



Technology Times

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

Declare Your Independence From High Costs & Risks By Throwing Out Data Now

Do you have mountains of information stored on your server that you'll never use, but feel like you should keep? You are not alone. Given expanding regulatory rules and the key role that electronic records now play in law suits, some businesses go so far as to save every bit of data they have, just to be safe. In fact, IDC reports that the total amount of disk storage shipped last year grew 40.5 percent from 2007, proving that many businesses are opting to save much more of their information, rather than deleting it.



You may be thinking, “So why should I worry about our data storage?” or “What’s the big deal in keeping everything?” While it is true that even offsite data storage costs have gone down by about 25% this year, the simple fact is that keeping your data forever can create long-term management challenges and lead to headaches when something needs to be found. Most often companies that save everything don’t do so because they think it’s the best way, but because they aren’t sure what needs to be saved or deleted.

Certainly every organization needs to save information for its own purposes, such as transactions, accounting records, analytical data, and so on. Not only that, but regulations such as the Sarbanes-Oxley Act and the Health Insurance Portability and Accountability Act (HIPAA) require enterprises to save certain kinds of content for a prescribed period. You may not be hit by these acts, but rest assured more regulations are in the works.

Data retention is a balancing act. Keep too much and not only will the cost of eDiscovery in a law suit (even a frivolous one) be astronomical, but you also increase the risk of damaging findings being discovered. On the other hand, delete data without a specific and rigorously enforced retention policy and you’re not likely to receive the benefit of the doubt with the courts as to why requested information is not available.

So what should you be doing? To address the problem, here are 4 data retention strategies you must consider:

“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!”

Peter Verlezza
SMB Networks, LLC
July, 2009
New Haven, CT

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“I just wanted to let you know, Wilson, that I’ll be blaming you for everything until the computers are back up.”

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The Price People Paid For Our Independence

Fifty-six members of the Continental Congress signed the Declaration of Independence. Here is what happened to them:

The British captured and tortured five.

Nine fought and died in the Revolution.

Two lost their sons to the war.

Another two had sons captured.

About 12 had their homes pillaged and burned.

The British used the home of one signer, Thomas Nelson, as their headquarters. Later, Nelson demanded that the patriot army fire on his home to drive the British from it. His home was destroyed.

After the war began, farmer "Honest John Hart" never again saw his wife, 13 children, farm, and mill. His wife died, his children were scattered.



1) Start with the storage analysis, not the storage technology or procedures.

Know what data has to be kept and for how long. Many times requirements are dictated by industry or legal requirements. There are software tools to help you in analyzing what information is stored on your servers and how it's used.

2) Segment user populations.

Use categories such as executives, back-office employees, sales, and people who deal with the company's intellectual property and treat their data differently. You certainly don't need to keep back office transactional data as long as executive strategic communications.

3) Be precise and consistent with data retention policies.

Carefully crafted and enforced policies will more often than not be deemed legally defensible, causing less legal exposure and dramatically lowering the cost of eDiscovery.

4) Don't confuse back-up with archiving.

Since backup systems don't generally have the granular control needed to save some types of information for a short time and others for longer, using them as archival systems can be costly and risky. For example, if a certain business record needs to be saved for seven years, the wrong place to save it is on a backup tape with 65,000 other files.

Avoid the expense and hassle of having too much data by having and enforcing strong policies and using proper tools to maintain independent data archives. We can assist you in identifying best practices and cost effective software tools for your business.

Are you a victim of ...threatening messages.... Or false messages about your business?

Tracing "Anonymous" Email

The good news is that every email message contains unique information (like a fingerprint), making it possible to trace it...with a little research. Here's how to do it:

1) Get The Header Information

Virtually all email programs provide access to the header showing exactly where and when the email originated. Ignore the "From" and "Return-Path" lines - they can be very easily forged.

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Señor Computer

A Spanish teacher was explaining to her class that in Spanish, unlike English, nouns are designated as either masculine or feminine.

A student asked, 'What gender is 'computer?'

The teacher decided to split the class into two groups, male and female, and asked them to decide for themselves if computers should be a masculine or a feminine noun.

Each group was asked to give reasons for its conclusions.

The men's group decided that 'computers' should definitely be of the feminine gender ('la computadora'), because:

1. No one but their creator understands their internal logic;
2. The native language they use to communicate with other computers is incompatible to everyone else; and
3. Even the smallest mistakes are stored in long term memory for possible later retrieval.

