



MOOSE VIEWS

What's
Inside

**Why You
Desperately
Need
Proactive
Monitoring**
Story on page 2

**A Warning To
Anyone Who's
Downloaded Free
Software!**

**Getting Old?
You'll Get a Laugh
Out of Page 3**

Moose Views

is a monthly newsletter prepared by Moose Logic to bring you information and tips on maintaining a trouble free network.

Issue 4

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Is Anything In Life Really **FREE?**

**Warning: If You've Downloaded Free Software
From The Internet, Your Computer May Be At Risk For
Viruses, Hackers, and Spyware!**

We've all heard the saying that the best things in life are free, but I'm not sure they were referring to software.

Freeware (free software, not to be confused with open source software) such as the AVG anti-virus free edition, Spybot, and Ad-Aware are all programs you can download to your PC for the ultimate discount: free. However, you get what you pay for.

While these programs may work just fine for someone's home computer, they are not business class tools and should not be trusted to completely protect your computer or network from viruses, spyware, hackers, and other problems.

Every month we receive calls from clients whose computers are infected

with a nasty virus or a boatload of spyware who had these programs installed and running, and were under the false assumption that they were protected.

Why Freeware Doesn't Protect Your Computer

In most cases, freeware is a light version of a software program that you pay for. Take the AVG free edition for example. AVG offers a free edition of their licensed product as a marketing strategy to get you to buy a copy.

While it will filter most viruses, the AVG free edition does not come with any online, e-mail, or phone support. It is also illegal to use it on multiple machines or in a commercial, non-profit, or

Continued on back page...

Beware of "Fun" Web Surveys!

Tell me 10 things about your favorite pet or answer these 20 questions to discover your personality type. You might think this kind of e-mail or web form is a fun way to learn about yourself or communicate with friends, but beware! Spammers and hackers often use these forms to solicit personal information, steal your e-mail address, and spread viruses.

Part of the problem is that people forward these surveys including their friends' e-mail addresses in the text of the email. This allows hackers and spammers to steal your e-mail address and the e-mail addresses of your friends to spread viruses or simply annoy you with endless spam. Best bet: Don't fill out surveys on a web site or an e-mail unless it's with a reputable company for a legitimate reason and never forward them to others.

Why You *Desperately* Need Proactive Monitoring & Maintenance On Your Network

Have you ever experienced a period of time when your e-mail or Internet service wasn't available to you?

Remember how much it impaired your ability to work? Or maybe you've had an application crash in the middle of a process or document causing you to lose the work you had done up to that point. Pretty frustrating.

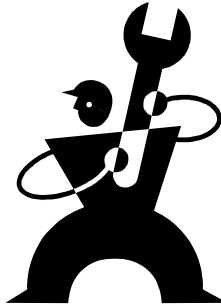
However, these are tiny and insignificant compared to the problems that *could* happen when you don't proactively monitor and maintain your network. Let me explain...

Most computer users operate under the false assumption that if everything seems to be working okay on the surface, all systems are fine. However, most computer disasters including virus attacks, data loss, and extensive downtime happen because a critical system or security feature failed *without notifying the user*.

For example, tape backups fail at the rate of 77%. If you are not monitoring your backups on a regular basis and verifying the data, you might discover that it is completely useless to you when you need it the most.

Another common issue is software patches. Hackers are constantly looking for loopholes in software that will allow them to break into your computer to steal data, financial information, or simply cause problems. When one of these loopholes is found, the software vendor issues patches to all of their clients to lock the door. If you are not actively looking for and installing these patches, you are wide open to getting attacked. But the maintenance doesn't stop there - there are dozens more checks and updates that need to happen.

An easy way to understand this concept is to think of your computer like your car. A car will drive just fine for a long time without any maintenance. You can ignore oil changes,



rotating the tires and transmission maintenance for thousands of miles before you end up broken down on the side of the road. However, if you wait until your car literally stops running, you incur far more charges in towing and repairs to get it back on the road, not to mention the hassle of being without your car for that time. That's why it's smart to perform regular maintenance on your car.

Your computer or server is very similar, but requires far more attention and maintenance because of the complexity of the operations it performs, and the constant threat of viruses, hackers, hardware failure, and software conflicts. Every computer that is connected to the Internet, especially through a high-speed connection, needs regular maintenance and monitoring. Some maintenance only needs to be performed weekly or monthly, but some things need to be monitored and maintained every single day, like virus definition, backup, and security updates.

Fortunately, there is an inexpensive and easy way for you to get the maintenance you need to completely avoid - even anticipate and prevent - these problems while making your network far more secure, reliable, and problem free.

It's called our *MooseGuard™* plan and it's designed to provide the critical monitoring and maintenance your network needs 24/7 for a fraction of the time and cost.

The single biggest benefit this service offers to you is peace of mind.

For one flat monthly fee, we will provide remote monitoring of your network to not only ensure that it is running at peak performance, but also that your data is secure. We'll make sure that your backups are functioning, that your virus definitions are up-to-date, and that your firewall

is configured properly, as well as keep an eye on over 100 system processes and alerts that could spell problems brewing.

