

# THE HAWK I VIEW



Hawk iSolutions Group, Inc.

What's  
Inside

## What To Do When Your Laptop or PDA Gets Stolen

New Software  
Prevents Criminals  
from Stealing More  
Than Your Hardware



How  
Technology  
Increases Your  
Company's  
Value and  
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## WARNING:

### If Your Computer Starts Making Loud Noises, Turn It Off Immediately!

Forget about the cost of computers, processors, storage, and monitors – the most important and valuable part of any computer network is the data it holds.

**If your hard drive starts to making loud noises – or if you hear a grinding, tapping, or metal scraping sound you should turn your computer off immediately!**

Here's why:

Hard drives spin at an extreme speed - from 7,200 to 15,000 revolutions per minute. If you experience a sudden hardware failure, extensive damage can occur in a very short period of time. Not only will your hard drive be toast, but you run a high risk of erasing all of the data it contains.

#### The "Click of Death" To Your Computer Network

Should data loss occur, it could take days

even weeks - to recover your data, re-install your applications, and restore your network back to normal, and that's not even taking into consideration the exorbitant fees data recovery specialists charge (after all, they CAN charge pretty much whatever they want since their customers are desperate).

While everyone knows that spam, viruses, and hackers are a threat to your company, many people don't realize that a failed hard drive or faulty computer equipment can also erase your data. These mechanical magnetic storage devices are extremely susceptible to failure from head crashes, circuit board shorts, electrostatic shocks, power surges, and overheating. All of these events can leave you without your data for days, and with no other option but to send your hard drive to a very expensive data recovery professional or lose days, weeks, even months of data that will require many hours of hard work to replace.

*Fortunately, there is a very simple and easy way to prevent this from happening to you...  
(Continued on next page)*



**Call Today!  
314-727-1174**

This offer expires  
September 30th!

## \$99 Super Value Service Call

During the month of September as a back to school special, we're giving away our Super Value Service Call for only \$99! This on-site visit includes a 27-Point Problem Prevention Audit designed to:

- ◆ Detect and remove hidden spyware
- ◆ Check your privacy settings and network security
- ◆ Speed up your computer and network
- ◆ Block annoying pop-up ads
- ◆ Check for system errors, conflicts, or other problems
- ◆ Verify your system backups

### Our Network Maintenance Monitoring, Will Ensure You That Your Network and Data Can Be Restored

#### Quickly and Painlessly

The best way to recover from a hard drive failure or network disaster is to prevent it from happening in the first place. Unfortunately, the vast majority of businesses do NOT have off-site backups in place, nor do they regularly maintain and monitor their systems. When a hard drive fails (or any other unexpected disaster happens), they experience crippling data loss, downtime, and incur exorbitant costs.

**We all know that an ounce of prevention is worth a pound of cure.**

That's why we started offering our complete peace-of-mind Hawk iLAN and iCARE plans. For a low, monthly fixed fee, we will monitor and maintain your network to:

- ◆ Ensure the security of your data.
- ◆ Speed up your entire network.
- ◆ Protect against viruses, spyware, and hackers.

- ◆ Eliminate annoying spam.
- ◆ Check your data backups.
- ◆ Maintain critical security patches and updates.
- ◆ Alert you to hardware failures before they happen.

If you simply cannot work without access to your data AND if keeping your data safe is important to you, then give us a call today for a free network evaluation. We'll come onsite, review your network, and give you a customized plan for your business.

Call:

314-727-1174

E-mail:

Michele@hawkisg.com



## New "Remote Kill" Software Makes Personal Data on Stolen Laptops and PDAs Self-Destruct

There is a plethora of software and hardware to protect your data from being stolen online, but how do you protect your data if someone steals your laptop or PDA?

Until now, you had to watch your credit report and hope for the best; but now, thanks to new remote-kill software, you can send a signal to your laptop to destroy all data. This may sound like an episode of Star Trek, but this is a growing technology. Here's how it works...

The software installed on your laptop checks for your signal whenever it connects to the Internet. If the signal is "on" it will erase all of the data on your computer. You may not get your laptop back, but you'll prevent the thief from stealing even more.

If you are a business, check out Absolute Software's Computrace (\$70) and Novell's ZENworks (\$130) . Both are best installed and configured by a competent system administrators. If you want to protect your home computer or personal laptop, check out zTrace's zControl (\$39.95).

Although it's designed for the general public, you may want to seek the help of a professional.

