

# THE HAWK I VIEW



Hawk iSolutions Group, Inc.

## What's Inside

The Simple Document That Could Save Your Company From Disaster

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What are our customers saying about Us?

Using Tape Backups?

Turn To Page 3 Immediately!

Do you have kids that like gaming? Check out our insert for The Thinking Pad

Reflection update!

HiSG's spam blocker program successfully blocked 96% (42,377) of our inbound e-mail (spam) in February 2007

4% was legitimate mail!

We can provide these same results for YOU!



## Why Have I Sent You A Shamrock?

As you can see, I've enclosed a shamrock with this month's newsletter. I've done this for two reasons...

**#1.** I have a very important message that I didn't want you to overlook, and I thought sending you this shamrock would be a good way to get your attention (especially since March 17th is St. Patrick's Day).

**#2.** Second, since the message I have pertains to making sure *luck* is not your *only* strategy for preventing a major network crisis, I thought that this shamrock would be an appropriate eye-catcher.

### Luck Is Not A Strategy...

Most clients receive only reactive network repairs, support, and maintenance. Something stops working, you call for support and someone comes out and fixes it. Up until now, this type of break-fix service has worked out okay and most users have been "lucky" to not experience a major disaster.

### But there is a HUGE, hairy problem with this type of support...

If you are a business that cannot function without access to the data and systems held on your network, then it's incredibly important that you don't turn a blind eye to *proactively* monitoring and maintaining your network, instead of *reacting* to problems as they occur.

### Let me explain...

I'm sure you've experienced a period of time when your e-mail or Internet service wasn't available to you. Remember how much it impaired your ability to work? Or maybe you've had an application crash in the middle of a process or document causing you to lose the work you had done. Pretty frustrating.

### However, These Are Insignificant Compared To The Problems That Could Happen!

Imagine losing every file on your hard drive to a hardware failure only to discover that the tape backup you thought was working - wasn't. Imagine a virus installing itself on your network and spamming every client, vendor, and friend you have in your address book with a nasty version of itself, courtesy of your server. Or imagine a server crashing in the middle of a project deadline causing even more delays and hours of lost work.

All of these situations are far more common than you might imagine. However, most business owners don't think about protecting themselves against these disasters until they occur. By then, the damage is done and in some cases, could cost several thousand dollars to repair the network and restore the data lost.

### There Is An Easy Way To Avoid These Problems That Doesn't Involve "Luck"

Fortunately, there is an inexpensive and easy way for you to completely avoid - even anticipate and prevent - these problems while making your network far more secure, reliable, and problem free. But before I tell you what it is, let me explain how it came about...

As I mentioned earlier, we have primarily been providing reactive network support to our clients. That's because we weren't physically able to deliver proactive monitoring and maintenance. To provide even the most basic proactive network support would have



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required us to be on-site almost every day, spending ½ an hour to ¾ of an hour on every machine. As you can imagine, this would get very expensive for you, and would be virtually impossible for us to do based on the number of clients we currently serve. So we knew we needed a better way to deliver proactive support to our clients that not only allowed us to monitor their networks 24/7, but that also made it VERY affordable.

That's why we've invested in a new technology that allows us to monitor all of our clients' networks 24/7/365 days a year for a fraction of the time and cost.

### Fewer Problems, Faster Performance, and Peace of Mind All For A Flat Monthly Fee!

For one flat, monthly fee, we will provide remote monitoring of your network to not only ensure that it is running at peak performance, but also that your data is secure. We'll make sure that your backups are functioning, that your virus definitions are up-to-date, that your firewall is configured properly, that your server is optimized, as well as keep an eye on over 100 system processes and alerts that could spell problems brewing.

If you hired a technician – even a junior one – to perform these basic network tasks, it could easily cost you \$40,000 in salary, insurance, and hiring costs. If you were to outsource this type of service, it would easily run you thousands of dollars a month in hourly, on-site fees. However, thanks to our investment in creating *HawkILan*, we

can deliver all of these services to you for minimal fee per month.

