

TECHNOLOGY TIMES

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

What's New?

Samsung Phones Recalled Due To Battery Issue

If you've recently purchased a new Note from Samsung, be sure to visit the company's website for all the latest information on the replacement procedure.

Replacing more than 2.5 million faulty units will be a monumental task, and a lot is going to depend on how swiftly the suddenly embattled company can move to correct the issue and satisfy their existing customers.

While this is hardly the first product recall we've seen from a major tech manufacturer, it is definitely one of the largest and most impactful in recent memory.

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This monthly publication provided courtesy of Dan Edwards, CEO of Pact-One Solutions.

The end of the year is fast approaching, but there is still time to take advantage of Section 179 to grow your business and run it more efficiently. It is a perfectly legal way to save quite a bit of money on taxes while updating outdated computer equipment that is going to quickly pass you by if you don't act soon.

Thanks to the updated tax deduction titled "Section 179 election" (see www.section179.org for details), the Federal Government allows you to buy up to \$500,000 in machinery, computers, software, office furniture, vehicles or other tangible goods and take the full expense deduction in the current year, thereby REDUCING your taxable income on your current year's tax return.

Budgets may be one of the most important financial tools you can use running a profitable business and often requires that you carefully plan and review finances. Many do not treat technology as a critical part of their business and yet what would be the lost revenue if a critical piece of equipment was suddenly not operational?

Consumer Reports says 1 in 3 laptops and desktops break by their fourth year, with most warranties lasting only one to three years. We have programs to protect you for the life of the equipment!

Pact-One has been working with clients for years in utilizing Section 179, helping them budget for

Perfectly Legal Way to Save a Bundle of Money on Your Taxes!

equipment purchases with greater certainty and confidence.

If you are interested in learning more about how you can put the deduction to work for you; please contact us at 866-722-8663 or email us at Sales@pact-one.com.

We will provide you with a complimentary full action plan to implement your new technology before December 31st.

But you have to act now, as once the clock strikes midnight on December 31st; Section 179 can't help your 2016 profits anymore.



Get More Free Tips, Tools and Services At Our Web Site: www.Pact-One.com

Could One Tiny Leak Wipe Out Your Company?

Things were going great at Michael Daugherty's up-and-coming \$4 million medical-testing company.

He was a happy man. He ran a good business in a nice place. His Atlanta-based LabMD had about 30 employees and tested blood, urine and tissue samples for urologists. Life was good for this middle-aged businessman from Detroit.

Then, one Tuesday afternoon in May 2008, the phone call came that changed his life. His general manager came in to tell Daugherty about a call he'd just fielded from a man claiming to have nabbed a file full of LabMD patient documents. For a medical business that had to comply with strict federal rules on privacy, this was bad. Very bad.

It turned out that LabMD's billing manager had been using LimeWire file-sharing software to download music. In the process, she'd unwittingly left her documents folder containing the medical records exposed to a public network. A hacker easily



found and downloaded LabMD's patient records. And now the fate of Michael's life – and his business – were drastically altered.

What followed was a nightmarish downward spiral for LabMD. Not one to go down without a fight, Michael found himself mired in an escalating number of multiple lawsuits and legal battles with the Federal Trade Commission and other regulators investigating the leak.

Finally, in January 2014, exhausted and out of funds, his business cratering under constant pressure,

he gave up the fight and shuttered his company.

One tiny leak that could have easily been prevented took his entire company down. Could this happen to you and your business? Let's take a look at four fatal errors you **MUST** avoid, to make sure it never does:

Have you developed a false sense of security? Please, please, please do **NOT** think you are immune to a cyber-attack simply because you are not a big company. The fact is, whether you have 12 clients, or 12,000 clients, your data has value to hackers. A simple client profile with name, address and phone number sells for as little as \$1 on the black market. Yet add a few details, like credit card and Social Security numbers, and the price can skyrocket – \$300 per record is not uncommon. Being small doesn't mean you are immune.

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Considering Facebook Live Video For Your Business?

Using Facebook Live is brain-dead simple. If you haven't already, install the Facebook app on your smartphone. Open it up, tap the red "Go Live" icon and you're on. It tells you how many are watching, plus their names and comments. When you're done, it saves to your Timeline. And, unlike Snapchat or Periscope, it doesn't disappear after just 24 hours. You can share, embed, Tweet – or delete – to your heart's content. And you can filter who sees it. As for content? Interview key employees, big shots in your niche or your customers. Share how you're making a new product. Or how your team relaxes. Why do it? Your customers love getting that little peek "behind the scenes."

- *PostPlanner.com*

Shiny New Gadget Of The Month:



HoloLens: Your New Reality?

A game designer sees a moving 3-D image of a living, breathing, mace-wielding ogre – on her desk. She flicks a finger and he turns from side to side, giving her a full view of his outfit and weapons belt.

An architect looks up at the ceiling in a building he's just designed. He waves his hand and reshapes it, allowing more light through. All virtually.

A space scientist designing a Mars rover strolls through the landscape, noting from all sides the position, shape and size of rocks his vehicle must navigate.

Now it's your turn. Put on the new HoloLens by Microsoft, and what do you see? How could you use this cool new augmented reality (AR) tool in your business?

