



Delivering Everyday Easy

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Someone out there might be pretending to be you. Or your company....

Keep Your Small Business Safe- Use these 10 surefire tips!

1 . Set up your defenses

Have adequate firewalls and antivirus software to protect you from hackers who could steal your customers and company identity. Hackers and identity thieves use *automated* programs to scan every computer on the Internet looking for easy targets. A good Internet router will have an on-board firewall. But don't forget to turn it on.

2. Stay abreast of the threat

A recent phishing scam in Brazil caused Web browsers to land on criminal sites that looked identical to well-known bank sites. The phishers used HTML e-mails encoded with malicious Trojan horse programs. If the security settings on a recipient's computer were too low, just opening the e-mail would make changes to an essential Windows component.

3. Encrypt everything

Any sensitive data, or information that might help an ID thief or hacker, should be aggressively encrypted. Encrypt all company laptops. Don't allow the transfer of sensitive company data electronically unless it is encrypted.

4. Get help from your employees

Human error, or lack of attention to detail, is one of the biggest risks to a company's security. There are some basic techniques that can be embraced by employees, like changing passwords periodically and using general security and software tools to ensure that their home computers are safeguarded against attacks and malicious programs.

5. Don't store credit card numbers

Never, never, never. You do not need it, the Payment Card Industry Standard forbids you to store them, and it's too risky.

6. Buy a shredder and use it!

Documents with confidential information can fall into the wrong hands when they aren't properly disposed of. Only 50 percent of United States employees are compliant with their company's shredding policies. One of the challenges faced by small businesses is home-based employees, who may not have a shredder and put sensitive documents in the trash.

7. Mind your mobile devices

A laptop computer is stolen approximately every 53 seconds and only three percent are ever recovered. Remind employees of the dangers they face when they travel with their mobile devices, and encourage them to report a loss immediately.

8. Run your updates

Hackers are constantly discovering and exploiting new vulnerabilities in computer operating systems and networks. Keep your systems patched. You should have Automatic Updates enabled on your Windows-based computers. As security fixes are released from Microsoft, your computer systems

"Identity theft is a very big threat to small businesses," says Al Marcella, professor at Webster University's School of Business and Technology. There are two kinds of identity theft, he says. "The theft of the business's identify. Or the theft of a consumer's identity, which is used to purchase goods or services."

Inside the Technology Advisor

- ◆ How Well Do You Know Vista?
- ◆ Are You Ready To Bring a Tribe Into Your Home?
- ◆ Random World Records

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Did You Know ...

Microsoft says that you need 2 GB of memory to run Vista easily. It's not listed on their website. I learned this at a seminar from a Windows Vista Rep.

All versions of Vista will run better if you do a "clean install".

All editions of Vista can support multiple core CPU's, but ONLY Vista Business, Ultimate and Enterprise can support dual processors.

Vista's Parental Controls help parents manage what their children can do on the computer. From games and websites to time restrictions, Vista will enforce these rules even when you're not there.

There is also an activity report that shows how your children have been using the computer.

What to do when your hardware won't work with Vista: Check before you buy! Visit <http://winqual.microsoft.com/hcl/>

To see if that new scanner you got for Christmas will work with Vista.

TechToon

We upgraded our laptops to Microsoft Vista! ...and they work!



10 Tips Continued from Page 1...

As security fixes are released from Microsoft, your computer systems will be automatically updated.

9. Research your Internet Service Provider

Unfortunately, the company providing your business with Internet access can offer easy access to your private information. Not all ISPs are created equal, especially in terms of their commitment to security. Before signing up for service, ask if they've ever been hacked. Just see what they say. If, for example, they blame their users for having their passwords guessed, it's not a good sign.

10. Know what to do when it happens

Have a security compliance plan in. This is an inexpensive way to make sure you have addressed the areas where you need to make sure to have safeguards in place, as well as have a plan in case a breach does occur. Implementing these simple strategies will make it difficult for an identity thief to steal from your company or customers.

Real story: A small real estate company fell victim to identity theft. The thieves assumed the business name and obtained business credit cards, business loans, business bank accounts and a tax identification number.

