



Happy Holidays!

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AXICOM
Networks • Computers • Security • Service

Computer Network Solutions and Management Services

AxiNews

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Fun Holiday Business Facts

Did you know that...

1. Over 25% of all emails are sent during the holidays.
2. In 2013, searches on e-commerce websites were 32% more on Cyber Monday than during Thanksgiving week.
3. 33 million real Christmas trees are sold in the U.S. each year.
4. 55% of Twitter users discuss gift ideas on Twitter.
5. Top visited online retailer on Black Friday is Amazon (7.7 million).
6. Consumers spent \$14.3 billion on Small Business Saturday in 2014.
7. Average Black Friday spending was \$380.95 per consumer. Total Black Friday spending was \$50.9 billion in 2014.
8. PPC campaigns increase brand awareness by 63% when businesses use online advertising.

Tech Briefing : Network Security: The Citadel Defense (Pt 1)

You are in the middle of a raging battle and you probably don't even know it. Armies of malevolent cyber-criminals are unleashing a constant barrage of attacks on your technology as these cyber-criminals battle for control of your computer, your email account and your online presence.

Your firewalls and routers are prized assets for criminals to use to obscure their tracks when stealing money from financial accounts. If a criminal can get you to click on the wrong phishing email link, they can encrypt all your data and hold it for pricey ransom. Hijacking your email or social media account gives criminals a platform to launch spam or stealing password attacks to further their malicious activities.

AXICOM defends their customers with an arsenal of weapons, strategies and security policies. AXICOM has spent nearly 20 years developing these well-proven tools and systems to deflect attacks and mitigate damage. We have developed our security

structure based on time-tested approach from medieval defense systems called the citadel defense.

The Citadel Defense

Medieval castles had elaborate defense system to protect those inside the citadel, or the inner fortified center, from marauders and barbarians. The medieval citadel defense is a layered system designed to thwart and discourage intruders in case they breach the outer defenses. The layers of defense include a moat

(preferably with man-eating crocodiles), an outer wall around the perimeter, an inner wall with towers so defenders can shower invaders with arrows



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5 Tips for Buying a New Computer

Thinking of buying a new computer for your office? Keep these things in mind. AXICOM can provide quotes for any kind of desktop computer, laptop or tablet that your business requires.

Desktop or Laptop?

This decision should be based on your

primary working environment. If you have a mobile lifestyle, then a laptop is probably the way to go. Or maybe you like having a desktop computer but occasionally travel. Then you might want to pick up a tablet.

Processor

If you want a computer that loads programs

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Network Security: The Citadel

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and hot oil, and the high-walled citadel at the castle center.

AXICOM designs network defenses in the same manner with a sophisticated, multi-layered defense system that a medieval king would envy!

- The firewall is the first line of defense. All network ports are blocked and any Internet traffic is scanned for malicious code or behavior including viruses and spyware. Users requiring access to inside the network do so via an encrypted connection called a virtual private network (VPN). The firewall is further fortified with a strong administrator password and bad password lockout to prevent automated bots from brute force-guessing the password.

- Domain security server, commonly known as the domain controller (DC), is the next layer and a key component to your network security. It not only validates user logins, only allowing authorized users access to the network, but it also enforces security policies such as password length and complexity, how often to change passwords, prohibits users from inadvertently installing malicious software and other critical security policies.

The second installment of this article will follow in the next newsletter so stay tuned and call AXICOM if you have any questions about your network security at 818.865.9865.

Computer Buying Tips (cont.)

(Continued from page 1)

in a flash, completes tasks almost instantly and runs smoothly at all times, then invest in the strongest processors available. The higher the cores and speed, then the better the processor. For those who render a lot of high-definition images, graphics and analysis, then probably four cores or more would be advised, otherwise two to four cores would suffice.

RAM

Random Access Memory (RAM) allows your computer to perform multiple tasks at once without a hitch. We suggest that your computer have at least 8 GB in order to navigate smoothly through various functions like email browsing, Internet surfing and document processing.

Hard Drive

The bigger the hard drive, the more space you have to store files. It's always good to have a large hard drive as we all know that information

continues to accumulate!

Operating Systems

Picking an operating system should be based on what your office network currently uses and what you're familiar with. If you're buying a new computer and tend toward the Microsoft products, then Windows 10 is going to be a likely purchase. If your office uses Mac, then El Capitan is going to be the newest operating system.

AXICOM Computer Systems for Sale

AXICOM has a variety of Dell and Lenovo computer systems available in stock ready for purchase or can configure a custom configuration for a computer based on your specific requirements and needs for your business. Contact AXICOM today for more information.