The women's group, however, concluded that computers should be masculine ('el computador'), because:

1. In order to do anything with them, you have to turn them on;
2. They have a lot of data but still can't think for themselves;
3. They are supposed to help you solve problems, but half the time they ARE the problem; and
4. As soon as you commit to one, you realize that if you had waited a little longer, you could have gotten a better model.

The women won!

2) Identify The Last "Received" Address

The "Received" line closest to the email body in the header reflects the first leg of the email journey with the source IP address (looking something like this - 131.247.112.23)

3) Research The Source IP Address

Find the "owner" of the IP address through the American Registry for Internet Numbers at www.arin.net. The "Tech Name and Number" will provide you with the administrator's contact information.

4) Query the Global Domain Name Network (DNS)

A DNS "nslookup search" will provide specific information about the IP address and can be performed through one of many private firms (Google DNS search firms).

5) Contact The Appropriate Authority

Depending on the nature of the message, you should consider contacting your attorney or the appropriate enforcement agency to handle the situation. It could also be helpful to contact the network administrator to discuss your situation.

Tracing e-mail can be done; it just requires some knowledge and the means to apply it. **For help on tracing an e-mail, contact us today at 866-975-1688.**

"Who Wants To Win A \$20 Starbucks Gift Card?"

Take my monthly Trivia Challenge and you could win too!

Ever flubbed a line to a song only to learn the correct lyric later? Like "Village Cheese is not my lover" (Psst – it's "Billie Jean is not my lover"). The official term for misheard phrases or lyrics is "mondegreen" ... **Try matching all 4 of these commonly heard mondegreens with their songs to win a \$20 Starbucks Gift Card.**

Mondegreen

- 1.) "Another one rides the bus"
- 2.) "But it's better than drinking cologne"
- 3.) "Get your motor runnin'/Dead cat on the highway"
- 4.) "It doesn't make a difference if we're naked or not"

Song

- a.) **Livin on a Prayer – Bon Jovi**
- b.) **The Piano Man – Billy Joel**
- c.) **Another One Bites The Dust – Queen**
- d.) **Born to Be Wild – Steppenwolf**

Call us right now with your answers! 866-975-1688

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Answers To Three Strange Questions

Why do we say a couple is "tying the knot" when getting married? The Celts, Hindus, Egyptians, and others once tied the hands of the bride and groom with fancy cloth to symbolize commitment.

Where were birthday candles first used? In the 13th century, German peasants celebrated their kids' birthdays with a candle for each year, plus one to celebrate life. The cake was presented at sunrise, and the candles were kept burning until dinner. Then the child made a wish and blew them out.

Why do we have piggy banks and not doggie banks?

According to the trivia goldmine, Straightdope.com, the old English word "pygg" (pronounced pugg) meant a type of clay used in kitchen pottery. As the language evolved, the word started to sound more like pigg, and craftsmen designed pygg pots in the shape of pigs. The rest is history.

Use E-mail to Build Sales While Avoiding Federal Prosecution

Faced with a postal rate increase nearly every year, we're all looking for cost effective ways to reach new customers or keep in touch with current ones.

In the 80's fax blasts were the alternative to costly snail mail. Unfortunately, many firms abused customers' fax machines and Congress enacted severe restrictions and stiff fines virtually shutting down the fax as a marketing tool overnight.

Today the alternative to snail mail is email. True to form, spammers sending out those unwanted "Male Enhancement", "Lose 20 Pounds in 5 Days", or "How to Make Millions at Home Stuffing Envelopes" junk ads caused Congress to jump back into action. In 2003, Congress enacted the CAN-SPAM Act.

Although the Act specifies rules for message presentation, opt out guidelines, labeling for sexually explicit materials, and penalties of up to \$11,000 per violation, the law was clearly not intended to exclude legitimate marketers from using email.

In fact, a solid, well-targeted marketing campaign with a strong message can yield extremely high returns while remaining well within the federal guidelines. The difference between running a marketing program and generating spam ads is the difference between being an "invited guest versus an unwanted pest." Too many businesses fall into the latter category.

To avoid the limitations and ensure compliance with the law, businesses are turning to inexpensive bulk emailing services like Constant Contact or iContact. These services provide:

- Email addressed to the recipient from you – 90% of these messages are opened and read.
- Opt out services – Avoid contacting people that don't appreciate your offering.
- Return services - Escape "dead" addresses clogging your email box.
- Database updates – Send messages to current and prospective "Live" clients.
- Up-to-date email procedures – Limit your legal risk.

Whether you strike out on your own with email or use a bulk mailing service, it would be wise to check out the law on the web, craft a solid marketing plan with an attractive offer, and always include a link back to your web site or electronic marketing materials to maximize your ROI.

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