Regardless of the network size, my goal is to have every one of our clients on this service by the end of 2007 because I feel it is *that important*. After all, if we aren't doing everything possible to prevent network problems, I feel as though we are doing you a disservice; and since most of the network problems our clients encounter could have easily been prevented, it only makes sense that we do everything possible to anticipate and prevent these problems from happening in the first place.

### 100% You-Can't-Lose Guarantee

I've decided to include a 100% no-risk guarantee with this new service to make sure you have absolutely nothing to lose by saying "YES." **Here's how it works...**

If you aren't sure that this service is something you need, you can sign up and try it out for 3 months. At the end of that 3 months, if you aren't absolutely convinced that this service is worth every penny you are paying, simply contact us and we'll stop the service and issue you a complete refund for the 3 months. That way, you have absolutely nothing to risk. What could be more fair than that?

If you'd like to learn more about this great new service, please contact me:

**John Antone**, at 314-727-1174 or e-mail me at [john.0703@hawkisg.com](mailto:john.0703@hawkisg.com).

## The Simple Document That Could Save Your Company From Complete Disaster!

**It's official:** end users are the weakest link in the IT security chain. You can set up a firewall, encryption, anti-virus software, and password protection up to your ears, but it won't save you from the employee who posts his access information to a public web site.

Most security breaches, viruses, spyware, and other network problems are a result of human error—an end user unknowingly downloading an infected file, e-mailing confidential information, or disabling their anti-virus, to name a few.

So what is a company to do? While there is no surefire way to keep end users from making mistakes, you can dramatically reduce the number of problems by creating an Acceptable Use Policy (AUP) and training your employees on what is and what is NOT acceptable behavior.

But if you want your employees to actually adhere to your security policies, here are a few tips:

- **Keep it simple.** A long, confusing policy that looks like a legal document is about as easy to read as the instruction manual for your digital camera. Make the policies clear and easy to read. Give examples and include screen shots where necessary.
- **Provide group training.** Many companies make the mistake of distributing their AUP by e-mail and telling employees they must read it on their own. This gives the employees the option of NOT reading and simply signing and

submitting. You don't need hours of classroom training but a simple 15 or 20-minute session will force even the most reluctant users to learn a thing or two.

- **Keep employees updated.** To add to the above tip, make sure you update employees on a regular basis to keep the policies fresh in their minds and to educate them about new threats.
- **Explain the consequences of not following the policy.** This is both explaining the negative effects to the business as well as disciplinary actions that will be taken if they refuse to follow policy. Occasional violators should be warned, and habitual violators should be disciplined.
- **Monitor their behavior.** The best policy in the world won't work if it's not enforced. There are many tools on the market that can do this for you automatically.

### Need Help In Creating An

### Acceptable Use Policy and Training Your Staff?

Not only can we help you create a customized Acceptable Use Policy for your staff, but we can also provide training on the topic and even install network monitoring software to make sure it is enforced.

Call us at 314-727-1174 or visit us online at [www.hawkisg.com](http://www.hawkisg.com) for more info!

## What are customers saying about Hawk iSolutions Group?

"We completely trust HiSG's knowledge, judgment, and regard for the mission of our Foundation and School. This level of trust is not easy to establish, and I am continually grateful for our relationship" - Joan Holland, Miriam School

"I think the biggest benefit to hiring HiSG is that there is peace of mind that someone else can fix our computer problems and make us aware of how to protect our network. Before hiring HiSG, we used random people to fix our issues, now we have begun to build a relationship that they are aware of our system and network so problems will be handled in a more rapid way." - Tim Wiemann, Kenrick's Meat Market & Catering

"The biggest benefit with HiSG is that I know that I no longer have to worry about the computer requirements of my company, I have 100% confidence in HiSG; it's like having our own IT staff. A lot of Small Business owners are out there sweating this stuff (and I was one of them) but HiSG is able to take care of all those worries and headaches at an affordable cost" - Susan Berberich, Potty Training Solutions

"HiSG has been totally reliable and we depend on them for almost all of our technology needs. We love working with HiSG and trust them explicitly. No task has ever been too large or too small. HiSG has helped The Miriam Foundation and School manage it's technology needs so well that we don't feel like we have to even worry about anything that may arise." Jane Colt, Miriam School

"With HiSG we have a local group to work with and that is huge. We used to use a computer company that was out of town and had to handle everything over the phone." Mike Sicard, Toy Tyme

"HiSG has friendly service, reasonably priced solutions, perseverant in troubleshooting, and explanations of issues that are geared to the non-technical person." Anonymous

## Think Your Tape Backup Is Keeping Your Data Safe? You Won't After Reading This!

Tape backup users beware:

The average failure rate of disk and tape drives is 100%!

