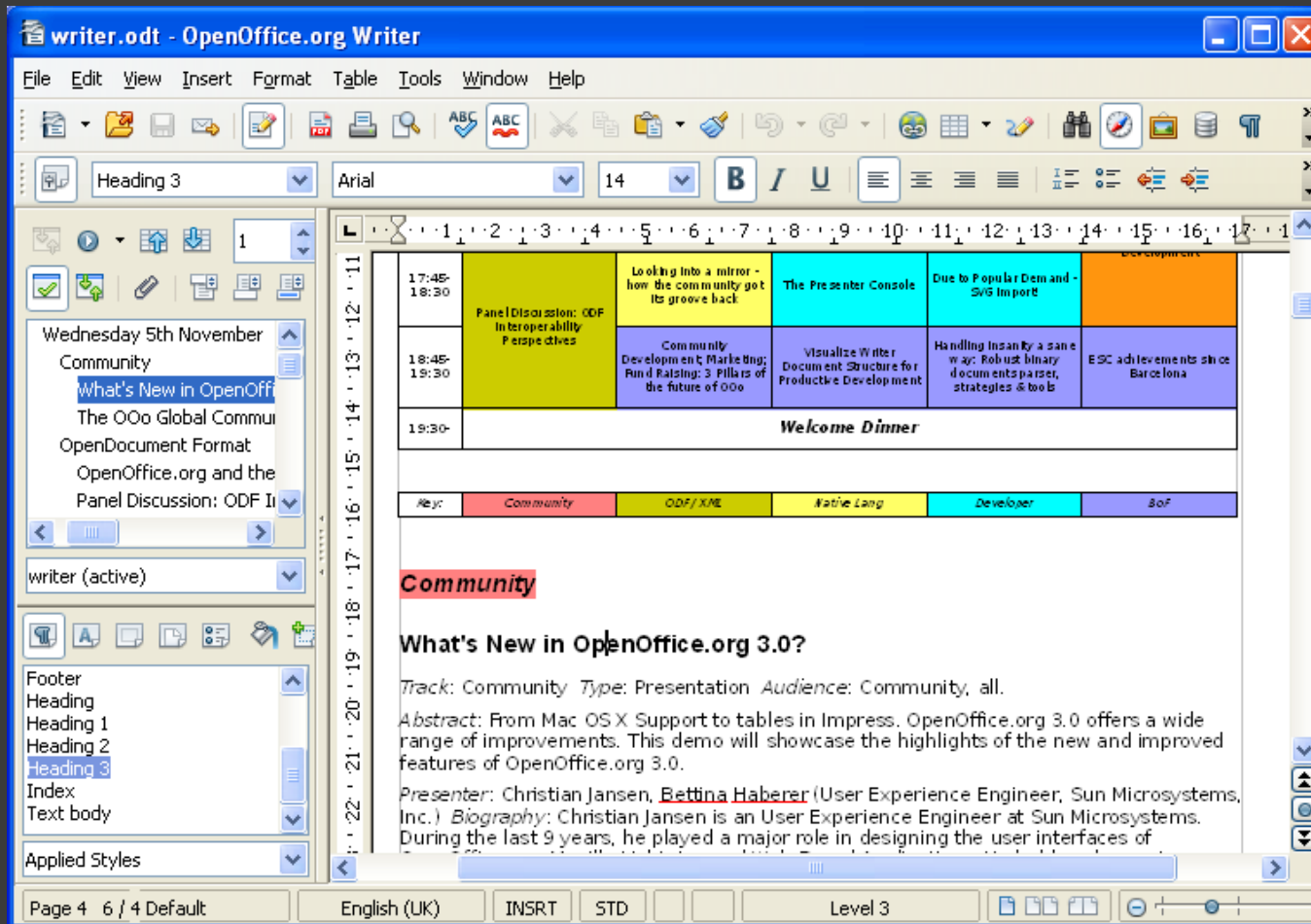
# Productivity Tools

- Dropbox
  - 2 gig free
  - Versioning
  - Windows, Mac and Linux
  - Sharing
  - Syncing
- File Recovery/Undelete - Recuva
  - Have pre-installed, important to have little or no activity.

