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Hope is a SCARY Strategy When It Comes To Your Company's Data

Last night I startled out of bed in a cold sweat, heart racing, with fear racing through my mind...and you were the reason for my panic!

Was I having a nightmare? Was I just watching too many episodes of "Ghost Hunters?" Maybe taking the Halloween spirit too far?

No – it simply occurred to me that you might not know the importance of having a solid backup and disaster recovery plan in place!

And if your server data was erased, corrupted or destroyed because of a hardware malfunction, system crash, fire, flood or some other random, unforeseen disaster, you might not be able to be back up and running again FAST!



The Thought Of That Happening Scared Me Half To Death!

And quite honestly, it should scare you too! Just imagine what would happen if your server went down and you...

•Lost all accounting documentation and history...

•Lost all the work files you've spent YEARS developing...

•Lost the work files and documentation you desperately need to service your customers...

•Lost all the e-mails you've had saved and couldn't access your inbox...

Can you even put a price tag on it? Probably not – yet so many business owners aren't 100% certain that they could be back up and running after a disaster and are purely hoping that their current tape drive or backup is working and storing a usable copy of their data.

That's why I desperately urge you to contact us today to schedule your **FREE Data Security and Backup Audit – a \$300 value.**

Here's what you need to do: Call our office at (416) 913-8998 or email us at shikha@tdcnet.ca and mention this article. We'll then arrange a time to do your Audit and give you a game plan to protect your business! Hurry, offer ends October 31, 2011.

All the Best,
Brendan Howe

Recent post from www.tdcnet.ca/blog

7 Tips For Creating A Secure Password

You've got one for every site and every application you use--e-mail, online banking, social media sites, and your CRM system, just to name a few.

With so many password protected sites to keep track of, the inclination is to always use the same password for every site or to make it so easy you can't possibly forget it (like using Password123).

Unfortunately, this compromises all of your data and makes it easy for cyber-attackers to steal sensitive, confidential information.

Studies have shown that password security is still the weakest link in keeping data safe. There are some simple things you can remember when creating a password that can help protect your information.

Here are 7 tips to consider:

1. Use special characters and numbers.
2. Mix up upper case and lower case letters.
3. Make sure your password is a minimum of 10 characters.
4. Be sure it's not something that can be guessed easily (zip code, phone number, birthdate, your name).
5. Randomly replace letters with numbers, e.g. shake becomes \$h@ke
6. Pick a sentence or phrase, and reduce it to first letters of each word only, e.g. "A Golden Key Can Open Any Door" becomes AGKCOAD.
7. Reverse the spelling of a word, e.g. partnership becomes pihrsentrap.

Not all cyber-attacks can be avoided, but don't make it too easy for them. Be proactive and update all of your passwords so they meet the above criteria and make sure your colleagues do as well!

Check out the TDCnet Blog for the new **Tech Tip**—tips and tricks to help you use technologies more effectively at www.tdcnet.ca/blog.

TECH TIP OF THE MONTH

How to add your favourite programs to the Start Up Folder.

Press Windows+R to get the Run dialog and enter the following and press Enter.

C:\Users\yourcomputername\AppData\Roaming\Microsoft\Windows\Start Menu\Programs\Startup

Replace yourcomputername with the name of your computer. (manually browse to this folder location using Windows Explorer.)

Now, copy the shortcut of your most used applications and paste them to this folder. You can drag the icon of an application to this folder while holding the Alt key.

Once you've added the shortcuts, you're done. But don't add too many programs or your computer will be slow to boot up.

Techie Dictionary

DNS: *Domain Name System (or Server)*

The system used to translate domain names meaningful to you and I (such as your company website address) into numerical identifiers associated with networking equipment for the purpose of locating and addressing these devices worldwide.



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Follow us on LinkedIn!
www.linkedin.com/company/tdcnet-inc.

Is Your Computer Haunted?

Our Free Service Call Will “Exorcise” The Ghosts, Gremlins And Goblins Causing Problems In Your Com-

Are your office PCs slow, crashing and freezing up? Are you haunted by pop ups and spam? Is your PC acting so weird that you think it’s possessed? If so, these are all signs of an ill-maintained computer network that’s infected with spyware, viruses or corrupt files. If left alone, these problems could evolve into a much bigger (and more expensive) problem.

Since Halloween is right around the corner, we’d like to give you a FREE 2-hour service call as a way of introducing fast, friendly computer support services at no cost or risk to you. Just say the word and we’ll send one of our qualified “ghost busting” technicians to your office to work on the computer problem of your choice, including:

- Diagnose slow, unstable PCs
- Scan for hidden spyware, viruses or corruptions
- Perform a quick “network tune up”
- Check your network’s firewall and security settings
- Validate the integrity and reliability of your data backups
- Discuss a project or upgrade you’re considering

Why Are We Giving Away **FREE** Services?

Some people think we are crazy for offering free services. They say, “Aren’t you scared people will just take advantage of you?” The truth is, some people might – but we know that most business owners are just honest people trying to find someone they can trust to fix and maintain their computer networks.



To claim your FREE 2 Hours of support, go online to www.tdcnet.ca or call us at (416) 913-8998. This offer expires on the witching hour (midnight) October 31st!

NEWS & NOTES FROM THE TDCNET TEAM

We're pleased to Welcome Dave & Shikha To Our Team!

Dave Ellis has recently joined our Problem Prevention Team. Dave graduated from Trios College with a Network Engineering Diploma. After receiving his diploma, Dave received four technical certifications, including the Comp TIA Security + certificate.

Dave is an expert in Windows servers and operating systems, complex network infrastructures and popular hardware and software for small businesses.

Dave has been working hard to help prevent problems for our clients before they happen. His previous experience supporting networks since 2004 has provided him with the technical know-how to be a strong asset to the TDCNet team.

Outside of work Dave has a love for cars. He has worked in shops and restored some classic cars.

David Ellis & Shikha Dhawan



Another new member of our team is Shikha who is our new Sales and Marketing Coordinator. She will be the voice on the other end of the phone helping our clients order products and keeping in touch with clients and prospects through our marketing initiatives. Shikha joins us from Homelife/Romano Realty Ltd. where she was the Marketing and Events Coordinator.

She spent some time in New Delhi as an International Marketing Associate and before that worked at Intuit Canada as the Assistant Marketing Manager. Shikha has an MBA with a marketing specialization from Wilfrid Laurier.

Shikha is also currently working on publishing a book about travelling South-East Asia.

Please join us in welcoming them to our team!

Trivia: Do You Know the Answer This Month?

What is Halloween called in some parts of Ireland?

- a) Friday Night
- b) Pooky Night
- c) Spooky Sundown

Remember, first person to call in with the correct answer wins a Tim Horton's gift card! (416) 913-8998

Last Month's Winner

There was no winner last month. Better luck this month!

Prince Charles once said, "Diana only married me so that she could..." what?

- a) Be a Princess
- b) Live in a palace
- c) Go through red lights
- d) Wear the family jewelry



Managing your
connections

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