

THE HAWK I VIEW



Hawk iSolutions Group, Inc.

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THE 3 MOST EXPENSIVE COMPUTER DISASTERS AND HOW TO AVOID THEM



Have you ever lost an hour of work on your computer? Now imagine losing days or weeks of work, your client database, and your company's financial records.

Pretty scary thought yet most small businesses and home users are wide open to this level of data loss simply because they are not adequately protected.

Every day new viruses, hackers, software glitches and even hardware malfunctions threaten the safety of your network and the information it holds. Then there are the often overlooked, but very real disasters caused by storms, theft, fire, or flood.

Companies or individuals that experience these types of disasters rarely recover unless they have taken and properly executed the preventative maintenance steps I outline in this report.

WHY SMALL BUSINESS AND HOME USERS ARE ESPECIALLY VULNERABLE TO THESE DISASTERS

Most small businesses (and especially home users) don't have a full time, dedicated IT staff supporting and maintaining their network. Most simply use their computer until it breaks or stops working.

Unless the user/owner is somewhat of an expert themselves, there is a good chance that no one is paying any attention to whether or not files are backed up properly, the virus protection is up-to-date, or if critical software patches are installed.

This leaves them extremely vulnerable to attacks and even more susceptible to losing everything in the event of a virus or crash.

3 THINGS YOU CAN DO RIGHT NOW TO PROTECT YOURSELF

While it's impossible to plan for every potential computer disaster or emergency, there are a few easy and inexpensive measures you can put into place that will help you avoid the vast majority of computer disasters you could experience. I strongly recommend that you protect yourself from these top 3 disasters at a minimum.

COMPUTER PROTECTION TIP #1: KEEP UP-TO-DATE VIRUS PROTECTION INSTALLED

You would have to be living under a rock to not know how devastating a virus can be to your computer. And with virus attacks coming from spam, data and music files, web sites, and even e-mails from friends, you cannot afford to not be protected.



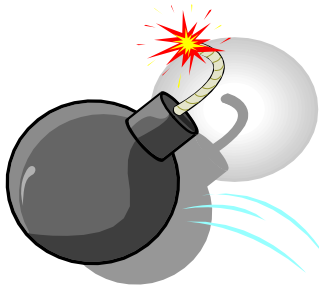
Get A FREE Computer Cleaning And Tune Up
See Page 3 For Details

The 3 Most Expensive Computer Disasters And How To Avoid Them

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At a minimum, I would recommend that you buy Norton Anti-virus protection with automatic updates.

This product will automatically notify you when new updates are available every time you log on to your computer making it easy for you to stay up-to-date.



I would also advise you to NEVER open suspicious looking e-mails or attachments. You also want to make sure anyone else using your computer knows this as well. When in doubt, err on the side of caution and delete it immediately!

Finally, avoid downloading music, free software, or other files from unknown web sites. Many viruses attach themselves into innocent looking files as a way of accessing your PC.

COMPUTER PROTECTION TIP #2: PROTECT AGAINST HACKERS AND CYBER VANDALS

Small business owners and home users tend to think that because they are “just a small business”, or “just a home user” no one would waste time trying to hack in to their network, but nothing could be further from the truth.

Just recently experiments were conducted where a single computer was connected to the internet with no firewall. Within hours, over 13 gigabytes of space was taken over with malicious code and files that I could not delete.

There are thousands of unscrupulous individuals out there who think its fun to disable your computer with malicious code. These individuals strike randomly by searching the internet for open, unprotected ports. As soon as they find one, they will delete files or download huge files that cannot be deleted shutting down your hard drive. When this happens, you will need to re-format the entire machine.

To protect yourself, there are a few options. First, if you are using Windows XP, Microsoft has a new software firewall that can be set up. This is not 100% bullet proof but it will go a long way in keeping the majority of hackers off your machine.

If you are not using Windows XP, you might look into purchasing a simple router to stand between you and the internet.

COMPUTER PROTECTION TIP #3: PROPERLY BACK UP YOUR FILES

According to IDC (www.idc.com) roughly 80% of small businesses and home office PC users have crucial data that is not backed up on a regular basis. All too often this happens because users are “too busy” to perform back ups.

This is like saying you’re too busy driving your car to put your seatbelt on. Taking that simple preventative step of buckling up doesn’t really show its true value until you get into a head on collision; at that point you are either extremely relieved that you had it in place or incredibly sorry you didn’t.

Your data is constantly at risk due to hardware failure, human error, software corruption, PC viruses, theft, and physical disaster. The only way to make sure you are protected from loosing your files is to make sure you have a good, reliable back up.

If you have 2 or more computers, the first thing you want to do is network all of the computers in your office and consolidate the files to one machine. Not only will this make back ups easier and more reliable, but it will also allow you to organize your data better.

Next, I recommend that you duplicate and store all computer files in a space separate from your computer’s hard drive.

This can be done very easily and automatically with either a tape back up or a DVD burner. Which one you chose will depend on the size of files being backed up.

