



# Executive IT Insider

...The Exclusive Edge to Today's Technology

Published and Distributed By Southern New England Computer Services

## Contents:

*Why Your Current Antivirus, Backup And Firewall Have Been Rendered Completely USELESS* ..... 1

*Refer-a-Friend* ..... 2

*Technology Spotlight: Echo vs. Home* ..... 3

*What Should Come First? Success Or Happiness?*..... 3

*Experts of the Month: Domenic and Robin Rignanese of "Complements Art Gallery"* ..... 4

*Do These Simple Steps Throughout The Day To Keep Sitting From "Killing" You*..... 4

*This App Could Save Thousands of Lives* ..... 4

## September 2017



### Provided By:

Paul Riendeau & Nick Bernfeld  
Owners of Southern New England Computer Services

"We're pleased to announce that for the **second year in a row** we have been named as a **'Top IT Services Company'** by the **Providence Business News!** We are thankful for our loyal clients across the area. We promise to keep delivering excellent service to you for years to come!"



## Why Your Current Antivirus, Backup And Firewall Have Been Rendered Completely USELESS

### (And What You Need To Do About It)

At the end of World War I, German engineer Arthur Scherbius constructed a device that would become central in another worldwide conflict of unimaginable magnitude over 20 years later: the Enigma machine. The machines, which steadily became more complex with each iteration, consisted of a series of rotors that, by themselves, encrypted messages input via the attached typewriter. Each rotor performed a simple substitution cipher, but when run through multiple rotors, the encryption reached a staggering level of complexity.

Initially used for transmitting sensitive company secrets in the commercial sector, the technology was eagerly adopted by the German

military machine prior to World War II. After war broke out across Europe once again, Enigma encoding became central to the operation of the Axis powers, used for sending vital, sensitive intelligence across the airwaves. Due to the complexity of the Enigma system, the Germans were certain that the code would not, and could not, be broken.

But the Germans were wrong. Using photographs of stolen Enigma operating manuals obtained by a German spy, the Polish General Staff's Cipher Bureau managed to construct an Enigma machine of their own, enabling them to covertly decrypt substantial amounts of Axis intercepts. Ahead of the impending invasion of Poland,

*Continued on pg.2* ➤

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the Poles shared their knowledge with the French and British military to expedite the defeat of the Germans. A massive team at Bletchley Park in Buckinghamshire, led by code-breaking master Alan Turing, became the central location for Allied efforts to keep up with Enigma operations.

Germany, still convinced the code was fundamentally unbreakable, continued using Enigma for a wide array of communications. But even the most complicated four-rotor Enigma systems were eventually decrypted. Great pains were taken to ensure the Germans never learned their precious code had been broken, labeling any intelligence gained from Enigma as "Ultra," keeping the significance of Bletchley Park's operations under wraps. Ultra-intelligence was used sparingly to avoid German suspicion.

The efforts of the Polish Cipher Bureau, Alan Turing, Bletchley Park, and the hundreds of men

**"Much like the Germans who assumed Enigma was uncrackable, most business owners believe their current, potentially outdated, cyber security measures will keep their data safe."**

and women who contributed to the cracking of the Enigma code were described as "decisive" in the shortening of the war, and, at the high end, are estimated to have saved over 14 million lives.

Much like the Germans who assumed Enigma was uncrackable, most business owners believe their current, potentially outdated, cyber security measures will keep their data safe. But, in the contemporary age, where digital information is as precious as gold, cybercriminals are working around the clock to penetrate even the most robust security solutions. You can bet they've already created a workaround for your current antivirus. What was good enough before may not be good enough today. After all, it's simply impossible that a security solution from even two years back could be equipped to defend your precious data from a cutting-edge hacking technology that didn't even exist when it was created.

Today, companies that fail to stay abreast of the latest cyber security trends – clinging foolishly to their own Enigma – are certain to pay the price down the line. Once the lock is picked, you need a new lock, and criminals are cracking new locks each and every day.

