

## Importance of External Hard Drives (Backup)

Backup is one of the most important things that any computer user can do. Computers have become ingrained into our daily lives, and there are things on our computers that we need or want that can never be replaced if lost. This is why backup is so important to us. Family photographs, stories, business papers, tax documents, whatever you keep on your computer that cannot be replaced: this is what you want to backup. We have all heard stories about people whose computers have crashed and they have lost everything, and you never want this to happen to you. Always keep your files in backup, because you never know when it will come in handy.

The term backup, in reference to computer jargon, is defined as a second copy of files you may be afraid to lose if your computer were to crash. These type of files may include important personal, work, or financial information. Another way to describe backup is a disk or tape that contains a copy of data. Most people who have backups of programs or files, they store them separately from the original. That way there in a safe place and can't get confused with other tapes or disk.

Computer techs and anyone that knows anything about computers will tell you that one of the cardinal rules in using computers is to backup your files regularly. Even the most reliable computer is apt to break down eventually, no matter how careful you are. That's just one example of how your data might get lost. There are a number of computer threats out there that could result in the loss of data. Some for example are flood, fire, theft, accidental deletion, computer viruses, and others. You can backup your computer files by using operating system commands, or by buying a special-purpose backup utility. Special backup programs compress the data to save space, allowing you to have fewer disks to keep track of. The operating system is the most important program that runs on a computer. These backup utilities can be programmed to perform the backup at a given time. Once it is installed there is nothing more you need to do. It does all the work for you.

The loss of important data or files could mean hours of frustration, costly replacement, and even significant revenue loss for big businesses.

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## 7 reasons your business NEEDS a website

### Far Cheaper and Much More Flexible Than Print Advertising

The Internet is extremely different from print advertising in that space is cheap, your advertisement is accessible for a longer period of time, the content can be changed easily and you can potentially reach a wider audience.

### Market Expansion

The Internet has allowed businesses to break through the geographical barriers and become virtually accessible from all over the world by any potential customer that has Internet access.

### 24/7 365 days a year

No more turning customers away when it's time to close shop, putting up a note saying closed for public holiday, or leaving an irritating message on your answering machine service specifying your business hours. They can find all the information they are looking for with just a couple of clicks of the mouse.

### Offer Convenience

You are able to conduct business when it is convenient for your client whether it be during the day or in the middle of the night. You are never actually closed. If you choose an e-commerce website, your customers can shop with you 24 hours.

### Improve credibility

A website gives you the opportunity to tell potential customers what you are about and why you deserve their trust and confidence. You can inform visitors about the structure of your company, of your community involvement, the products and services you offer, awards, employment opportunities, etc... The list is endless!

### Promote your store location

Getting lost trying to find a place can be frustrating for a potential customer. You can publish what they call a dummy map on your website, which shows directions and landmarks graphically, and the potential customer can print it out when looking for your office location.

**Customers Require It:** This is probably the most important benefit of having a business web site. If you own a business today your customers EXPECT you to have a web site.



## FACEBOOK UNDER ATTACK

SocialNetworking giant Facebook is under a kind of attack as a worm responsible for sending Facebook users malicious code (appears to be limited in nature) is active.

This Worm is called "**Koobface**" and works as follows:

- Facebook user receives a message in their Facebook in-box announcing, "You look funny in this new video" .
- After that, recipients are invited to click on a provided link.

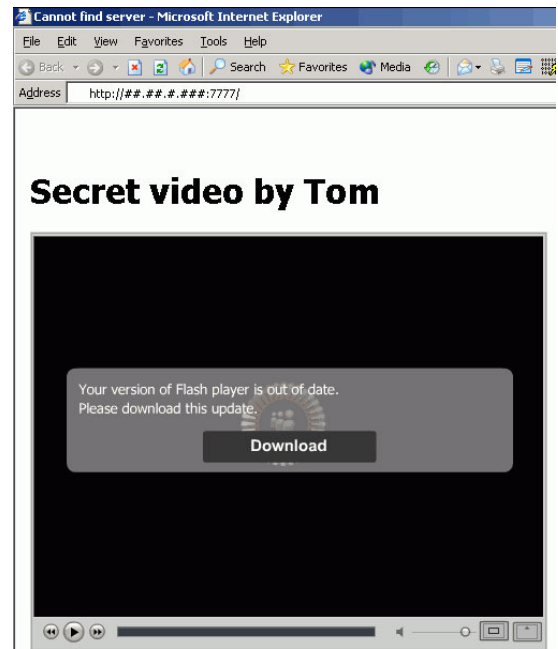
• Victim is then redirected to the video site, where a message says an update of Flash is needed before the video can be displayed.

• The viewer is prompted to open a file called flash\_player.exe

• If the viewer approves the Flash installation, Koobface attempts to download a program called ti-

nyproxy.exe. This program loads a proxy server called Security Accounts Manager (SamSs) the next time the computer starts. Koobface then sits there and listens to traffic on TCP port 9090 and proxies all outgoing HTTP traffic.

• Koobface includes a bot-like component that could install other malicious apps at a later time. (pretty scary !)



**GOOD News** ~ T Tech T offers security and protection for residential and businesses against the latest viruses, worms, and Trojans. Contact us today for your security.

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