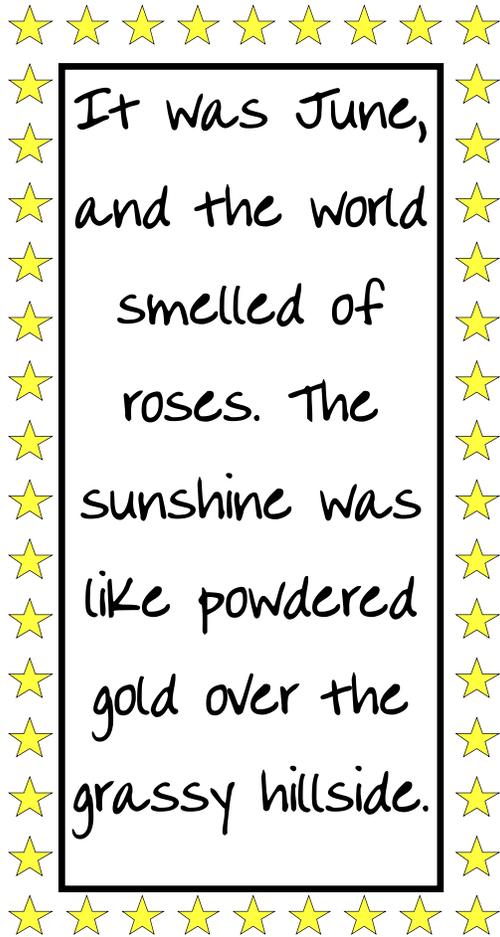


# Ribb "IT" Review



It was June,  
and the world  
smelled of  
roses. The  
sunshine was  
like powdered  
gold over the  
grassy hillside.

**June 2018**

Issue 6, Volume 8



This monthly publication provided courtesy of Alex Bleam, Owner of Frogworks

*“As a business owner, you don’t have time to waste on technical and operational issues. That’s where we shine! Call us and put an end to your IT problems finally and forever!”*

- Alex Bleam, Frogworks

## Is It Time to Consider Managed IT Services for Your Business?

If you're like many small or medium-sized businesses you rely on your computers and your network to get things done. The problem is technology can be frustrating. Some days it works just fine. Other days your email goes down, the printer stops working and you can't access the PowerPoint presentation for your latest sales seminar.

Calling tech support is always an adventure. You never know who you will talk to or how long it will be until someone comes out to fix the problem, not to mention how much it will cost to fix it. In the meantime you try to get work done and keep your cool. But you know the downtime is costing you time and creating aggravation, not to mention all the money you are wasting paying unproductive employees who either try to fix the problems themselves or spend lots of time talking to each other about what went wrong this time.

If any of this sounds familiar you might have found yourself looking for alternatives to traditional IT services. Maybe you've heard about managed IT services in passing and want to know more about it. Or maybe you found this blog post after the last battle with your fickle technology that no one seems to be able to fix.

Could managed IT services finally solve your IT problems? Let's find out.

### So What Is Managed IT Services Anyway?

In a nutshell using managed IT services means you pay to keep your technology



working, instead of paying when it breaks down. So instead of waiting until you have a problem, then calling tech support to fix it, you pay a tech support team to perform preventative maintenance on your network so things don't break in the first place.

Managed IT service plans are typically available for a set price each month, based on the number of computers in your network. This makes it easy to budget for IT expenses, instead of facing an unknown bill when repairs are necessary.

So what services are covered under a managed IT services plan? While plans vary from company to company, they typically cover things like:

- Installing updates and security patches for all of your software
- Making sure virus protection and anti-malware programs are functioning properly
- Monitoring the condition of the computers on your network
- Making sure all of your vital data is backed up and available in case of hardware failure, theft or natural disaster
- Monitoring your network for hackers and intrusions
- Monitoring the health and available space on your hard drives
- Filtering your email for spam, viruses and malware

- Fixing glitches and problems remotely, while you keep working
- Priority tech support for problems that do happen

In addition, your managed IT services plan may also cover regular upgrades for your computers, printers or other hardware to prevent future problems and improve efficiency and speed.

The bottom line here is proactive prevention that is designed to decrease the downtime you experience and keep you and your employees more productive.

## Should Your Company Use Managed IT Services?

The answer to this question really depends on your situation. For many small and medium-sized businesses, managed IT services is a great option that can save you time, hassle and money.

