



# COMPUTER DEPOT INC.

## BUSINESS SOLUTIONS

### Tech Bits and Bytes to Help You with Your Business

Computer Depot Inc. Business Solutions Newsletter

December 2019



Thomas Hill, President & Founder

*"Community involvement is a good way to let others know what you are all about. Seek out ways to serve that really speak to your heart. Choose wisely the things you say yes to and don't spread yourself too thin!"*

## Cybercriminals Confess: The Top 4 Tricks And Sneaky Schemes They Use To Hack Your Computer Network



Most cybercriminals love their jobs. They get to put their hacking skills to the test. In fact, many of them "compete" against one another to see who can hack into a network the fastest or who can steal the most data. They don't care who gets hurt along the way. And in most cases, it's small-business owners who are getting hurt.

Cybercriminals will do anything to get what they want. Some want to create chaos. Some want to steal data. And others want to get straight to the money. These are the people who will hold your data hostage until you pay up. They install ransomware on your computers, and if you don't pay, they threaten to delete your data. This is one of the many reasons why backing up ALL of your data is so important!

So, how do the bad guys get your data? How do they work their way into your network and find exactly what they're looking for? Well, it's much easier than you might think.

**They count on you to have no security.** This is why cybercriminals go after small businesses. They know most small-business owners don't invest in security or invest very little. Even if the business does have security, it's generally easy for a hacker to break through.

Then, all the hacker has to do is steal or destroy data, install malware on the computers and then wait. Because there are so many small businesses around the world, it's just a numbers game for cybercriminals. When you attack every business, you are guaranteed to eventually succeed in the attack.

**They let your employees do the work for them.** Most cybercriminals aren't going to "hack" into your network or computer. They'll let your employees do it for them. All the cybercriminal needs to do is get hold of your company's e-mail list and then e-mail your employees.

This phishing e-mail may include a link or an attached file. The e-mail may be disguised as a message from a bank or retailer - or another source your employees are familiar with. The problem is that it's all fake. The cybercriminal wants your employees to click the link or open the file, which will likely install malware on their computer. Once the malware is there, the cybercriminal may gain access to your network and be able to steal critical data.

**They exploit outdated hardware and software.** If you haven't updated your equipment in years, you leave it open to attack. This is a huge problem in the health care industry right now.

## TRIVIA

MANY MORE RIGHT ANSWERS this month but...

**Congratulations**

**Don Sharpe**

from

Lift Truck Knoxville

who knew that Alaska is the westernmost **and** easternmost state.

Of course it is the northernmost state as well but more surprisingly, parts of Alaska are so far west that the state actually stretches into the eastern hemisphere.



**TURN TO PAGE 3 FOR THIS MONTHS TRIVIA**



Many hospital-based computers are still running Windows XP. Microsoft ended support for Windows XP in 2014, which means the operating system isn't getting any security patches, leaving users vulnerable.



Hackers spend a lot of time looking for vulnerabilities in different types of hardware and software. When they find them, it opens up the general public to those vulnerabilities. In many cases, hardware and software developers work to fix these vulnerabilities and get updates out to users. But these updates only work if YOU update your equipment. If your equipment is no longer supported by the developers or manufacturers, that's a good indication that it's time to update. While the upfront cost can be high, it doesn't compare to the cost you'll face if hackers get into your network.

easier it is to break. In fact, hackers can often break simple passwords in a matter of seconds. This is why it's so important to have strong passwords. Not only that, but all your passwords MUST be changed every three months.

**They try every password.** Many cybercriminals use password-cracking software to get past your password defenses. The weaker your password, the

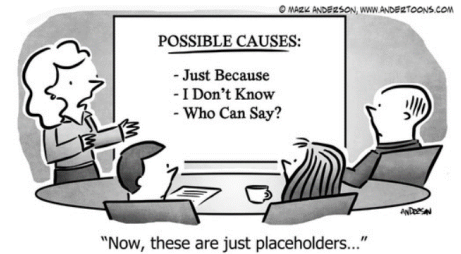
Here's why you need to constantly update your passwords: cybercriminals aren't just going after you. They're going after everybody, including the services you use as a business. If those businesses get hacked, criminals can gain access to countless passwords, including yours. Hackers then can either attempt to use your passwords or sell them for profit. Either way, if you never change your password, you make yourself a target.

**"Most cybercriminals aren't going to 'hack' into your network or computer. They'll let your employees do it for them."**

Use these four points to your advantage! It is possible to protect yourself and your business from the bad guys. Do everything you can to implement stronger overall security. Prioritize stronger passwords. Keep your equipment updated. And most of all, educate your team about cyberthreats to your business!

.....  
 "The techs are very knowledgeable, rates are fair, and response time is fast!"

*Yvonne Thaxton  
 Belleza Salon and Spa*



Thank you Knoxville for voting Computer Depot #1 once again. and WAY TO GO TEAM!!!



## Free Cyber Security Assessment Will Reveal Where Your Computer Network Is Exposed And How To Protect Your Company Now

At no cost or obligation, our highly skilled team of IT pros will come to your office and conduct a comprehensive cyber security assessment to uncover loopholes in your company's IT security.

