

## Bryley Tips and Information September 2008

### **1. Don't download/update AntiVirus 2009 – It's a fake!**

Bryley's Dan Rabinowitz, Engineer, notes that requests to download or update AntiVirus 2009, Power AntiVirus 2009, AntiVirus XP 2008 and other rogue anti-virus software actually infect (rather than protect) your PC. He advises extreme caution when responding to these requests.

The typical scenario:

- Rogue anti-virus software provides convincing messages, typically through alerts popping up on your computer screen, that suggest your PC is infected.
- The software recommends an immediate download or update.
- If approved by the end-user, a Trojan virus is loaded onto the PC.

For more information, please visit:

- <http://sunbeltblog.blogspot.com/2008/08/new-rogue-power-antivirus-2009-uses.html>
- <http://blog.trendmicro.com/fake-antivirus-trojans-ramping-up/>
- <http://sunbeltblog.blogspot.com/2008/08/more-malware.html>

### **2. Using Google Analytics**

[Google Analytics](#), and for that matter any web-analytics software, provides important trends about the usage of your web site: What web sites are referring visitors to you, what time they are coming, what are the most frequently accessed pages, and more. BtoB Marketing [writes](#) that *Using Google Analytics, e-mail marketers can gain greater control over the effectiveness and cost-efficiency of each campaign, sending carefully targeted, relevant messages.*

Google Analytics, combined with email-marketing software, such as Constant Contact, Vertical Response or iContact, can lead to focused email campaigns with better subject lines and overall copy writing. Best of all, it's free.

For information, visit <https://www.google.com/analytics/home/>.

### **3. Announcements, news, and events**

Free training on Avaya PARTNER ACS telephone system – Join Bryley Systems for free Avaya PARTNER ACS training on October 8<sup>th</sup> at 9:00am in Hudson, MA. To reserve a seat:

- Call 978.562.6077, extension 207 and ask for Isa
- Visit [www.Bryley.com/Event signup.htm](http://www.Bryley.com/Event%20signup.htm).
- Email [Events@Bryley.com](mailto:Events@Bryley.com).