

# TECHNOLOGY Today and Tomorrow

## Time is almost up!

...on Windows 10 free upgrade. It has almost been a year since Microsoft unveiled Windows 10 as a free upgrade. July 29th is the last day you can upgrade for free. After that, it will cost \$199.99 to purchase Windows 10. Over the past year, more than 300 million devices have activated Windows 10, making the offer of a free upgrade extremely popular.

As a Microsoft Certified Partner and IT solutions provider, we can work closely with you to tailor the available Microsoft solutions to suit your specific business requirements and budget.

## June 2016



This monthly publication provided courtesy of Doc Pratt, President of Pratt Computing Technologies.

"For over 30 years we have helped people see their technology in a different light, how it can solve business problems and help them achieve their goals. Give me a call today at 865-693-0900 Extension-111 to discuss your needs."



If you're often – or even constantly – frustrated with slow loading times, screen freezes or crashing programs, your network may be in desperate need of an upgrade... or a tune-up. Here's how to make your network run like new again...

### What's Slowing Your Network Down?

Most computers and networks bog down as they age. Here's why:

- Spyware, viruses and other stealth programs secretly hiding in your machine. And we mean "secretly." Today's sophisticated malware is more elusive than ever. Most users will never know what hit them until it's too late. The only tell-tale sign that your system has been infected is that it starts slowing down over

## The #1 Cure For A Sluggish PC

time. These nasty bugs attach themselves to all sorts of programs in your network and work in the background, undetected.

- Your machine is overdue for replacement. Hey, it can only last so long. Manufacturers don't spec PCs to last more than about three to five years. When things start slowing down... or you can't install the latest software... or plug in some of the newer cables... it's time to start shopping. But there are ways you can extend your computer's useful life. Which brings me to #3...
- It's time for a tune-up. Just like a car, your network needs routine maintenance to run at top speed and performance. To keep it

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running smoothly, there are over 100 checks and updates that need to be done on a regular basis. These include disk defragmentation, patch management and the removal of unnecessary files and programs, to name just a few.

### Our Free Tune-up Gets Your Network Up To Speed

If your computer network hasn't had the routine maintenance it needs to run well, we'd like to offer you a FREE Network Tune-Up. Valued at \$397, this FREE offer is our way of introducing you to our company. There's no cost or obligation when you say "YES!" to this complimentary service - but you have to act fast! Because of time and staff limits, we

*"Review your firewall and security settings to make sure you are PROTECTED."*

can only provide this valuable FREE Tune-Up to the first five who respond!

When you are one of the first five to respond, we'll send one of our friendly expert technicians to your office to:

- Run a full diagnostic on your network to troubleshoot slow, problematic PCs, error messages and other problems.
- Review your firewall and security settings to make sure you are PROTECTED from hackers, viruses, spyware, etc.
  - Verify that your data is being backed up in a format that COULD be recovered in the event of a disaster.
- Review system logs for errors and other "red flags" that could develop into

bigger problems.

- Examine your computer network's power sources to make sure it's safe from lightning strikes and power surges.
- Tune up your server to free up more space and improve its speed.
- Inspect critical components for dust buildup that can cause overheating, excess friction on moving parts such as fan motors and potential breakdowns.
- Check for loose or poorly connected cables.
- Clean out old and unnecessary temporary files that are stealing precious disk space.
- And much, much more...

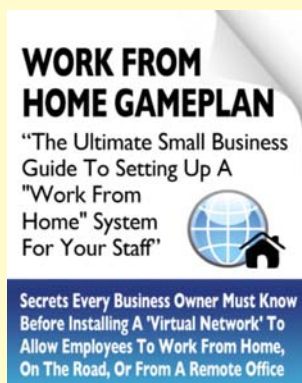
Fair Warning: We can only provide this valuable FREE service for the first FIVE companies that contact us. So call today: 865-693-0900.

## The Ultimate Small Business Guide To Setting Up A Work-From-Home System For Your Staff

You will learn:

- What telecommuting is and why so many small businesses are rapidly implementing work-from-home programs.
- The single most important thing you MUST have in place before starting any work-from-home or remote office initiative.
- How one company slashed its turnover rate from 33% to nearly 0%—and increased productivity by 18%—by implementing a work-from-home program.
- How to get a FREE "Home Office Action Pack" (a \$97 value).

Claim Your FREE Copy Today at  
[www.prattonline.com/WorkFromHome](http://www.prattonline.com/WorkFromHome)



## Why Pratt Computing Technologies?

Just Look at Some of the Services we Provide:

Proactive Managed IT Support Services

IT Consulting

On-Site Support

Desktop, Server & Technology Infrastructure Support Services

Office365 Setup and Consulting Services

Cloud Computing Consulting, Services and Solutions  
Backup & Disaster Recovery with Off-Site Backups

Technology & Business Alignment Strategic Plans

Network Risk Assessments

Product Sales and Installation

Office moves and Expansions

Multi-Office Connectivity

Proactive 365 X 24 Remote Monitoring

## RansomWare: One of the Greatest Threats to Business Today and What You Can do About it.

RansomWare is a type of malicious software designed to block access to a computer system or files until a sum of money is paid. The first known RansomWare dates back to 1989. As of last month there have been several new types of RansomWare that have affected people and businesses.

The first course of action to defend against RansomWare is to back up your files with rotational offsite backups. Tips on backups include: When preparing offsite backups make sure the method to replicate isn't able to overwrite non-encrypted files. Also test that your backups are good and reliable.

Next make sure you are current with patches (updates) to all operating systems and programs. Make sure your anti-virus and anti-malware software is up to date. Minimize the number of mapped drives on servers and workstations. Tighten up your file and folder permissions.