Do you want to make sure you are safe from these disasters? Contact us for a complete security audit of your network and we’ll make sure you have the right virus protection, security, and back up systems in place to safeguard your data.

FREE Network Audit Shows You How To Prevent These Disasters From Happening To You!



Our affordable Network Support Agreements will make sure you are protected from hackers, theft, viruses, and other data disasters. To Find out more, call my office at: (636) 256-7534 and we’ll give you a **FREE** Network Audit for **FREE** (\$X Value) to assess your situation and specific virus protection and back up needs.

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WHAT TO DO WHEN THINGS GO *TECHNICALLY* WRONG

It's amazing how many things can go wrong with your computer: bad drivers, hardware malfunctions, viruses, software glitches, spyware--and this is only the beginning.

These problems always seem to happen at the most inconvenient times and can leave you stranded for hours, even days. However, vendor help desk support can be slow, frustrating, and expensive.

If you are having problems, here are 4 simple things you can do to try and resolve the problems yourself.

- **Check your connections.** This may sound obvious, but check all the cables to make sure they are plugged in securely. Do not ignore this step because USB, printer, and serial cables have a way of working themselves loose and causing problems.
- **Reboot.** Windows sometimes gets into a state of confusion or overload and locks up. You can clear the memory and set things straight by simply rebooting your system. Similarly, if you're having a problem connecting to the Internet, try rebooting your cable/DSL modem and router by unplugging them for a moment and allowing them to reset. If you still can't resolve the problem yourself, then here are 3 steps to take before calling support that will save a lot of time and get your problem resolved quicker:
- **Know your system.** When you talk to a support technician on the phone, they are going to want to know what specific hardware, operating system, and software you're using. To save time, know the make and model numbers for all your hardware. You can access CPU and memory info by selecting Control Panel - System. Drill down from here into Hardware - Device Manager for in-

formation about other devices such as your sound and graphics cards. Write down new software, no matter how small or insignificant, that you've downloaded and installed lately, including upgrades. It can also help to jot down any services running in the background. To access a list of what is running on your Windows XP system, press Ctrl-Alt-Del and select Task Manager. You can also get very detailed info from Start, All Programs, Accessories, System Tools, System Information.

IF YOU FIND YOURSELF REBOOTING YOUR ROUTER ONCE A DAY, THE PROBLEM IS A BIT DEEPER.

This is something you should not have to do often.

- **Try to narrow down the problem as much as possible.** Identifying what went wrong is 80% of the journey to the solution. Try to isolate when and where the problem happened and note the last thing you installed, changed, or plugged in to your computer. You'll also want to narrow down the error message as much as possible. For example, if you discover your printer isn't working from Word, try to print from another application. Also note the order of events leading up to the problem. Maybe you can print when you first boot up, but everything seems to go haywire after you have used your scanner. Does the problem occur all the time or only after the machine has been running for a while? Does the problem repeat itself or is it only occasionally? Observing what situations lead up to a problem can be a great help in determining what is causing it.

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THANK YOU!



Thanks to loyal customer like you, Hawk iSolutions Group, Inc. is now celebrating its 5th year of service! We certainly couldn't have done it without the gracious referrals to your friends, neighbors, and colleagues. To say "Thank You", we're giving away a **FREE Computer Cleaning And Tune Up** to anyone who refers a new customer to us.

That's a \$180 value FREE!

Just make sure you tell your friend to mention your name when they call us so we can rush you a coupon for a free Tune Up.





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Computer
Soar!**

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- One-on-one computer training
- Hardware Sales

ATTENTION SMALL BUSINESSES:

Get all of the computer support you need without the expense of hiring a full time IT staff. Ask about our Small Business Computer Support Program.

What to do when things technically go wrong

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- **One Final Word of Caution:** Back up your data. Before you start following directions over the phone from a support technician or tearing your system apart to fix it yourself, make sure you have a backup of all your important documents, e-mail, and other data. Although many fixes will be as simple as downloading a new driver, you'll be glad you have a backup if you find yourself reinstalling the Operating System.

COMPUTER QUESTION OF THE MONTH: UNINTERRUPTIBLE POWER SUPPLY

Q: How can I save my work when the lights go out?

A: With Spring time around the corner we will all be experiencing the storms that roll in with the season. Our suggestion to everyone is to have a UPS (Uninterruptible Power Supply) connected to each individual machine and server. In all cases the Server should always have a UPS backup connected to it during the installation. So for this question I will address the importance of the UPS for the individual workstations.

On average the UPS will last 30 minutes with a typical monitor and CPU attached to it. It will be less as additional items are added (phones, faxes, printers, etc.). This will allow you enough time to save any work and shut your computer down correctly. The UPS will come with an application that will give you the capabilities to customize your settings and allow you to monitor your battery. Contact HiSG if you would like to receive pricing on a UPS.



Computer Caught A Virus?

DON'T PANIC!

We can help you restore your computer network back to normal in no time flat.

Just give us a call as soon as you notice any strange behavior so we can stop the virus from spreading to the other computers on your network, or your friends, colleagues, and customers.

Count On Us!
(636) 256-7534
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