

TECHNOLOGY TIMES

"Insider Tips To Make Your Business Run Faster, Easier And More Profitably"
presented to you by MACRO Systems LLC



**Macro
Systems, LLC.**

"As a business owner, I know you don't have time to waste on technical and operational issues. That's where we *shine!* Call us and put an end to your IT problems. One call does it all!"

Howard F. Cunningham, Jr.
President and Founder

**SERVING THE METRO DC AREA
FOR OVER 20 YEARS**

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The FDIC "Misunderstanding" That Business Owners Need To Know About



Here's an important question about your finances with a shocking answer: If a cyber-criminal were to gain access to your company's bank account and steal all of the money in it, could you get it back? In many cases, the answer is *no*.

Many small business owners falsely believe they are protected by Federal Deposit Insurance Corporation (FDIC) laws and that the bank (or Federal government) would replace money stolen by a thief. Not so. The FDIC protects bank accounts against *bank failures*, not theft or embezzlement. So if your money is taken by a criminal—be it a completely anonymous person or even a "trusted" employee or vendor—the bank is not responsible for replacing the funds.

What's really concerning about this is the fact that online criminals are becoming more and more sophisticated in their attacks. Criminals are also targeting small businesses since they are the "low hanging fruit"—small businesses often don't have the security systems in place to prevent these attacks.

Sign Designs Inc. is an electric-sign maker in Modesto, California that had almost \$100,000 stolen from their account by an unknown group in Eastern Europe. The first sign of trouble was a phone call from Bank of Stockton, their local community bank. It had just received a call from Chase Bank's anti-fraud team regarding a \$9,670 electronic payment to a Chase customer in Michigan. The owner confirmed he had not set up or authorized that payment, and when he looked further, he discovered that 17 similar transactions had already been processed the previous day from his bank account.

Although the owner's bank notified all the banks that had received the funds, a large chunk of the money had already been withdrawn by "money mules" (people who launder money for online criminals, usually in Eastern Europe). The biggest problem for Sign Designs is that the Bank of Stockton isn't accepting responsibility for the losses, claiming its systems were never breached. Hackers had planted a malicious program on the computer of Sign Designs' controller and used that program to steal his online-banking credentials. The bank also points out that Sign Designs failed to implement proper security measures on its network that might have averted the losses.

Shiny New Gadget Of The Month



The Levitron

Okay, I admit it; this month's gadget is not something that will increase productivity, make some daily task easier or put some extra money in your pocket. This month is just pure fun for the geek in all of us!

The Levitron is a small desktop gadget that gives you a mesmerizing way to display small objects. The device allows you to levitate and slowly rotate your collectibles, toys, small office supplies—pretty much anything weighing up to 12 ounces.

To float an object, you first levitate the included small magnetic disc over the base. Four LED lights on the base station help guide the alignment. Next, place your item of choice on top of the disc and instantly the object appears to be floating over the base. Cool! The Levitron automatically compensates for changes in weight by making up to 1,000 corrections per second to the electromagnets contained within the base. If you watch the online video at www.VAT19.com, you can see them pouring water into a glass being levitated without a single drop spilled.

For only \$99, it's a great gift for the executive or geek in your life!

7 Secrets To Finding Relevant Information Online

With billions of websites online, finding good, relevant information online can sometimes be akin to finding a needle in a haystack. Here are 7 little-known secrets that will help you find what you are looking for in no time at all.

1. Use the "Advanced Search" tool

Almost all search engines have an "advanced search" tool that will provide you with more options for filtering information and websites. This will help you narrow down your search and eliminate irrelevant, off-topic websites.

2. Search with a phrase in quotations

Putting quotations around a phrase will tell the search engine to look for that exact phrase or name instead of each individual word. For example, if you were looking for a chocolate cake recipe, type "chocolate cake recipe" in the search window with the quotes around it. If you left the quotations off, you might get recipes for other cakes or chocolate candy in general because the search engine will look up the words separately: chocolate cake recipe

3. Use synonyms

If your search does not produce the results you want, try synonyms. For example, a dog is also a pet, canine, mutt, pooch, and man's best friend. Use your Microsoft Word thesaurus tool or Merriam-Webster Online to find synonyms for your search term.

4. Use a plus or minus sign

This trick will allow you to narrow down a larger category. If you were looking for a roadside café in Atlanta, you would type in "roadside café + Atlanta". This will allow you to search on a specific set of keywords that might not be strung together in one phrase as mentioned in tip #2. This also works in reverse with a minus sign (-). If you wanted to find all roadside cafes that were NOT in Atlanta, you would type in "roadside café - Atlanta".

5. Just search the domain name

If you know the website you want but can't seem to find the information you are looking for, you can tell the search engine to search for a specific keyword or phrase within that site. Simply enter the search term you are looking for followed by the word "site" and a colon, and then by the domain name.

For example, if you wanted to find information on spam filter updates for Microsoft Outlook, enter this: spam filter update site: www.microsoft.com

6. Eliminate inappropriate content

To eliminate adult sites clogging your search results, simply activate your favorite web browser's adult filter setting. MSN has a Safe Search option on its settings page and Google's can be found in their advanced search option. It's not 100% accurate but it will eliminate the most obvious sexually explicit websites from your search.

7. Use your search engine's categories

Many search engines offer specialized areas such as news, video, audio, pictures, local, and shopping related categories. If you know you are looking for a picture, choose the appropriate category and your chances of finding what you want increase significantly.