Fun Holiday Activities

Host a cookie-exchange * See a play * Make your own ornament * Judge Christmas lights * Go to a museum * Give of your time * Host an Ugly Sweater Party * Play games * Make a gingerbread house * Watch a holiday movie * Decorate a tree * Send a card to a soldier * Write a poem * Get a group together and sing carols at a senior center * Wrap a door like a present * Take a walk when it's chilly * Make hot chocolate * Go to a tree farm and cut down your own tree * Bake cookies * Make latkes * Write down family holiday memories

Choose a Browser Extension for Added Privacy

Did you know that you've been giving away personal information while browsing the web? Are you aware that social media platforms like Facebook and Twitter can track your personal information even when you're not on their site? This is exactly why protecting your online privacy is crucial if you don't want to risk falling victim to data breaches or attacks. To that end, let's take a look at the best browser extensions that will allow you to browse the web with complete peace of mind.

AdBlock Plus (Chrome/Firefox/Safari)

AdBlock Plus blocks ads, scripts and popups on your browser. It kills third-party scripts and widgets that send your data to who-knows-where. Be careful you use it properly, the extension can break the sites you read, which is why you have to first figure out what to allow and what to block. AdBlock Plus also stops you from visiting known malware-hosting domains, and it allows power users to play with different subscription lists while basic users can just enable it and walk away. Best of all, it is completely free.

Disconnect (Chrome/Firefox/Safari)

Disconnect Private Browsing protects you from tracking, malware and malvertising while offering secure Wi-Fi and bandwidth optimization features. Third party tracking cookies become a thing of the past, and you can enjoy total control over all site scripts and elements from a user-friendly toolbar menu. You're completely guarded from ads injected by malware or ad networks that are hijacked by embedded malware.

Disconnect also protects you from tracking by social networks like Facebook, Twitter and Google, which use your browsing experience even when off-site in order to collect data about you. What's more, you'll never have to worry about sidejacking, which is where an attacker



uses stolen cookies to access your personal data without having to know your password. Available in free version and Premium, the main difference is that Premium adds mobile malware blocking and tracking to its arsenal, too.

HTTPS Everywhere (Chrome/Firefox/Opera)

One of the must-have tools for your browsing experience, HTTPS Everywhere shunts your connection to SSL whenever possible, and will try to find secure versions of the sites you visit. This protects your browsing experience and online privacy without you really having to do anything. Updates have also just been rolled out to keep you safe on thousands more sites around the web, and this extension is free for download.

Tunnelbear (Chrome)

This Virtual Private Network (VPN) encrypts all of your internet traffic, secures your browser data, and offers robust protection from prying eyes. Best of all, this won't cost you a dime. Unfortunately, though, Tunnelbear is only available on Chrome at the moment; Safari and Firefox users will have to wait a little longer for this extension to come their way.

Web of Trust (Chrome/Firefox/Safari/IE)

Web of Trust (WOT) is a free extension that ranks sites by reputation and shows you whether a specific site has been known to host malware, or is loaded with tracking cookies and scripts that could wreak malware or adware havoc on your system.

If you've been browsing the web without any protection, or feel like your online privacy is at risk, talk to one of our experts and we'll be happy to help.



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*Make all of my computer problems go away
without the cost of a full-time I.T. staff*

*Ask us about our fixed price service agreements and kick off
the new year with computer support at a flat monthly fee you
can budget for just like rent!*



AxiGuard

Our printed newsletters are always
available online! Check it out at
www.AXICOM.net.

Inquiring Minds...

Periscope: Live-Stream What You're Doing!



If you have the kind of business where you can share an event or demonstrate a product, Periscope might be the answer! Perhaps you already know about Periscope—it's an app-based service that lets you live-stream your surroundings. By August, Periscope had over 10 million users. There will be

a Periscope Summit in San Francisco Jan 14-17 for those who want to learn more!

Alibaba Singles Day

If you haven't yet heard about Alibaba Singles Day, let us

be the ones to enlighten you about the largest online shopping day in the world! Alibaba is China's answer to Amazon and Singles Day is the equivalent to Cyber Monday. Alibaba

had their Singles Day on November 11 and reached \$14.32 billion in sales, a 54% increase from last year's sales, 43% of which were placed on mobile devices. The idea of Singles Day is that shoppers who are unmarried and unattached should go online and splurge on a nice gift for themselves. Along with the great online deals, Alibaba had a four hour television event that featured James Bond aka Daniel Craig as well as Chinese celebrities and movie stars.



**"The more you give of yourself,
no matter how little, the more
you open the door for life to
pour in.**

— Wayne Dyer

The Internet of Things (IoT)

The latest smart technology allows you to control devices and collect data from your phone or mobile devices. This is otherwise known as the "Internet of Things". All of this is possible by having sensors that convey data. Consider being able to turn your lights on or off even when you're not at home or the office. Or, on a larger scale, if there are smart cars and smart city grids, traffic flows can be optimized by changing the length of stoplights, for example.