In fact managed IT services may be a good fit for your business if:

- Your business is experiencing nagging IT problems that seem to recur regularly
- You hate not knowing how much your IT expenses will be from month to month
- You see the value in paying to PREVENT problems, rather than fixing things when they break
- You like the security of knowing your critical data is backed up and secure
- You want the peace of mind of 24/7 monitoring to keep your network safe and hackers, viruses and malware out
- You want to concentrate on your business, not your technology

The bottom line is that technology requires maintenance and upkeep to run well, just like your car needs regular oil changes. The question is, who will perform that maintenance?

For most small and medium-sized businesses it makes more sense to pay for managed IT services than to incur the expense of hiring dedicated employees to handle their technology needs.

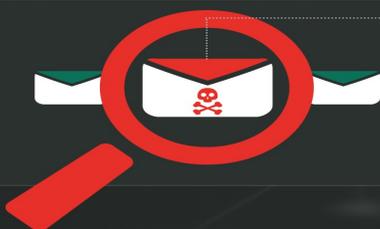
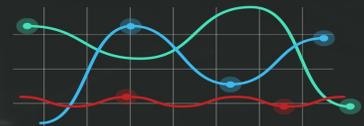
Want to find out if managed IT services could be right for your business? Get in touch with FrogWorks for affordable managed IT services for businesses throughout southern Maryland, northern Virginia, and Washington D.C.

# 3 OF 12

WAYS TO PROTECT YOUR BUSINESS FROM A  
**RANSOMWARE ATTACK!**

## 1. SECURITY ASSESSMENT

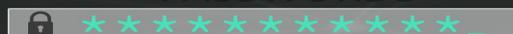
It's important to establish a baseline and



## 2. SPAM EMAIL

Secure your email. Most attacks originate in your email. We'll help you choose a service designed to reduce spam and your exposure to attacks on your staff via email.

## 3. PASSWORDS



Apply security policies on your network.  
Examples: Deny or limit USB file storage access, enable enhanced password policies, set user screen timeouts, and limit user access.

# Top 30 + 1 Keyboard Shortcuts PC Users Should Know

You have probably been using a computer for many years at work and at home, and you are likely familiar with some basic keyboard shortcuts by now. You know that these shortcuts add efficiency to your work by saving on mouse clicks and eliminating the need for extraneous gestures like repeatedly selecting options from specific menus. But, how many shortcuts do you really remember and use? There are hundreds available, and many applications even allow you to create your own. With that in mind, we guarantee there are some "greatest hits" shortcuts that you are not using.

Ready to learn some new tricks? Our list below is your "cheat sheet" for the top keyboard shortcuts that will save you time as you use your Windows-based PC during the workday. Bookmark this page (just type **Ctrl + D** now) and use it to jog your memory!

## The Basics: Easy Control Shortcuts

1. **Ctrl + X** - Cut the selected item
2. **Ctrl + C (or Ctrl + Insert)** - Copy the selected item
3. **Ctrl + V (or Shift + Insert)** - Paste the selected item
4. **Ctrl + Z** - Undo the last performed action
5. **Ctrl + A** - Highlight everything in the current folder, document, or page ("Select All" command)
6. **Ctrl + F** - "Find" command; in most programs, including all browsers and most Office apps, this opens a search window that allows you to locate specific characters, words, or phrases.
7. **Ctrl + S** - "Save" command; in most programs, this will allow you to save an open document, file, or webpage.
8. **Ctrl + P** - "Print" command; allows you to print the current page or document
9. **Ctrl + Backspace** - Delete the word to the left of your cursor
10. **Ctrl + End** - Move your cursor to the end of a document or page
- Ctrl + Home** - Move your cursor to the beginning of a document or page

## Next Steps: F Keys

12. **F2** - Rename the selected item
13. **F3** - Search for a file or folder in File Explorer
14. **F4** - Display the address bar list in File Explorer
15. **F5** - Refresh the active window
16. **F6** - Cycle through screen elements in a window or on the desktop
- F10** - Activate the Menu bar in the active app

## Just a Few More You Should Know

18. **Esc** - "Escape" command; allows you to stop or leave the current task
19. **Ctrl + Right Arrow** - Move the cursor to the beginning of the next word
20. **Ctrl + Left Arrow** - Move the cursor to the beginning of the previous word
21. **Ctrl + Down Arrow** - Move the cursor to the beginning of the next paragraph

*(Continued on page 4)*

## How to Make Your Facebook Fans Happy

When it comes to Facebook, engagement is key to winning over your fanbase. Having a lot of fans is a great start, but you want to make sure they remember your company. Many sources will say that the only way to keep your audience engaged is to give them freebies, but that can quickly get expensive. So how do you capture the attention of your audience on a more consistent basis?