Within a few months, the real company began receiving telephone calls from creditors and collection agencies. The company filed police reports, hired an attorney and contacted three credit bureaus, trying to contain the damage. In the end, the identity thieves were found and arrested.

So how did they find the information they needed to pull off the crime? Turns out they didn't even have to hack into the company's computers to get the data. They found everything they needed in its dumpster.

Many small business owners are too busy to do this. That's why it keeps happening. We at INNOVATIVE are here to make things easier for you now and in the long run while doing it affordably. Call or email us so this doesn't happen to you. 800-875-5675
info@purelyinnovative.com

New at INNOVATIVE

Totem Acoustic - The Tribe Speaker System

Just when you thought speaker designers could focus 100 percent of their talents on creating the best-sounding speakers, flat-screen TVs came along and created a burgeoning market for ultra svelte plasma-friendly speakers. Anything other than the most demure designs now elicit comments like, "They're too big," "I think they're ugly," or the perennial, "Not in my living room!" from reticent shoppers. This just goes to show that, for some customers, style and size are the dominant factors when picking out a set of speakers. Skinny on-walls are what's happening now.

Up Against the Wall

This leads to the question, how good can an on-wall speaker be? With his Tribe I, Tribe II, and Tribe III speakers, Bruzzese is now applying his skills to the even trickier realm of on-wall speakers. He has sized the new models to visually complement 40 to 60-inch screens. Bruzzese is also unleashing a potent micro subwoofer, the Storm, to provide a solid foundation for the Tribes.

Vince Bruzzese, Totem Acoustic's president and chief designer, has a knack for extracting big and beautiful sound from the teeniest speakers.

Totem still builds almost every part of their speakers, except the drivers, in Canada. Bruzzese wants to maintain audio-obsessive control over quality. (The drivers are made to Totem's specifications in Europe.)

Lurking inside the Tribes' lock-mitered cabinets are crossover networks brimming with high-quality parts. Sure, many manufacturers make those sorts of claims. But the Tribes' crossovers feature pricey gold-and-silver foil capacitors and carbon-composite resistors, and Totem uses hand-crimped, Teflon-coated, oxygen-free

copper wires. It's a more expensive construction approach, but Bruzzese designs for quality sound.

The Tribes are fitted with double sets of all-metal binding posts for biwiring, but, whether you wall- or stand-mount the speakers, the limited wall clearance precludes the use of thick speaker cables or even skinny cables fitted with banana plugs.

A Wall of Sound

If you get a chance to hear these Totems, do yourself a favor and bring along a well-recorded big-band CDs.

It's worth noting that you can also use the Tribes in concert with Totem's all-out assault on in-wall speaker design, the Inner Spirit. Or use them in combination with Totem's smaller monitors like the Rainmaker or Dreamcatcher as surround speakers.



Totem Acoustic Tribe III Speaker System

Many on-walls and otherwise decent free-standing speakers blend all of those swinging horns into one undifferentiated brass sound—but the Totems can decode the distinct tonalities of the band's trumpets, trombones, clarinets, and saxophones.

It's hardly a secret that flat-screen prices are plummeting, so smart buyers can take advantage and reinvest the savings on a gathering of Tribes. Combining high-def video and high-def audio in a sleek package is not only possible, it's affordable.

We at Innovative are authorized dealers of Totem Acoustic products. Call or email us today so we can see which Totem Speaker System will work for you. 800-875-5675 info@purelyinnovative.com



Totem Acoustic Tribe I Speaker System



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Random World Records...

The Bingham Canyon copper mine in Utah is the biggest manmade hole on Earth. At more than a half-mile deep and 2.5 miles across, an astronaut can see this hole from the space shuttle with his bare eyes.

The Bible is the number one shoplifted book in America.

The largest number of children born to one woman is recorded at 69. From 1725-1765 a Russian peasant woman gave birth to 16 sets of twins, 7 sets of triplets and 4 sets of quadruplets.

Christianity has over a billion followers. Islam is next in representation with half this number.

The smallest volcano in the world is Taal.

The largest pyramid in the world is in Cholula de Rivadahlia, Mexico. It is 177 feet tall and covers 25 acres.

Karen Roman grew the world's largest cauliflower. It weighed 22 pounds.

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