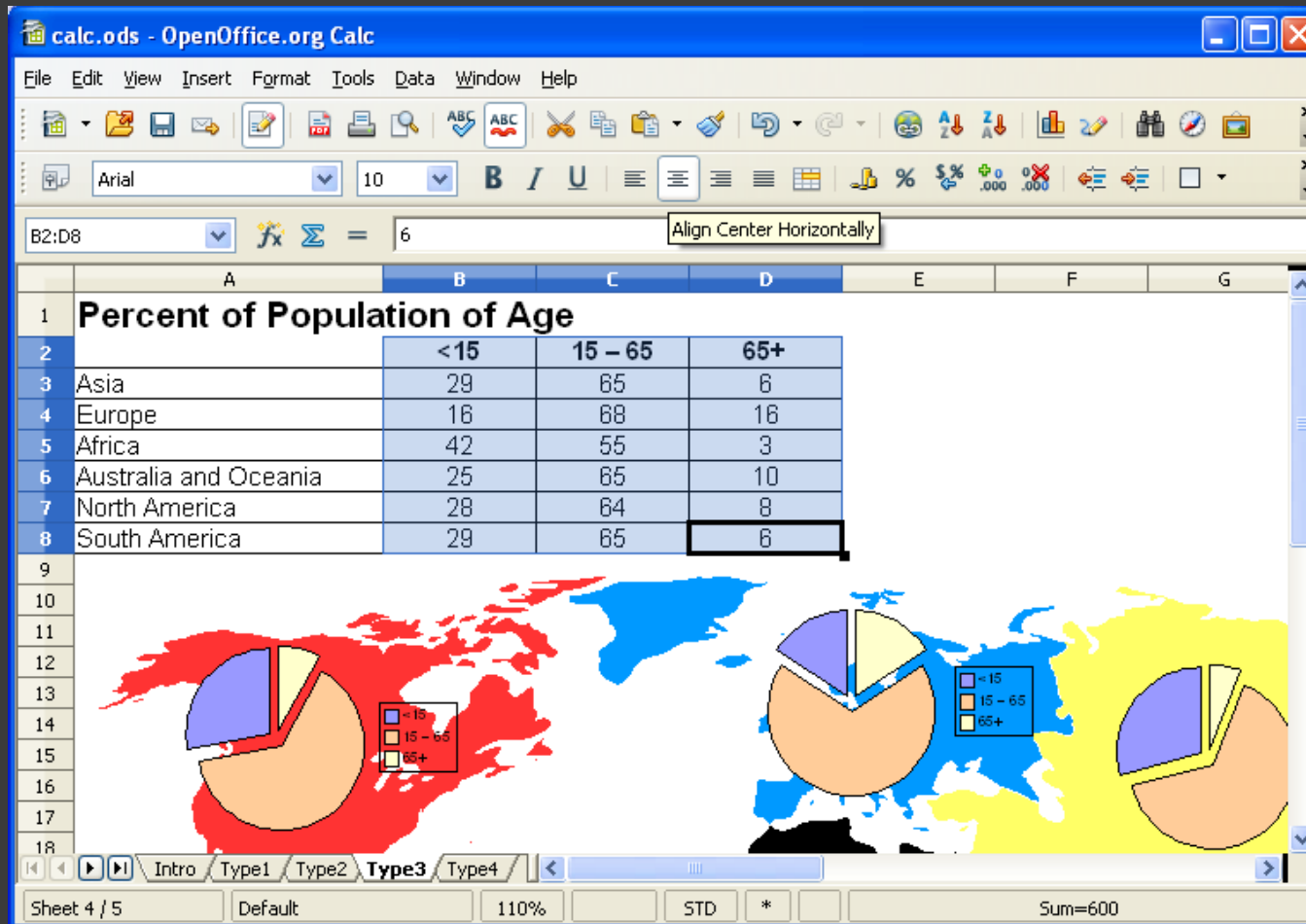
# Productivity Tools

- ◎ Remote Control
  - Logmein [www.logmein.com](http://www.logmein.com)
- ◎ Open Office
  - Free
  - Reads MS Office 2007 files
  - Can save as MS Office 2003
  - Amazing similarities to Office 2003