ALL tape drives fail at some point. But what's really dangerous is that most companies don't realize it happened until it's too late. That's why thousands of businesses lose millions of dollars worth of data to disasters like fires, power outages, theft, equipment failure, and even simple human mistake. In almost every case, these businesses had some type of backup system in place, but were horrified to find out it wasn't working when they needed it most.

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## Calling In Sick...Again?

According to an annual survey by CareerBuilder, 32% of workers called in sick with phony excuses in the last year. One in three admitted to lying about being sick to their bosses once a year, and one in ten admitted to doing so three times or more a year.

Why are so many calling in sick when they aren't? Almost half (48%) said they wanted to relax, 24% said they needed to catch up on sleep, 20% wanted to run personal errands, 16% wanted to spend time with friends and family and, oddly enough, 16% said they used the time to clean their house!

But employees beware! While most managers don't question their employees' excuses, 27% of managers have fired an employee for calling in sick without a good reason.



### The Lighter Side...

#### On loving your enemy:

"Love your enemies. It makes them so darned mad." - P.D. East

#### On the road less traveled:

"Sometimes the road less traveled is less traveled for a reason." - Jerry Seinfeld

#### On failing:

"I didn't fail the test, I successfully found 100 ways to do it wrong." - Benjamin Franklin

#### On fashion:

"I base most of my fashion taste on what doesn't itch." -Gilda Radner

#### On speaking the truth:

"Speak the truth, but leave immediately after." - Slovenian proverb

#### On convenience:

"Death, taxes, and childbirth: There's never any convenient time for any of them." - Margaret Mitchell

#### On men and women:

"Sometimes I wonder if men and women really suit each other. Perhaps they should live next door and just visit now and then." - Katherine Hepburn





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### 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.

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### You've Probably Experienced These Problems With Your Tape Drive Already...

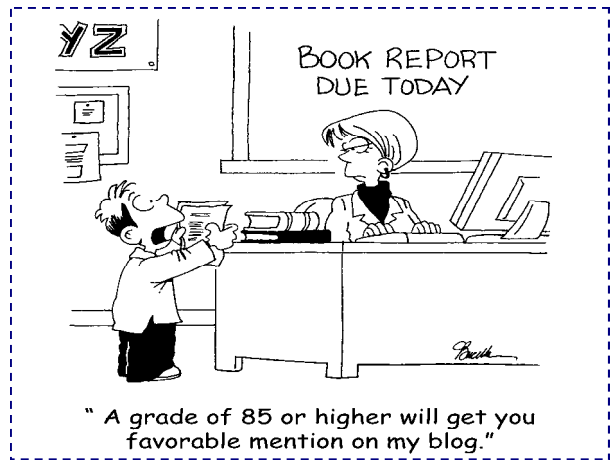
In addition to the fact that they are unreliable and are guaranteed to fail at some point, tape drives require a user to swap out the tapes on a daily basis. If someone forgets, goes on vacation, or leaves the company, the plan falls through.

Tape backups also need constant monitoring to make sure they are working. If you've ever tried to recover data from your tape drive, you may have discovered how difficult it was, or that the data you thought was being backed up in fact - wasn't.

Finally, if your office gets flooded because of a storm, incurs water damage from a sprinkler system or faulty pipe, hit by a tornado, burned to the ground by a fire, or burglarized, your tape backup will be damaged along with everything else and will be completely worthless!

We would be more than happy to assess your current environment and come up with an affordable and reliable backup solution that you can depend on.

**Michele or John**  
314-727-1174



" A grade of 85 or higher will get you favorable mention on my blog."

### I'd Love To Hear From YOU!

Is there an article or a feature you would like me to include in this newsletter? Do you just want to sound off about something or share your opinion with my other subscribers? Let me know!

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