SOFTWARE TO GO ®

Since 1983

For over 26 years Software To Go has been offering superior products, service and support to small and medium sized businesses.

Software To Go is a full-service Technology Solution Provider specializing in computer and software pre-sales knowledge and post-sales support.

Our knowledgeable, friendly and professional staff is always willing to go the extra mile to assist customers and support the products we sell.

We pledge to do everything realistically possible to assist you in taking a high-tech plunge into your computing needs.

We all wish to take this opportunity to say 'Welcome' to those of you just learning about the Software To Go difference!

Sincerely,
The Staff of Software To Go

Our Web Site
www.software-to-go.com

Picture relating to the below article

New year review

Some of the top issues we talked about last year still apply this year. Namely, backing up data, keeping computers up-to-date, having a regular maintenance program to insure optimal performance, a solid antivirus with automatic virus updates & scanning. Schedule automatic security scans, data backups, Windows updates, etc. for times when computers are not in use. Move seldom used files or applications to a separate external hard drive to clear space on your main hard drive. Add system memory to increase performance.

Freeware—It's Free for a Reason

Freeware, by its very nature, often lacks the essential features and updates you need. Here's where freeware usually falls short:

- **No "All-in-One" Solution** – Viruses aren't the only threat lurking online. You need a solution that will detect non file based threats – such as attacks hidden in Web sites. Intrusion protection is the name of the technology that scans Web and other network traffic for the types of attacks that virus scanners can't find. You also need an effective firewall to block intrusions, powerful anti-phishing to block fake Web sites, search security to make certain that you don't end up on infected Web sites and, a bootable rescue disk – so that if you have an infection, it can be removed.
- **Detection But No Cure** – Many free products appear to work great, until you need them. These "solutions" will let you know if you are currently infected, and then push you to pay for the "real" software to remove the threat.
- **Limited or No Support** – If you have a problem with freeware, can you call live-support and get an immediate answer, or merely send off an email and hope for the best? Freeware providers know their version is inadequate, and often leverage this weakness (along with annoying pop-ups) to push you into buying their full version.

You're Up Against an Army of Intruders

You probably lock your door at night. It's the simple, prudent thing to do and it can effectively block the odd passerby. What if you were up against an army of trained cat burglars—experts who could easily defeat your lock in seconds? It

Software To Go Provides a Number of Maintenance and Support Programs Designed to Fit the Needs of Almost any Business!

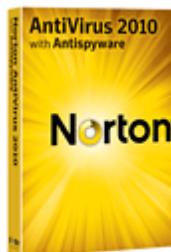then loses all of its effectiveness. Freeware is analogous to that lock—some protection, but not enough.

Don't Be Lulled into Complacency

If you're a computer expert or quite lucky, security freeware may suffice. But what about the other people (staff, kids, parents, etc.) who will access your computer(s)? Are they as savvy as you? If not, you may soon discover that freeware can ultimately cost you quite a bit. The average victim spends a whopping 165 hours and $1,865 clearing up spyware and viruses. Is "free" worth this frustration?

For little more than $1 per week - cheaper than your weekly Sunday paper - Norton Antivirus 2010 provides you with the ironclad protection you need: Real-time scanning and full live support if you ever have any questions. Freeware is often great, but a no-regret, no-frustration computer is better.

Software To Go's
Data protection products and services

Automatic updating & scanning
Norton antivirus - $49.95

(same price for the last 15 years)

Keep your computer optimized

Individual Quarterly Maintenance Program

$149.95/computer annually

(Same price for the last 15 years at least!)

We configure your computer for performance and security to get you back to what you like to do, when you want to do it

Back-up any data, pictures, music, etc.

Seagate FreeAgent external hard drive — 500GB — 2TB

Starting at $149.95

Complete physical disaster won't mean you're out of business

On-line/off-site data back-up service — $10/5GB, then $1/GB

Easily customizable to [match your business needs](#)!

Need support but not full-time?