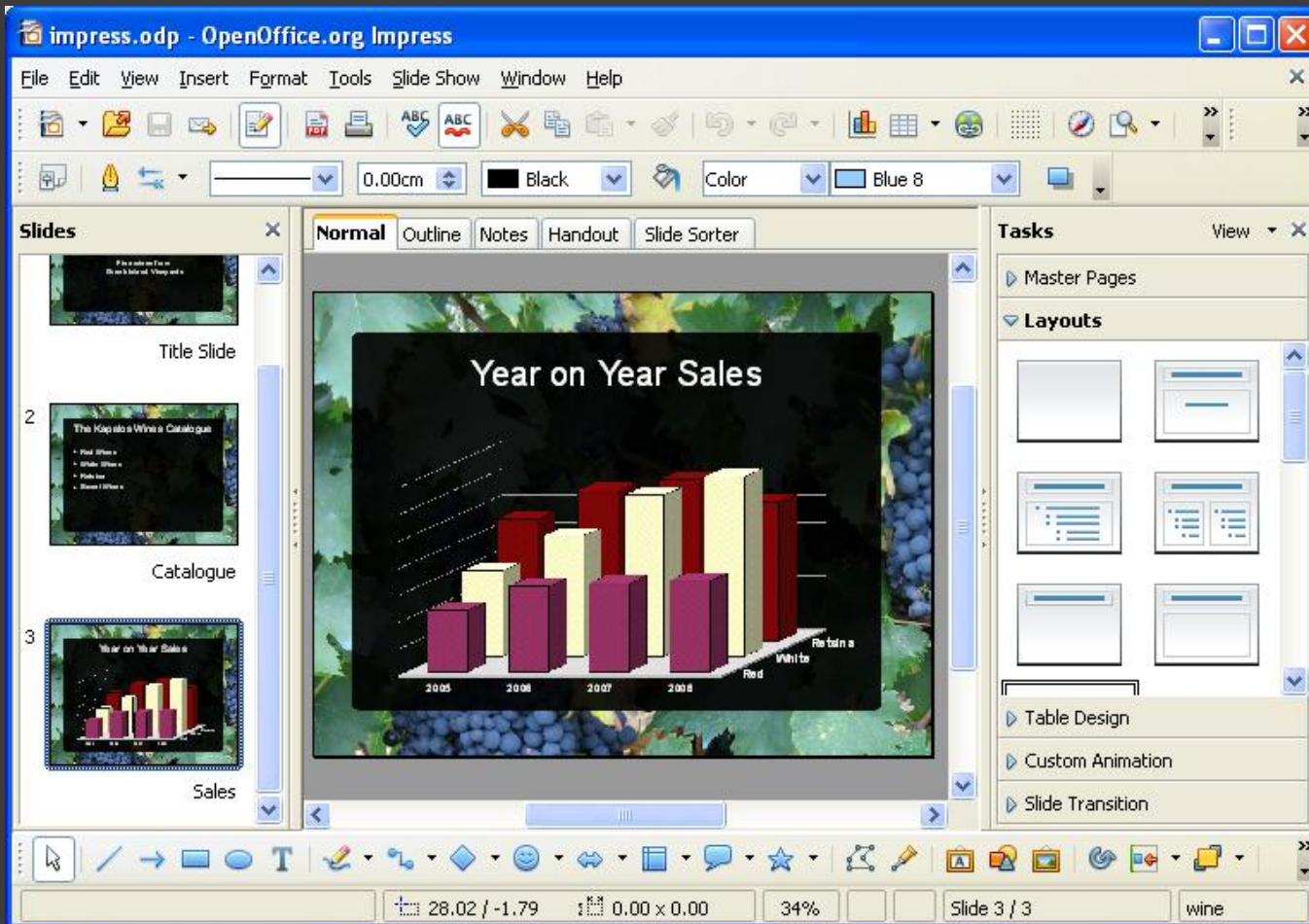
# Open Office 3 - Writer



# Open Office 3 - Calc



# Open Office 3 - Impress



# Open Office 3 - Base

base.odt - OpenOffice.org Base

File Edit View Insert Tools Window Help

base.odt : Query1 - OpenOffice.org Base: Query Design

File Edit View Insert Tools Window Help

Database

Tables

Queries

Forms

Reports

Raw\_Data

STATUS  
TITLE  
DESCRIPTION  
AUDIENCE  
TRACK  
SESSION\_TYPE  
PRESENTER\_NAME  
BIOGRAPHY

Field	STATUS	TITLE	DESCRIPTION	PRESENTER_NAME
Alias				
Table	Raw_Data	Raw_Data	Raw_Data	Raw_Data
Sort		ascending		
Visible	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Function				
Criterion	'Rejected'			

Document

NAME	STATUS
2.151	Withdrawn
3.97	
60.11	Rejected
107.1	
144.2	Rejected
161.4	
27.19	
74.13	Rejected
59.49	
103.72	Rejected

Spreadsheet

\\WBOXSVR\john\My Office\OpenOffice.org\OOoCon2008\CFP\CFP2008.odt



# Productivity Tools

## ⦿ Photos

- Picasa 3.6
  - <http://picasa.google.com/>
- Paint.net
  - <http://www.getpaint.net/download.html>
- LightBox Image Editor
  - <http://www.sagelighteditor.com/downloadfree2.html>
- Irfanview
  - [www.irfanview.com](http://www.irfanview.com)

# Productivity Tools

- File Archiving

- 7Zip

- [www.7-zip.org](http://www.7-zip.org)

- System performance

- CCleaner

- <http://www.piriform.com/ccleaner/builds>

- Defraggler

- <http://www.piriform.com>

- Deleted File Recovery – Recuva

- <http://www.piriform.com/recuva>

# Security Tools

## ⦿ Antivirus

- Avira

- [www.avira.com](http://www.avira.com)

- Avast

- [www.avast.com](http://www.avast.com)

- Microsoft Security Essentials

- <http://www.microsoft.com/security/products/mse.aspx>