The Lighter Side... **Father Knows Best**

"If the new American father feels bewildered and even defeated, let him take comfort from the fact that whatever he does in any fathering situation has a fifty percent chance of being right." - Bill Cosby

"I'm so ugly—my father carries around a picture of the kid who came with his wallet." - Rodney Dangerfield

"Never raise your hand to your kids. It leaves your groin unprotected." - Red Buttons

"When I was a kid, I said to my father one afternoon, 'Daddy, will you take me to the zoo?' He answered, 'If the zoo wants you, let them come and get you.'" - Jerry Lewis

"Spread the diaper in the position of the diamond with you at bat. Then fold second base down to home and set the baby on the pitcher's mound. Put first base and third together, bring up home plate and pin the three together. Of course, in case of rain, you gotta call the game and start all over again." - Jimmy Piersal, on how to diaper a baby, 1968.

"To be a successful father...there's one absolute rule: when you have a kid, don't look at it for the first two years." - Ernest Hemingway

"Dad always thought laughter was the best medicine, which I guess is why several of us died of tuberculosis." - Jack Handy

5 Inexpensive Ways To Make Old Computers Faster and More Reliable

#1. Add Memory. One of the most inexpensive and effective ways to improve a computer's performance is to install more RAM (random access memory). This will speed up the applications installed on your computer and allow you to open and run more programs simultaneously.

#2. Upgrade The Processor Or Add A Graphics Accelerator. If you are just looking for a little more "zoom," upgrading the processor or installing a graphics accelerator will give your computer the ability to process information faster and improve its overall speed.

#3. Perform Regular Maintenance On Your Servers and Desktops. Computers, like cars, need regular maintenance to perform at top speed and reliability. At a minimum, you should run ScanDisk and the Disk Defrag Utility on your machines once a month. This will make your applications and files load and run faster.

#4. Run A Spyware Scan Once A Week. One telltale sign that your computer is infected with spyware is slow, unstable performance. Spyware sucks up your system's resources to carry out its evil intent, slowing down your computer and even causing it to freeze and crash.

#5. Disable Or Remove Unnecessary Programs Running In The Background. Many computers have pre-installed software programs that use up system resources and slow down your computer.

While these recommendations will certainly speed up your system, they aren't a miracle cure for a seriously out-of-date computer network. If your computer or network constantly crashes, freezes up, or runs painfully slow, then it's time to give us a call for an upgrade.

WIN A KINDLE FIRE A \$199 VALUE

kindle fire
Web, movies, apps,
games, reading and more



What would you take with you, if you were stranded on a desert island? For me, it might be Howard- BUT it would definitely be my KINDLE FIRE. We are giving away another one, the end of July. Be sure to get your entries in.

Go to www.facebook.com/macrolle or search Macro Systems LLC on Facebook to find us. Then "like us" and write a recommendation to maximize your entries.

Each response to the newsletter question and each Facebook recommendation from January 1, 2012 through July 27, 2012 will receive two entries for the drawing to be held July 30, 2012. Good Luck. Marilyn

5 Critical Facts Every Business Owner Must Know Before Moving To The Cloud



If you need to upgrade your current computer network and are considering cloud computing to save money and simplify IT, the insights in this report will arm you with the right information and questions to ask to avoid getting “sold” a solution that doesn’t work for you.

You’ll discover:

- What cloud computing is and why it matters to small and medium sized businesses.
- The various types of cloud solutions you need to know about and how to determine which is right for you.
- What you should expect to save on IT costs initially and over time.
- 15 critical questions you must know the answer to about the cloud.
- The most important thing you need to know about security and where your data is hosted.
- Little known facts about moving to the cloud most IT consultants don’t know or won’t tell you that could end up costing you big.

To receive a copy of this free report gives us a call at 703-359-9211 or e-mail Trey at trey@macrollc.com

A Google Search Secret You Must Use Prior To Any Sales Call

By Sam Richter

There are more than 16 billion online information searches conducted via popular search engines each month, with more than 65% of them done using Google (and in the business world, it’s my experience that Google has a 95% search market share). Yet even though Google is very easy to use, most people only access a small portion of what Google has to offer.

It’s imperative that, prior to any sales call, you gather information about your prospect so you can customize your pitch. A standard sales call that gives the same pitch or voice-mail message to everyone just doesn’t cut it (yet it’s surprising how many people still “smile and dial”).

I’m not talking about just visiting someone’s web site. Rather, a good Google search can reveal detailed information that helps you better personalize your pitch and your examples to things that your prospect or client cares about. If you’re a true sales pro who understands that information is power, here is a Google Search secret that can help you get the inside information on companies, industries, and people.

Search Secret: Type the name of a company in Google. If the company name is more than one word, put the name between quotation marks (e.g., Acme Corporation”). On the Google results page you’ll see a link that says “More Search Tools.” Click on that link and you will see one of the options is labeled “Custom Range.” Click on this and you’ll see an option to enter a date range. Put in the range you are interested and you’ll see the results for that company within that range. Imagine prior to a sales call that you conduct this sort of search. You click search on the current month and pull up press releases and articles. Even historical information is valuable, as it will show you how the company has progressed over time, past partnerships, and it even might reveal past or current vendors. Knowing the latest information helps you become educated about your prospect and will help you build instant rapport.

WHO IS READING? WIN A \$25 GIFT

What year did the team, previously known as the Montreal Expos, debut as the Washington Nationals?



a. 1983; b. 1999; c. 1969; or d. 2005

GO NATS

Email trey@macrollc.com, or call 703-359-9211 (ask for Trey) with your answer before 5:00 p.m., Friday, June 29, 2012. All correct entries received will be placed in a drawing to receive a \$25.00 Amazon Gift Card. All previous winners are eligible; play each month.

Remember each answer also gets you 2 entries for the July KINDLE FIRE drawing.

Call Macro Systems 703-359-9211

IT Solutions for Small Business