### Ask Your Audience Questions

People become your friends on Facebook because they want to interact with you. The same goes for your business, and interaction can be as simple as dialogue between you and your clients. Asking questions can be a fun way to engage your fanbase. You can include a silly picture of something that happened in your office and ask your fans to caption it. You can run a poll about what color you should paint your walls. You can even ask them questions about who they are to show that your company is interested in its fans. These kinds of things will get your audience talking.

### Play Some Games

There's a reason that Facebook games are so popular. From Farmville to Words with Friends, people like playing games with one another. That's why playing some games with your audience can be beneficial. They don't have to be complicated games. Asking your audience trivia questions or asking for pictures of them next to merchandise made by your company are great, cheap games.

### Feature Your Fans

Maybe someone posts an adorable picture of a panda on your wall. Featuring the picture and the fan that posted it can not only make that fan feel good, but it makes your other fans happy, too. Featuring a fan can make the whole fanbase feel like they're appreciated. You can even feature winners of your contests, or you can start a weekly "fan feature" to randomly appreciate a fan.

### Respond to People on Facebook

When there are tons of comments on something in particular, it can be hard to get through them all and respond to the questions and concerns. Do it anyway. It will show your audience that you did read their comments and care enough to respond. Take the time to check your wall for comments as well, and thank people when they leave you a compliment. It's the best way to show your fanbase that you hear them.

22. **Ctrl + Up Arrow** - Move the cursor to the beginning of the previous paragraph
23. **Ctrl + Alt + Tab** - Use the arrow keys to switch between all open apps
24. **Alt + Esc** - Cycle through items in the order in which they were opened
25. **Alt + F4** - Close any opened/active Windows app or close the active document
26. **Shift + F10** - Display the shortcut menu for the selected item
27. **Ctrl + Esc** - Open Windows Start Menu
28. **Ctrl + Shift + Esc** - Open Windows Task Manager
29. **Windows Logo Key + M** - Minimize all windows
30. **Windows Logo Key + L** - Lock your PC

Has this list been helpful to you? At Frogworks, we dedicate ourselves to helping our clients work smarter and be more productive. If you're in the Greater Washington D.C. area and are looking for a dependable IT partner, we would love to connect with you. Get in touch today.

## How to Win Back Customers You've Lost

Just because a customer has left your services doesn't mean they're gone forever. Chances are they likely miss your services and would love to come back if you would simply give them a reason to do so. Generally speaking, if you ask customers to come back and give them an excellent reason to do so, they will.

But you can't just ask in any old way. A study done by a private company found that phone calls offering discount rates brought the least amount of traffic back, and a mailing with a cute cat begging the customer to come back brought the most.

The fact is that ex-clients are already generated leads. If you can get a quarter of the customers you've lost to other businesses back on board you could be saving yourself a ton of time and money. So now that you're thinking about approaching some of your former customers, what's the best way to do so? How can you win them back effectively?

Once you've identified what a "lost client" is to your company, you can try a few strategies to try and win them back.

### Write Them Honest, Personal Letters

Reaching out via letter is one of the most powerful ways to alert someone that you miss them and wish to talk to them again. In an age where the average e-mail gets 3.4 seconds of attention, a piece of mail can be a very valuable way to communicate. Everyone likes to be wanted. If you can make someone feel that way with a personal letter that expresses how much you and your company miss them, then sometimes that alone can bring them back.



### Offer Something Special

Sometimes when a company offers a good deal, people come back. For example, Macy's offered a \$10 gift card to anyone who came back in the doors (and there wasn't even a minimum purchase). Sears sends out valuable coupons if a customer hasn't walked in the door in some time, and sometimes companies offer exclusive deals that only apply to customers returning to use services.

### Always Make a Returning Client Feel Like a New Client

Even though your company is the same company that a customer left behind, it doesn't mean it has to be the same when they finally choose to come back. If you're constantly updating your content to create a smoother, more user-friendly environment, a return customer may be more willing to stay. Improving your features, customer service, and content can make a customer stay the second time around.