## ⦿ Only Use One Antivirus Application!

# Security Tools

- Antispyware/Malware

- Malwarebytes

- [www.malwarebytes.org](http://www.malwarebytes.org)

- SuperAntiSpyware

- [www.superantispyware.com](http://www.superantispyware.com)

- a-squared

- <http://www.emsisoft.com/en/software/free/>

# Paid Services

- ◎ Backup
  - TV Commercial Companies
  - Guardian Managed Online Backup
  
- ◎ Finance
  - QuickBooks
  - FreshBooks
  
- ◎ Other
  - Zoho
    - At least 22 different applications
    - [www.zoho.com](http://www.zoho.com)

# Free Services

- ◎ Google Docs
  - <http://docs.google.com>
- ◎ Search Engine Apps
  - Google has dozens of apps available

# Laptop LoJack!

## ● Prey Project

- Reports back to central server
  - Apps running
  - All network information for tracing
  - Screen shot of desktop
  - If equipped; webcam shot of thief!
  - FREE!



# Social Media





# Shotgun Approach

**Yellow  
Pages**

**Direct  
Mail**

**Brochures**

**Events**

**Etc...**

**Networking**

# Funnel Approach



# The Big 6



**Cocktail Parties**



**Lunch Appointments**



**Trade Shows**



**Publishing Magazines**



**Producing Television**



**Seminars**

# Facebook

- Personal Pages
- Fan pages
- Groups
- Privacy

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

# Twitter

- Tweets!
- 140 Characters
- Mobile devices

The Twitter logo, featuring the word "twitter" in a light blue, rounded, lowercase font with a white outline and a subtle drop shadow.

# Blogging

- Multiple sources
- Personal and corporate

blogging

# YouTube

- Channels
- Web SEO



Broadcast Yourself™



# Thank you!



# QUESTIONS?