[Annual contracts](#) **for small to medium sized business (call us for a FREE needs assessment)**

Once your network is running efficiently, maintaining your network becomes a tool for productivity

We have a showroom full of computer accessories, printing supplies, do-it-yourself computer parts, cables, laptop cases tape drives, computer tools, geek toys and network solutions
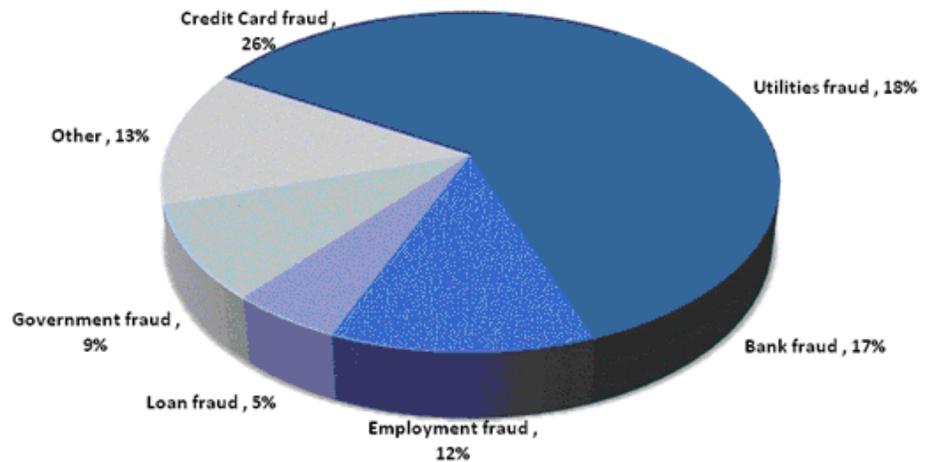
Identity theft is on the rise

Identity theft is defined as the process of using someone else's personal information for your own personal gain. The [Javelin Strategy & Research Center](#) has been studying identity theft closely since 2004. Each year, they release their findings. Their 2009 study reveals that:

- Identity theft is on the rise, affecting almost 10 million victims in 2008 (a 22% increase from 2007)
- Victims are spending less money out of pocket to correct the damage from ID theft. The mean cost per victim is $500, and most victims pay nothing due to zero-liability fraud protection programs offered by their financial institutions.
- 71% of fraud happens within a week of stealing a victim's personal data.
- Low-tech methods for stealing personal information are still the most popular for identity thieves. Stolen wallets and physical documents accounted for 43% of all identity theft, while online methods accounted for only 11%.

Types of Identity Theft

ID theft can happen to anyone, and it can come in all shapes and sizes. For example, your credit card digits could be stolen and used to make online purchases; a thief could impersonate you to open up a loan in your name; a felon could commit a crime and pretend to be you when caught; or someone could use your personal information to apply for a job.

Here's a brief overview and description of each type of identity theft, based on Federal Trade Commission complaint data:

- **Credit Card fraud (26%)**: Credit card fraud can occur when someone acquires your credit card number and uses it to make a purchase.
- **Utilities fraud (18%)**: Utilities are opened using the name of a child or someone who does not live at the residence. Parents desperate for water, gas, and electricity will use their child's clean credit report to be approved for utilities.
- **Bank fraud (17%)**: There are many forms of bank fraud, including check theft, changing the amount on a check, and ATM pass code theft.
- **Employment fraud (12%)**: Employment fraud occurs when someone without a valid Social Security number borrows someone else's to obtain a job.
- **Loan fraud (5%)**: Loan fraud occurs when someone applies for a loan in your name. This can occur even if the Social Security number does not match the name exactly.
- **Government fraud (9%)**: This type of fraud includes tax, Social Security, and driver license fraud.
- **Other (13%)**

Joe's Small Business Notes:

Little Things Add Up

This is my twenty-first year as a small business owner and my eighteenth as owner of Software To Go.

Until last year I was dumb enough to go buy paperclips when we ran out. Year after year, Office whatever got me for about a buck and a half each time I bought a box.

I happened to mention needing to get some to my Service Manager, Dan Herberg (AKA. Big Dan, Old Dan, Dan H.) when he asked me 'politely' why I would do such a dumb thing. "The banks give them to you for free", he said. Intrigued, I asked how he knew this and he schooled me about how he had gotten every paperclip he ever needed just by asking the bank tellers. To prove it, the next day, he came back from our bank with a big envelope of paperclips. Some big, some small, some those cool colored ones.

Just this week, I was out of paperclips again and asked at the bank. The response was, "how many pounds of them do you want?" I indicated that an envelope-full was more than adequate to get me through these snowy days and she pulled out this 1x1x1 box full of paperclips and filled up an envelope for me.

First off, just let me say that in this world it is great that there truly are still some things that are free, like bank confiscated paperclips. After all, I had been buying them and giving them one at a time to the bank. So, not really free, more like getting reimbursed with interest, I guess.

Anyway, this sets me to wonder, how many things like the 'free' paperclips do we miss in the hustle and bustle of running our businesses?

If you have any tips or tricks on how to lower costs or be more productive with the resources at hand, send us an email at info@software-to-go.com. If we print your tip in a future issue, you will get a nice present (and no, it will not be a bag of paperclips).

~Joe Balsarotti