In the PDA world, you'll find PDAKill from sCPsOFT (\$9.99) and Bluefish Central (\$14.95). PDAKill is for devices running Windows CE (also known as Windows Mobile or Pocket PC). Bluefish Central works on the Palm Treo.

To activate these programs, you create a special kill word or phrase, similar to a password. If your PDA is stolen, you simply text a message to it that includes your password. That will reset it to its blank, original factory condition.

But, as with all theft and hacker deterrents, thieves can circumvent this software by downloading your data before connecting the device to the Internet. For now, encrypting your data remains the most reliable way to protect your data. Encrypted documents are unreadable to thieves unless they have your password. Of course, you should always choose a password that is difficult to decipher using a combination of alpha and numeric characters.

## New Study Reveals A Well-Planned Computer Network Can Increase Your Company's Value and Employee Retention Rate

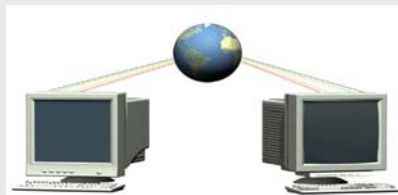
According to a recent study by Watson Wyatt Worldwide, companies that sport an effective communications program have a 19.5 percent higher market premium and a 57 percent higher shareholder return when compared to companies that had less effective communication. This study further shows that companies that communicate effectively report a 4.5 times higher level of employee engagement and were 20 percent more likely to report lower rates of turnover.

Since your computer network is the primary way of sharing information among employees, it stands to reason that a well-planned computer network could be a primary contributor to these statistics. Unfortunately, most business networks are more of a patchwork of random hardware, software, and components that were purchased as-needed, rather than a well-planned communications network.

If you want to make sure the money you spend on technology is actually enhancing your company's productivity and fueling your company's growth, look for a computer consultant that takes an active interest in your company's strategic objective rather than a break-fix computer repair guy. A good computer consultant will help you make smarter investments into technology and build a communications network that actually fuels your productivity, allows for growth, and adds to your bottom line.

How do you know if your computer consultant is going to be a good strategic partner rather than a glamorized mechanic? One surefire sign is how they approach the sales process. If they simply do a cursory evaluation of your network and are quick to quote their hourly rate for fixing problems, they might not be a good strategic partner.

A good consultant will want to invest a fair amount of time into understanding your business and your company's future plans for growth. They will also want to thoroughly understand how your employees use technology to perform their jobs. This information is critical to creating a technology action plan that will fuel productivity and save you money over the long-term.



### *The Lighter Side:*

#### *Communication*

These foreign companies are communicating in English; or at least trying to...

**In an East African newspaper:** A new swimming pool is rapidly taking shape since the contractors have thrown in the bulk of their workers.

**In a Rome laundry:** Ladies, leave your clothes here and spend the afternoon having a good time.

**In a Czechoslovakian tourist agency:** Take one of our horse-driven city tours. We guarantee no miscarriages.

**Two signs from a Majorcan shop entrance:** English well talking. Here speeching American.

**From a brochure by a car rental firm in Tokyo:** When passenger of foot heave in sight, tootle the horn. Trumpet him melodiously at first, but if he still obstacles your passage, then tootle him with vigor.

**At a Budapest zoo:** Please do not feed the animals. If you have any suitable food, give it to the guard on duty.

**In a Tokyo shop:** Our nylons cost more than common, but you'll find they are best in the long run.

**In the window of a Swedish furrier:** Fur coats made from your own skin.

**In an office of a Roman doctor:** Specialist in men and other diseases.



***"A computer once beat me at chess, but it was no match for me at kick boxing." - Emo Phillips***



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**IT Solutions...helping  
build your business!**

## Services We Offer

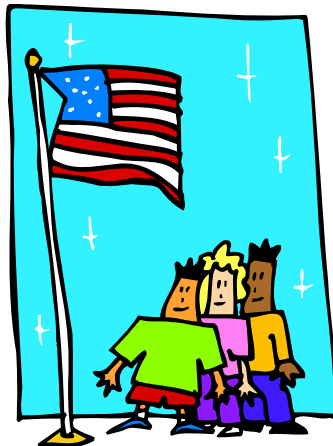
- PC repair and troubleshooting
- Printer repair and troubleshooting
- Disaster recovery
- System back ups & data protection
- Virus protection & removal
- Network security
- E-mail & Internet setup help
- Wireless networking
- Consulting & support
- One-on-one computer training
- Hardware Sales

### 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.

**School's  
open . . .**

Please  
Drive  
safely!!



## 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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Thank you For your  
Business!