At \$3,000 for the developer's version, it may not be an impulse buy. But new AR tools like this will soon be part of your computing world.

The Dark Side of Social Media

Social media has become a true amplifier, permeating every nook and cranny of the web, giving a megaphone to those who might have previously found themselves voiceless.

While I generally believe that the proliferation of the social web is a good thing, it does have a dark side that is difficult, if not impossible, to ignore.

I was reminded of this recently when an unscrupulous competitor accused me and my friend Larry Winget of an ugly racial slur. While it was totally fabricated, this person willfully resorted to defamation of character to defend his indefensible behavior.

It's easy to get mad, get on your computer and allow emotions to run amok. And that can come back to bite you. Yet there are times you shouldn't acquiesce to digital bullies. You need to take a stand.

Here are a few tips on how to keep your social media actions in check, and how to react to others who just can't seem to control theirs:

How do I think through my social media actions in a heated moment?

If you wouldn't say it to your grandmother, don't write it on Twitter. It feels good to blast an opponent, but such outbursts can easily be used against you.

Remember that everything you say or do on the web is archived. Consider everything you write on the Internet to be permanent. Trolls may delete their comments, but they still leave a trail.

Still debating saying it? Sleep on

it. If you really feel the need to say something that might be taken the wrong way, consider sitting on it overnight. Waiting until the next day will rarely hurt your point, and it may save huge amounts of embarrassment.

If you do say it...make sure you feel you could defend it in a court of law. Falsely accusing someone of something is a big deal, and the repercussions could amplify beyond your original intentions.

How do I react when I am targeted on social media?

Grab screenshots. If someone truly is going after you, the first move is to gather evidence. Make sure you have copies. Odds are that they will quickly realize what they have done and will try to erase their trail, so the best thing you can do is make sure you have a copy on hand.

Report them. Twitter, LinkedIn, Facebook and most other platforms have guards against those who harass others. Don't hesitate to put in a report – that's why those guards are there!

Remember that the truth is your best defense. As someone who has been egregiously accused of something I did not do, I took solace in the fact that I was innocent, and as such the accusation cruelly asserted could never be proven.

We live in a world where unscrupulous people have migrated to online communities and live among the rest of us. I hope you never have to use the above actions, but when you do, I hope they serve you well.

Are you skimping on security to save money? Sure, of course you have a tight budget... So you cut a deal with your marketing manager, who wants to work from home at times. He links into the company network with a VPN. If configured properly, your VPN creates a secure and encrypted tunnel into your network. So his device now links his home network into the company network. The problem is, his home cable modem may be vulnerable to attack, an all-too-common issue with consumer devices. Now you have an open tunnel for malware and viruses to attack your network.

Could lack of an off-boarding process put your company at risk? It's crucial to keep a record of user accounts for each employee with security privileges. When an employee leaves, you **MUST** remove those accounts without delay. An internal attack by a disgruntled worker could do serious harm to your business. Be sure to close this loop.

Have you been lax about implementing security policies for desktop computers, mobile devices and the Internet? The greatest threat to your company's data originates not in technology, but in

human behavior. It starts before you boot up a single device. In an era of BYOD (bring your own device), for instance, lax behavior by anyone connecting to your network weakens its security. Your team love their smartphones, and with good reason. So it's tough sticking with strict rules about BYOD. But without absolute adherence to a clear policy, you might as well sell your company's secrets on eBay.

Don't let a tiny leak sink your ship – here's what to do next...

Let us run our complete Network Security Audit for you. We'll send our top data security specialist to your location and give you a complete top-to-bottom security analysis with action plan. This is normally a \$297 service. It's yours **FREE** when you call now through the end of October.

Don't wait until disaster strikes. Call 866-722-8663 or e-mail us at Sales@pact-one.com to schedule your **FREE** Network Security Audit **TODAY**.

SSD Drives Are Becoming The Standard For Laptops

Since their initial release, the smart money has been betting on the idea that SSD (Solid State Drives) would ultimately replace the aging, conventional hard drive as the storage medium of choice, especially in laptops.

They're smaller, slimmer and faster. They provide everything a power laptop user wants.

SSDs are obviously not perfect, however. No technology is, but they offer such vast advantages in speed, and their small form factor makes their inclusion in new laptops a no-brainer.

Of course, this isn't the absolute death knell of current hard drive technology. The one area where the current tech still holds a compelling advantage in is price.

Customer Spotlight: Eric C Wu, DMD - Assistant Adjunct Professor of Orthodontics University of the Pacific, Wu Orthodontics (Palo Alto, CA)

Dr. Wu has built a different kind of orthodontic practice with a state-of-the-art facility dedicated to providing non-invasive, non-extraction orthodontic treatment. His patient reviews are "off the charts" reporting excellence in treatment and care and he is very passionate giving back to "Smile for a Lifetime Midpeninsula", a nonprofit providing no-cost braces to underserved children.

Dr. Wu is a relatively new Pact-One client, having started a mere 6 months ago. His previous IT Company struggled to keep up with the level of service and attention he needed to grow his infrastructure. He shares, *"Pact-One has brought more improvements and efficiencies to the workflows in my office in the first 6 months alone than the last 6 years combined that I had with my previous IT company. Lots of small changes but when you add everything up it's really helped improve my practice. They always figure out a solution to our problems"*

