



README.TXT

A Newsletter from
KPEnterprises Business Consulting, Inc.

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Seminars Are Now Webinars!



If you read
our blog at

<http://kpenews.blogspot.com>,

then you already know:

Beginning February 21st (a
Thursday) at 12 Noon, our
seminar will be produced as a
webinar.

What's a webinar? It's basically
a broadcast of a presentation
over the internet.

We use GotoMyWebinar.com,
create a meeting, and then sim-
ply make a live presentation on
the day of the event.

You can register online (FREE)
at www.kpenterprises.com or
www.sacbiztech.com.

Don't forget to connect a little
early so you can install a small
piece of software.

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Notes From The Field

By Karl W. Palachuk, CEO

Well, how does it feel? The first month of the new year is behind us. 2008 is 8% gone. I hope things are all headed in the right direction for you.

Just a reminder about our new Blog. Check out <http://kpenews.blogspot.com> for thoughts about the world of technology. If we need to get out an urgent alert, it would be through that blog and our low volume KPE email list. Sign up for the email list at www.kpenterprises.com (clients page).

Sacramento Mobility. Looking for a new Internet Connection? How about a new wireless telephone service? Or one of those cool wireless internet cards from Sprint or Verizon? Check out www.SacramentoMobility.com.

And if we can help . . . Give us a call. 916-928-0888 x1

Phishing and Pharming Become Very Targeted

Unfortunately, attempts to steal your identity are becoming more professional and more sophisticated every day. There's big money in stealing information that can be used to steal identities.

And the bad news is: These attacks are becoming extremely well targeted. Phishing sites try to trick you into entering secure data. Now we are seeing attacks known as **spear phishing** — attacks targeted at specific individuals.

We are also seeing a new kind of attack called **whaling**, which targets business owners, high-level executives, and newly-hired executives.

These attacks are often successful because those three groups have the worst security habits. They don't change their passwords and they exempt themselves from the rules. In the case of new execs, they may not have learned the company rules.

Beware. If you suspect an attack, give us a call!

Side Note: We have no idea why these things have to have cute names. We just report the facts.



Networking Infrastructure Solutions

Join Our New Webinar On Microsoft Licensing



And Start Saving Money on March 1st !

There have been two major problems with the Microsoft Licensing program:

- 1) It is difficult to get into the program if you're a small company.
- 2) It is expensive to get into the program if you already own Microsoft products that you bought when your computer was new.

Well, Microsoft listened to your concerns. And they've come up with a great new licensing program that allows you to get a **50% discount** for existing licenses and to get your **entire office** on a licensing program.

And, best of all, this is a subscription program so you don't have to pay for the whole thing up front. So, your first year, you get a credit for all those existing licenses, and you only pay a third of the cost of joining the program.

To find out more about this great program, join our FREE webinar February 21st at 12 Noon.

For More Information, and to register, visit www.SacBizTech.com.

How Public Are Your Domain Records? One Web Page Tells It All

When you register your domain name (YourCompany.com), you have to supply certain information. Over time three kinds of information get attached to that domain "record." They are:

- The information you are required to enter.
- Information you optionally enter.
- Information about the history of your service (moving, changing, adding people, etc.).



The most important thing to consider is whether you have **personal information** on this public record. Did you originally sign up for this domain and use your home address? Is the domain really registered to your cousin Larry, or a former employee?

It is very easy to find out all the public information about your domain. Use this address (and substitute you own domain name):

<http://whois.domaintools.com/kpenterprises.com>

Once you get the report, click on various links and icons to "drill down" into even more information.

Important Note: If you find information in these public records that shouldn't be public, we can help you get things straightened out. Some of it's easy to fix and some is not. But first you have to find out what's out there.

Backup Tapes



“My Building’s On Fire” What Do I Do Next?

We love your computers. We love your network. But we love you more.

PLEASE don't give your computers a second thought in an emergency.

If you ever want to be **bored to tears**, ask Karl, Manuel, or Nicko to start telling stories about the systems we've saved when all hope was lost!

You are far more important than your computers.

Here's what you need to do so that you can feel 100% confident about your computer systems in any emergency:

- ☒ Sign up for the Platinum Super-Star I.T. Plan.
- ☒ Rotate your backup tapes every day.
- ☒ Take your tapes offsite every night.
- ☒ Do what KPEnterprises says.

We'll take care of the rest.