After this is done, we'll prepare a customized "Report Of Findings" that will reveal specific vulnerabilities and provide a Prioritized Action Plan for getting these security problems addressed fast. This report and action plan should be a real eye-opener for you, since almost all of the businesses we've done this for discover they

**To get started and claim your free assessment now, call 865-909-7606.  
[www.ComputerDepotBusiness.com/ITsurvey](http://www.ComputerDepotBusiness.com/ITsurvey)**

List of Services  
Contact us anytime for  
all of your IT needs!

## Computer Depot, Inc BUSINESS SOLUTIONS

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### Ask About These Services

- Flat Rate IT Support
- 24/7x365 Network Monitoring
- Secure Email Access from any web browser
- Anti-Virus, Anti Spam Spyware Protection
- Small Business Phone Systems
- HIPAA Compliance Service
- Data Back-Up Service
- 24x7 Help Desk
- Online Training
- Encrypted VPN Solutions
- Office 365

### We are Partners with:

- Lenovo
- Microsoft Certified
- Sophos
- Intel Technologies
- HIPPA Secure Now
- Seagate Certified
- Xerox Business
- Cytracom Business

IT'S EASIER TO  
EXPLAIN PRICE  
ONCE  
THAT TO  
APOLOGIZE FOR  
QUALITY FOREVER.  
~ZIG ZIGLAR

## Your Choice for Internet Provider May be Limited but For Your Phones - You Have Options

If you are like me, the phone is essential for doing business. Customer responsiveness can be the key to success for a small company. If your phone system does not make you appear bigger, more professional, and super accessible, it may be time to consider upgrading to a small business phone system that does. Consider this.

A great small business phone system can pay for itself because potential customers are not lost! Calls to your main number are sent directly to employee phones wherever they are. If not answered, they can bounce back to a live person or voicemail, without callers ever knowing. How is that for flexibility? You or your employees can answer the office phone no matter where you are. Seriously, go to the beach. You can easily setup your service to ring multiple locations or you can even setup your cell phone to act as an extension. A great small business phone is efficient. It will allow you to set up an auto attendant to answer calls when all lines are busy, route call differently based on time of day, easily transfer call to other users, or to cell phones, have voicemails emailed to you so you never leave that important client hanging. It has never been a better time to call Computer Depot Business Solutions and get more information about how a small business phone system can improve your office. After a free consultation if you place your order by December 30<sup>th</sup> you will get FREE phones and FREE installation.



Wishing You Love, Joy,  
and Peace!



We hope you enjoy the fruits of all your work for the year. We want you to know that we appreciate you! Have a joyous holiday and a prosperous New Year!

Merry Christmas!

### New Phone on Your List?

Here are some ideas for what to do with that old Android.

- Wireless trackpad and controller for your computer. With an app called Unified Remote and a WiFi or Bluetooth connection, that device can act as an on-demand controller for your Windows, Mac, or Linux computer.
- Universal smart remote. You can load Nest, Hue, and other apps onto your old phone or tablet to control your home or office tech and pair it with a Chromecast streaming stick. You can also turn it into a dedicated remote for TVs, cable boxes, and DVD players.
- Free-standing security camera. You can download an app like IP Webcam and use your phone's camera to keep an eye on things.
- Digital photo frame. With Google Photos, you can open the app, tap a photo, then choose "slideshow" to cycle through your photos.
- e-reader. Yes, you can connect to Kindle, Nook, Google Play Books, or OverDrive (for library books) and download reading material. Then you can read books without interruption, kind of like ... reading actual books.

This Month's

## TRIVIA

We really debated using this one. Thomas and Rebekah and NO ONE ELSE around the office knew it. We are old and they are just babies. sigh... Here is your next chance to WIN! Or be baffled for the next month, lol.

Name That Red Toy!


- It has been around for over 75 years.
- You hold it in your hand. Up to your face.
- Boy or Girl, you probably had one.

Email your answer to  
RHill@ComputerDepotOnline.com



**December 2019**

## Look What's Inside...

- **Cybercriminals Confess:  
The Top 4 Tricks And Sneaky Schemes They  
Use To Hack Your Computer Network**
- Don't throw out that old phone. Do this instead.
- Hurry-You could WIN this month's  
Trivia and this 
- **Computer Depot is #1 AGAIN**
- You Have Small Business Phones Options
- **5 Business Trends To Watch Out For In 2020**



COMPUTER DEPOT BUSINESS SOLUTIONS - AFFORDABLE IT HELPDESK AND CYBER SECURITY SUPPORT IN 20 MINUTES OR LESS

## 5 Business Trends To Watch Out For In 2020



**No AI Just Yet** – There's a lot of talk that artificial intelligence is going to take over customer service. While AI support exists, it still cannot match the power of human interaction.

**Personalized Customer Service** – Coming off that first trend, people don't want to be treated as numbers. Businesses that offer personalized service will find more success. People crave personal engagement, now more than ever.

**User Reviews Are More Important Than Ever** – This is the first thing people look at before making a buying decision. They want to hear from real people and they are not easily fooled. This is why good, personalized service is so important – it earns you good reviews.

**Businesses Recognize Employee Happiness** – It's as simple as this: the happier the employees, the more productive they are. More businesses are realizing this and changing their workplaces in response. Team building has never been more popular and fun!

**More Remote Workers** – Thanks to Internet access virtually everywhere, it's easier for people to work from wherever – and this plays a huge role in employee happiness, too!

### Contact Us

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For over two decades  
Serving Knox and  
Sevier Counties

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