Luckily, as your IT provider, we're cyber security experts, and we constantly seek the latest and most robust security solutions. Don't leave your company's security up to a false sense of confidence. Always be looking at options to upgrade your digital security and make it a sure thing.

## Refer-a-Friend and Get Free Gifts!



We love having customers like you and honestly, we wish we had more just like you! So, we are doing an ongoing "Refer-a-Friend" event.



Refer any company with 5 or more computers to our office to receive a FREE Computer Network Assessment (a \$300 value). Once we've completed our initial appointment with your referral, we'll send you a **\$50 Amazon gift card**. For **every referral** that you send, you get a \$50 gift card as your referrals complete the Network Assessment. Just a small "Thank You" for thinking of us. As an added bonus, if they join and become a client of ours, **we will send you a \$500 Amazon Gift Card** for introducing your friend to us.

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## Technology Spotlight: Echo Vs. Home



Since the Amazon Echo released in June of 2015 it became the central hub for most smart homes. It links all your devices together, will place an order off Amazon at your command, and is just another tool to make life a little easier.

However, with all trailblazers, the competition began to emerge. Now, the Google Home is the leading contender to try and replace the Echo as the best digital assistant. But what makes them different? Honestly, a few key features will help you decide which one will rule your home.



Are you looking for clear, deep, and rich music? Then the Echo will be your best choice, hands down. The Google Home's speaker is very lackluster in comparison. Do you have multiple people in the home that want to utilize the new digital assistant? Then Google Home is your best option. It can recognize different users by voice and links their settings to their profile. This includes music, calendars, and other preferences. The Echo only allows one main user per device (which is annoying).

If you can wait until December, Apple's HomePod will debut. It will try to bring the best of both devices together into one 'pod'.

## What Should Come First? Success Or Happiness?

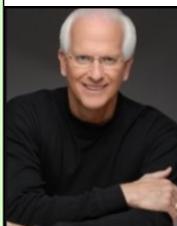
Sonja Lyubomirsky, psychology professor at the University of California and expert on the psychology of human happiness, recently analyzed the results of 211 different studies. She investigated these questions: "Are happy people more successful?" and "Does happiness precede success?" The results of their extensive research showed that, indeed, happiness tended to lead to greater success.

This shouldn't come as a surprise for most of us. After all, happy people have more positive moods, and positive moods motivate us to work actively to reach new goals. This results in happy people being more productive, more innovative, better communicators, more respected, more appreciated, more optimistic, energetic, likable, confident, and sociable – quite the impressive list! Not only that, but happy people experience less stress. With approximately 1 million workers per day missing work due to stress, it's evident that there are a lot of unhappy people out there.

When companies downsize their staff, a greater workload is placed on the employees who stay. The greater the demand placed on employees, the greater the potential for even more stress, leading to decreased happiness. At some point, the priority of trying to be happy takes a distant second place to that of merely surviving. "I don't have time to worry about being happy," we say. "I'm too busy working."

I remember, years ago, when the eccentric billionaire Howard Hughes died, a reporter asked someone in the know, "How much money did Mr. Hughes leave behind?"

"All of it," the person replied.



Robert Stevenson, along with being a best-selling author, is among the most successful public speakers in the world. His years of service-minded experience in owning and running numerous companies has given him the real-world knowledge to help fellow business owners thrive.

What a great answer. No matter what we accomplish in our lives, we don't get to take any of it with us when we go. That's why, if there's one thing I could possibly share with you today, it's to stress the importance of your own happiness. If you maintain a positive attitude and strive to be truly happy, it will energize you in everything you do. Work on it daily and lighten up a little. Laugh more. Make a point, daily, to count your blessings. Catalog the things that go right in your life. Be grateful and optimistic. If you can manage to consciously make the choice to be happy, your stress levels will decrease, your productivity will increase, and everyone around you will be better off, more eager to talk to you, and motivated to do their own work with a smile.

Remember, happy people have problems, too, they just handle them differently.