From time to time we get questions about our tape-based backup strategy.

Some consultants complain that they don't like tape backups because they can't get them to work consistently. Well, to be honest, that's the difference between an amateur and a professional.

In the history of the computer industry, there has never been a more reliable, stable, fast, and reasonably-priced backup solution than tape.

BUT, to have so much faith in your tape backup, we have to enforce a few rules. In case you're interested, here's our philosophy regarding tapes backups.

- ◆ We do not perform "father-son-grandson" backups. That would mean never being able to go back more than two versions. It would also mean using the same tapes dozens of times, which reduces reliability.
- ◆ We do not do "M-T-W-Th-F" backups. Again, there's not much rotation here and the same tapes are used forever.

Here's our preferred Backup Procedure:

- ◆ Tapes are numbered sequentially
 - For example, 101, 102, 103, 104, 105 or 1001, 1002, 1003, 1004, 1005.
- ◆ Tapes are used sequentially
 - For example, 101, 102, 103, 104, 105 or 1001, 1002, 1003, 1004, 1005.
 - If a tape is not available, that number is skipped and the next available number is used.
- ◆ We do a full backup every night.
 - If this is not possible, we will develop an alternative, inform the client, and try to move to a system that includes a full backup.
- ◆ Ideally, the backup is taken off site every night.
- ◆ We log all backups in a paper log.
- ◆ We like to keep about ten tapes in rotation. With a five-day backup, this gives us two full weeks of backups.
- ◆ At least once a month, we test the backup to verify that we have a good backup and we can restore from it.

Be More Productive Today**Stop Interrupting Yourself**

One of our big **rules of success** at KPEnterprises is that we are not “interrupt driven.” That means we don't stop doing something just because the phone rings, an email arrives, or someone drops something in our lap.

Microsoft Office makes it very easy for you to interrupt yourself. You can put a stop to this! See the highlighted area on the right.

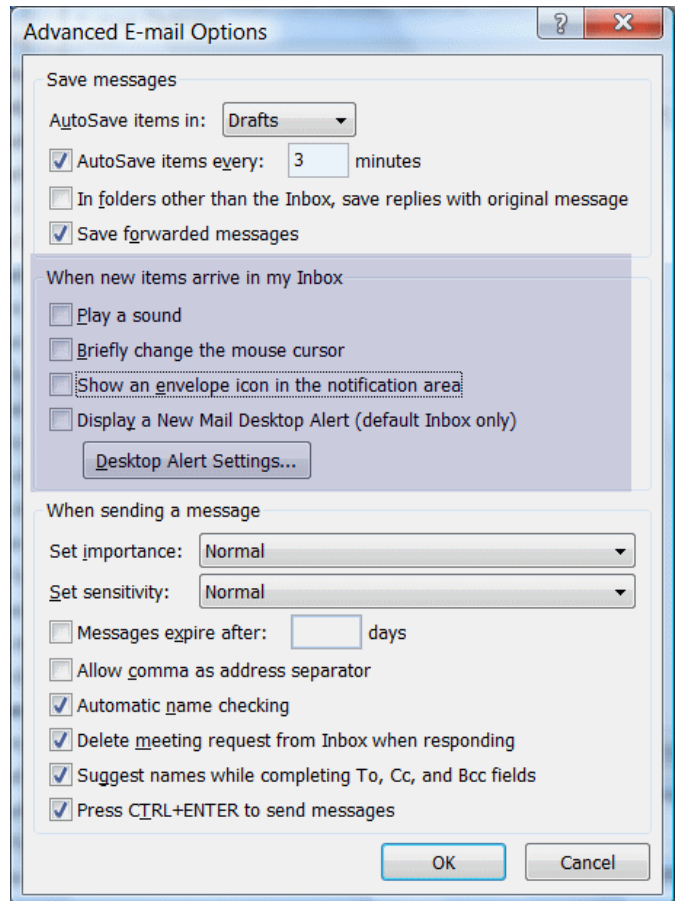
When new items arrive in my Inbox . . . **Leave me alone! I'm working here!**

You can choose to not hear bells, not see your cursor flash, and not have a popup interrupt you while you're working.

Simply uncheck the boxes and you'll be free!

Try it. Pay attention to the job you're doing. Do it well. And check your email on a schedule. You'll be pleased to discover that the world keeps on turning.

If you have any questions, give us a call. 916-928-0888.



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