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## 5 influential women in the world of technology

In honor of International Women's Day, Microsoft released a [video](#) dedicated to historic female inventors who often go unnoticed in a world that is wholly dominated by remarkable male inventors such as Bill Gates, Nikola Tesla, Steve Jobs, and Thomas Edison.

Within the video, Microsoft mentions some rather notable female inventors like Tabitha Babbitt (circular saw), Stephanie Kwolek (bullet proof material), and Yvonne Brill (satellite propulsion), making it apparent that female inventors are – and can continue to be – just as impactful as male inventors. But what about females in the tech industry specifically?

It seems that lately the public has been inundated with the idea that there are not enough women in technology. Whether there's truth to this statement or not, no one ever brings to surface the significant impact that women have had on the technology industry. For this reason, we thought it'd be a breath of fresh air to have a conversation on the female movers and shakers in the world of technology.

### **Angela Ahrendts**

As the senior vice president of Apple's retail and

online stores, Angela Ahrendts has a big job to do – not that she didn't before, though. Prior to Apple, Angela was the CEO of a little place called Burberry.

### **Susan Wojcicki**

Harvard graduate and YouTube CEO, Susan Wojcicki, was the 16th employee hired on at Google. Today, she's worth over \$300 million at the ripe age of 47.

### **Marissa Mayer**

Even though 40-year-old Marissa Mayer is the CEO of a struggling Yahoo, she was also one of the original Googlers. But she wasn't just in it for the business; Marissa was a lead engineer and computer scientist.

### **Sheryl Sandberg**

As the COO of Facebook, Sheryl Sandberg is considered one of the most powerful women in America. She's worth over \$1 billion and is a Harvard graduate turned bestselling author.

### **Ursula Burns**

CEO of Xerox, Ursula Burns, has managed to turn up the profitability on Xerox – something many considered to be impossible. With a Master's of Science in her arsenal, there's not much she can't do.



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# A good workday starts with a good morning

Whether you want it to or not, the quality of your morning can have a significant impact on the rest of your day.

For instance, if you woke up late and barely had enough time to brush your teeth, let alone put on a decent work shirt, there's no way you're going to feel put together at any point during the workday. You won't begin to feel like your normal self again until you walk through the front door of your home come nighttime... about 10 hours too late.

So, naturally, one of the best ways to pave a path to a better workday is by waking up the right way. Here are a few tips to make sure every morning sets a good tone for the rest of the day.

### Wake up early.

If you expect your morning to be anything but chaotic, then you need to wake up early, and this is an obvious tip. Depending on how long it takes for you to get yourself ready and what your morning commute looks like, the definition of early can vary from person to person. But a good rule of thumb is to wake up two hours before you have to be at work. This buffer is crucial if you

plan to incorporate any of the following tips into your morning routine.

### Take your time.

For people who like to be early to everything, it can be difficult to shake yourself of morning anxiety and the "gotta-go" mentality, but you need to force yourself not to rush your morning ritual. It's okay if you want to spend a few minutes in bed after the alarm clock goes off, and it's perfectly acceptable if you want to sit down on the couch to watch the news for a little while. If you take your time, you'll set the tone for a more relaxed and significantly less stressed workday.

### Plan your day.

It's always a good idea to plan out your day, but you don't have to go to the trouble of listing out every little thing you can possibly think of. Instead, jot down the items you'd like to finish during the day. These items don't have to be work-related, and they can be incredibly simple, like "pay registration" or "call dad." In fact, this list is better suited for those things you've been putting off and that typically tend to stress you out during the workday. And if time allows, feel free to immediately cross one item off the list. You might be surprised to find yourself motivated to do more after crossing something off that big hairy to-do list you've been creating in your head for the last few weeks.

# Technology wants to put you to bed

Sleep is essential. We all need it, but most of us don't get enough of it. However, too little sleep comes with its consequences, like poor judgement, lack of focus, and a weakened immune system.

To combat society's inability to sleep as it should, when it should, gadgets, apps, and twists on the traditional mattress have started to surface. Here are a few of those for you.

### App – Sleepbot

[Sleepbot](#) isn't just an alarm clock; it's a motion tracker and sound recorder, too. This smart app tracks your sleeping patterns to provide you with valuable insight into how well and how much you sleep. As you sleep, the app monitors your movement, as well as any noises that may affect your slumber. In the morning, Sleepbot will wake you at the most opportune moment and then present you with a detailed analysis of nighttime activities.

### Wearable – Fitbit One

Fitbit is hailed as one of the most sophisticated wearables, and [Fitbit One](#) is no different. This wearable nicely fits into a specially-designed sleep wristband to monitor you as you sleep. Much like Sleepbot, Fitbit One provides detailed insight into the when and how of your sleep, but also allows you to set sleep goals and to monitor any progress made towards achieving them. Fitbit One comes equipped with an alarm that wakes you in the morning with a gentle vibration.

### Gadget – Sense

Sense is a simple, circular gadget that wants you to sleep better. Sitting atop your bedside table, [Sense](#) monitors your sleep-time activities and will wake you at the "lightest part of your sleep cycle, but always by your set time." Its sensors will take in everything about your sleeping environment—from lights and noises to the air and humidity. And in the morning, the Sense App will tell you what's right and what's wrong with your environment, providing you with the knowledge to adjust your surroundings for better sleep.

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## The top 5 ways to protect your business from Ransomware

Over the last few weeks, we've come into contact with a handful of businesses who have contracted one of the many forms of Ransomware. Since Ransomware makes your data inaccessible, it's extremely important that you take the proper steps to not only avoid contracting the malware, but that you take the proper steps to protect your data in the event that infection occurs.

1. Keep your hardware and software updated at all times to ensure all known security issues are thoroughly patched. For example, Server 2003 does not support anti-Crypto policies (Crypto is a widely-popular form of Ransomware).
2. Never open attachments or click on links that look suspicious or come from an unknown source. Even if it does come from a familiar person or company, find a way to double-check the sender and the contents of the message.
3. Protect all areas of your network and all points of access with managed gateway and endpoint security, and you will significantly reduce your chances of stumbling across Ransomware.
4. Using non-compliant and poorly managed backups will greatly increase the potential for data loss if infection occurs.
5. If you spot a strange warning message or if you find it difficult or impossible to access portions of your data, notify your IT Provider immediately. These are both signs of Ransomware.

## MIT develops Polaris, a system that loads web pages quicker

A group of MIT researchers from the Computer Science and Artificial Intelligence Laboratory (CSAIL) is working with Harvard University to develop a new system. This system, also known as Polaris, has the ability to load web pages 34 percent faster.

An article published by [MIT News](#) last March details how Polaris works and how it can be beneficial to the business world.

The researchers say that using Polaris is like having a list of every possible place you can go. In other words, upon loading a web page, Polaris automatically determines where each potential "interaction" will take you. [FastCompany](#) [describes](#) it as "pre-mapping various connections between different objects in order to figure out the most efficient order in which to load the objects."

This process allows for a webpage to continue loading instead of stopping momentarily to seek out other objects. Or as MIT puts it, Polaris decreases the "number of cross-network trips."

Polaris should make the user experience more seamless – which is good news for major online retailers such as Amazon, Target, and Overstock. They tend to see a drop in sales when pages load slower. According to MIT, researches have already implemented and evaluated Polaris on over 200 major sites such as ESPN and The New York Times.

It should be interesting to see if Polaris has a significant effect on how quickly web pages load. And even if it isn't exactly 34%, faster loading never hurt anybody.



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