Another course of action would be to block CryptoLocker by blocking the temp file writing locations. CryptoLocker can impact Firefox downloads and Office, mostly Outlook and email attachments. Networks on a domain with group policy are more secure than networks that are not on a domain

A great form of action for safeguarding against RansomWare is blocking at the firewall. Block BotNet which uses the .RU domain names from Russia. TOR sites are used as well. TOR is a free software for enabling anonymous communication. It should be verified that any "anonymous service" SHOULD be blocked through your firewall preset rules. Consider filtering Dropbox and other file sharing sites.

Pratt Layered Security in Action:

Problem - IT security requires investment and buy-in.

Solution - Pratt has Risk Intelligence to demonstrate potential liability in financial terms.

Problem - User can visit malicious sites.

Solution - Pratt Web Protection can setup URL blacklist.

Problem - New malware emerges almost every day.

Solution - Pratt managed anti-virus and malware protection software keeps you protected.

Problem - Many software packages require frequent security patches.

Solution - Pratt patch management ensures software contains all critical security updates.

Problem - hackers often attack businesses via email, especially with spear-phishing.

Solution - Pratt provides mail protection to aggressively combat, spam, malware, RansomWare and phishing.

Problem - No security solution is bulletproof - you need to recover quickly after an attack.

Solution - Pratt provides a state of the art Backup and Disaster Recovery (BDR) plan that can restore systems and data in just minutes after any disaster.

Lastly, unless you are sure about a link or attachment: forget it and DO NOT click it!

## Who else wants email subject lines that get prospects to open up, read and respond?

The best e-mail subject lines provoke interest and inform without giving too much away. Here are five templates you can customize to skyrocket your response rates. "Question about <<goal>>" - Curiosity about your question drives opens on this one. "Our next steps" - Follow up with a new contact or reengage one that's gone quiet. "Do not open this e-mail" - Ever tell a toddler not to do something? Use reverse psychology and win! "Know this about <<topic of interest>>?" - Offering a helpful tip or fact builds credibility and gets the conversation going. "10 mins - <<date>>" - Getting straight to the point makes it easy for your reader to hit "return" with a quick response.

-*Blog.Hubspot.com*

## Google's AMP project could have a deep impact on your marketing.

If your business is like most, the majority of your market has migrated from desktop to mobile. If you're not reaching them there, you're probably not reaching them. Yet many mobile web pages are confusing, slow-loading and frustrating to users. And that mat-

ters to you, the advertiser. According to Kissmetrics, for example, 40% of web users abandon a page that takes longer than three seconds to load. Google's Accelerated Mobile Pages (AMP) project seeks to solve that issue by making the mobile experience fast, beautiful and secure for users. The sooner you "AMP up" your web pages, the greater your advantage over competitors.

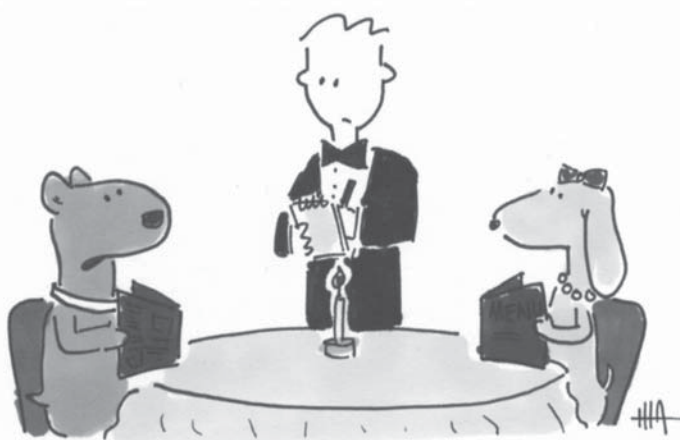
-*SearchEngineWatch.com*

## "Mousejacking": Need you be concerned?

Researchers at security firm Bastille report that with a simple \$10 antenna and a few lines of code, hackers could take over your wireless mouse and keyboard. "Air-gapped" computers - that is, computers physically separated from the Internet - are particularly at risk. Fortunately, hackers' options are limited: they would have to be within a few hundred yards of their target, and likely would need to see its screen to unlock access. However, once inside, it might take only a few moments to inject a piece of malware. It's unlikely that anyone at your company will attract such a highly targeted attack. Yet it pays to not underestimate the vulnerability of even the most mundane of devices.

-*Popular Mechanics*

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"We'll both have the homework."

## Experience the power of social scheduling with Doodle.

Trying to coordinate a team meeting can frustrate you even more than herding cats. Instead of wasting half your day tracking replies to a group e-mail thread, you can let Doodle do the work for you. You simply enter the name, location and description of your event, and select available dates and times. Then choose from a menu of settings, such as "if need be" options for busy participants, or confidential results so that only you can see the answers. Type in or copy/paste participants' e-mail addresses, add a personal message, and boom - you're done! Doodle does the rest, yet gives you control over the final outcome. And just think, no more cat-herding.

-*PCmag.com*

## What can "Google My Business" do for your business?

According to a survey by SEO services company Bright Local, local search delivers a greater marketing ROI than any other digital marketing channel. And a well-optimized Google My Business page can be the best way to drive local clicks and calls to your business. It does that by helping you manage how customers find you in Google Search and Maps. To get the most out of Google My Business, first verify your business with Google. Then make sure your company's name, address and phone number (NAP) that's listed in your Google My Business page matches up exactly with your website, social profiles and local directory citations.

-*SmallBizTrends.com*



Pratt Computing Technologies  
10420 Jackson Oaks Way  
Suite 202  
Knoxville, TN 37922

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