If you hired a technician – even a junior one – to perform these basic network tasks, it could easily cost you \$40,000 or more in salary, insurance, and hiring costs. If you were to outsource this type of service, it would easily run you \$800 to \$1,000 a month in hourly, on-site fees. However, thanks to the software tools we've invested in, we can deliver all of these services to you for as little as \$12.50 per laptop or workstation per month.

Regardless of the network size, my goal is to have every one of our clients on this service by the end of 2006 because I feel it is *that important*. After all, if we aren't doing everything possible to prevent network problems, I feel as though we are doing you a disservice; and since most of the network problems our clients encounter could have easily been prevented, it only makes sense that we do everything possible to anticipate and prevent these problems from happening in the first place.

Plus, I've decided to include a 100% no-risk guarantee on this new service to make sure you have absolutely nothing to lose by saying "YES"; here's how it works...

If you aren't sure that this service is something you need, you can sign up and try it out for 3 months. If at the end of those 3 months you aren't absolutely convinced that this service is worth every penny you are paying, simply contact us and we'll stop the service and issue you a complete refund for the 3 months (Platinum plan not included). That way, you have absolutely nothing to risk. What could be more fair than that?

And to make it even more of a "no-brainer", I'm going to offer the first 20 clients a very special VIP discount to create an even greater incentive for you to sign up now.

If you'd like to learn more about this great new service, please contact me, **Sid**, at **206-774-0619** or e-mail me at **info@mooselogic.com**. I'd be happy to explain in person or on the phone exactly how this service works and how your business can benefit.

The Lighter Side:

Getting Old



Jacob, age 92, and Rebecca, 89, decide they are going to get married. On a stroll, they see a new drug store in the neighborhood and decide to go in.

Jacob: Do you sell heart medicine?
Pharmacist: Of course we do.

Jacob: How about medicine for circulation, rheumatism and scoliosis?
Pharmacist: Yes, all kinds.

Jacob: Do you have Viagra?
Pharmacist: Of course.

Jacob: Medicine for memory problems, arthritis, and jaundice?
Pharmacist: Yes, a large variety.

Jacob: Sleeping pills and Geritol?
Pharmacist: Absolutely.

Jacob: Wheelchairs and walkers?
Pharmacist: All speeds and sizes.

Jacob: Good. We would like to use this store as our Bridal Registry!

- ◆ Old bankers never die, they just lose their interest.
- ◆ Old cashiers never die, they just check out.
- ◆ Old chauffeurs never die, they just lose their drive.
- ◆ Old janitors never die, they just kick the bucket.
- ◆ Old lawyers never die, they just lose their appeal.
- ◆ Old musicians never die, they just get played out.

Real-Time Backup and Disaster Recovery

According to a University of Texas study, only 6% of companies suffering from a catastrophic data loss survive—43% never reopen, and another 51% close within two years. With odds like that, you have to ask yourself, "How lucky do I feel?"

The traditional practices of backing up to magnetic tape, and transporting tapes off-site, is good in theory, but our experience has been that people often forget to change the tapes, or to take a set of tapes home when they're supposed to (or bring a set back in), and very few organizations actually test their backup tapes to insure that they're getting good backups!

Ask us about the new backup appliance from Lasso Logic that continuously backs up critical files in real time, and can transmit the most recent version to an encrypted off-site storage location, *automatically!*



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Services We Offer:

- *MooseGuard™* Managed Services
- General Network Repair and Troubleshooting
- Network Design & Implementation
- Disaster Recovery
- Virus Protection & Removal
- Network Security
- E-mail & Internet Solutions
- Wireless Networking
- Thin Client Computing
- Spam Filtering
- Storage Solutions
- Voice over IP Phone Systems

"Is Anything Free?" continued from front page...

educational environment (single home users only).

You're On Your Own

As you might expect, freeware comes with zero guarantees or promises to function correctly, to be compatible with your system, or to safeguard you from threats. You're not a paying customer so you're on your own to resolve any technical problems you encounter, and you certainly won't get support if your computer gets infected.

Since many free applications are plagued with bugs and incompatibilities, you may end up with a mess on your hands and no one to blame but yourself.

Additionally, freeware programs are not always current with the most up-to-date protection, and don't always update themselves automatically or perform scans and tasks on a regular schedule. That means you could be operating with a false sense of security; and since the sophistication and number of threats circulating are only increasing, you need a comprehensive solution that you can trust especially if your computer or network holds data and files you don't want to lose or make available to a cyber-criminal.

Bottom line: you get what you pay for. If the files, data, pictures, and functionality of your computer or network is of high-importance, then investing in a trusted, industrial-strength software program to protect it is a smart and worthwhile investment.

We'd Love To Hear From YOU!

Is there an article you would like to comment on? Is there a topic you want us to research? Have a funny story or a resource you want to share with the other subscribers? Send it to us! We are always looking for new and useful content to add to Moose Views.

Call us at: 206-774-0619

Or send email to: feedback@mooselogic.com



"All my kids are grown and have moved out. How much would it cost to remove this tattoo?"