There's nothing worse than a person who's a "professional depressor." You know the type, the Debbie Downers who can't seem to find the positive in anything or, even worse, find the negatives in a positive situation. Happiness starts with the words you speak yourself. So, before opening your mouth to whine about the traffic, complain that the store clerk was a total jerk, shout about your aching body or your parking spot or how you missed your flight, understand that you are essentially reliving the bad events that you're complaining about. You've multiplied their effects and given them power over your life. Don't do that! It brings you down again and brings down everyone you're sharing it with. It's not fair to whomever you're talking with.

At the end of the day, our happiness and the happiness of our friends and families are all that matters. Everything else is commentary.

## Experts of the Month: Domenic and Robin Rignanese of “Complements Art Gallery”



Art is something we all have in common. We use it to decorate our space in a personal way, something that resonates with our own uniqueness. However, there is also a stigma associated with original artwork; that it is very expensive to own. Because of that, many people fear leaving their comfort zone when it comes to true art. That’s where Domenic and Robin Rignanese come in as our “Experts of the Month”! They are so passionate about art that their gallery is loaded from top to bottom, all with original art from some of the country’s best artists. They know how to match the right art to a person’s own space.

Complements Art Gallery has had their art featured multiple times in New England Home magazine for their keen eye on bringing a room together with specific pieces. Domenic has always been an art enthusiast. He would work with local artists, purchasing many pieces at once to get the piece he wanted and selling or gifting the rest. From this concept, “Complements Art Gallery” was born. “We take that fear factor out of art because we make it fun. We purchase all the art upfront from each artist, and they can make a living. Now, since we own the piece, we have more options with our clients and can make it more affordable,” Domenic states. “Say they buy a piece and a month later, they aren’t happy with it; we can work with them and swap it out with something else that fits them better. You can’t do that with other traditional art galleries.” The fact that they treat their clients more like friends of the family makes the experience that much better. “People invite us into their homes, their extremely personal space, and we’ve ended up having dinner with them and their families afterwards,” Robin mentions. “We even have kids and the grandkids of our clients reaching out to us now.”

We asked the couple what they liked about us at SNECS. “You don’t make us feel stupid. There has never been an attitude problem. No matter who we work with, we have never felt like we were a bother to you. Our old IT company made us feel bad about asking for their help, and then they would nickel and dime us on every invoice,” Domenic said. “We are so thankful that we have you,” Robin added.

If you would like to schedule a visit to the gallery or invite Domenic and Robin to your home or office for an art experience, you can call or text them directly at 401-265-2977. You can also visit them online at [www.complementsartgallery.com](http://www.complementsartgallery.com). For more information, you can email [robin@complementsartgallery.com](mailto:robin@complementsartgallery.com).

**Do These Simple Steps Throughout The Day To Keep Sitting From “Killing” You.** Lately, everyone is abuzz about the latest silent killer: sitting. It is recommended to break up every 25 minutes of work time with a five-minute break, stretching and moving around to get the blood flowing. Lift your arms overhead, lean your body from side to side, and lean far forward. If you can, take a short walk. One way to keep moving throughout the day is to grab a drink, check in with a colleague on projects, or simply take a bathroom break to refresh yourself. If you are tied up with a task at your desk, you should get up and change positions for at least a minute or so. — *Lifehacker*

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“I’m fine with the non-disclosure. I think the nonproliferation is a bit much.”

### This App Could Save Thousands of Lives

In the event of cardiac arrest, every minute that passes without CPR and defibrillation lowers the victim’s chance of survival by 7% to 10% percent according to the American Heart Association. The new First Responder phone app, created by the European Heart Rhythm Association, was designed with this in mind. It uses GPS tracking to locate nearby trained responders to administer aid, notify emergency services, and direct rescuers to the scene of the incident. During trial runs in Lubeck, Germany, 36 percent of cardiac arrests were addressed by an app rescuer three minutes before professional responders arrived on the scene. — *Digitaltrends.com*