COMPUTER DEPOT INC.

BUSINESS SOLUTIONS

Tech Bits and Bytes to Help You with Your Business

Thomas Hill, President & Founder

"Get the big 3 of your day off your plate first before you use up all your time and energy on the small stuff!"

FEBRUARY IS HEALTHY HEART MONTH

TRIVIA

CONGRATULATIONS

Dr. Greg McClurg

who knew that the six-letter word, when capitalized refers to a European country and language but when not capitalized, means to make smooth or shiny is…
Polish - polish

Vision Source!
McClurg
VISION CENTER

Why Your Business Is The PERFECT Target For Hackers

Is Your Protection Up To Date?

People never think it'll happen to them. Sure, they see the reports – 50 million-plus bundles of user data compromised by a Facebook breach; the billing information of more than 2 million T-Mobile users hacked by a mysterious malicious entity – but companies like those are massive, monolithic entities in American commerce. They're decidedly big fish, not like *you* and *your* small business. According to a recent JLT-Harvard Business Analytic Services survey, more than half of small business owners remain locked into this line of magical thinking, blissfully unaware of the threat cyber crime poses to the health of their organization.

We hate to burst the bubble of the happy-go-lucky majority, but the reality is that this optimistic attitude just does not square with the statistics. The incidents

may not make the news, but small businesses are being targeted – and breached – by hackers at an astounding rate. In fact, the National Cyber Security Alliance reports that close to half of small businesses have experienced a cyber-attack and that 60 percent of the companies that succumb to one of these attacks folds completely within six months. They state that instead of zeroing in on Fortune 500 corporations, hackers actually prefer to swoop in on the little guy, with 70 percent of cybercriminals specifically targeting small businesses.

Yet according to a Paychex survey, 68 percent of small business leaders aren't worried about cyber security despite data from Hiscox indicating that more than seven out of ten small businesses are woefully unprepared for a breach.
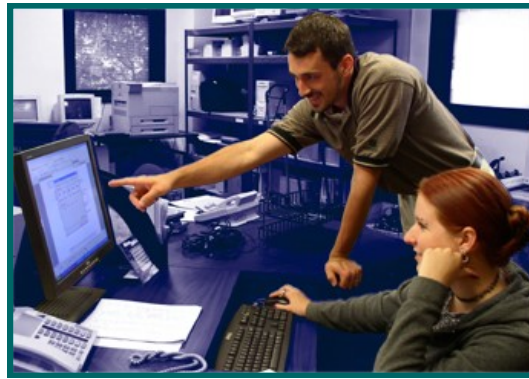
Of course, it's understandable that the average small business owner shirks their cyber security responsibilities. It's the kind of problem that's so complicated that it's tempting to sweep it under the rug. As breach tactics become more sophisticated, so do the softwares and methodologies designed to keep out criminals. In a world far removed from the days when buying a product and installing it into your network was enough, it's easy to become overwhelmed by the complexity and breakneck pace of advancing cyber security best practices. Our biases make the possibility of a hack seem remote, while our limited resources make the cost of protection appear too high to even consider.

The first step to getting savvy in 2019 is to accept that cyber-attack isn't some unlikely crisis, but a virtual inevitability. It's a tough pill to swallow, but leaving it to chance is like flipping a coin where a "tails" outcome results in your business shuttering for good.

> **"The first step to getting savvy in 2019 is to accept that a cyber-attack isn't some unlikely crisis, but a virtual inevitability."**

Luckily, though an attempted hack is almost guaranteed, there are dozens of steps you can take to prevent it from doing any damage. Chief among these should be to find a managed service provider (MSP) with a long background in protecting against hacker threats to take the reins on your cyber security as quickly as you can. It's important when auditing your internal security measures that you regularly get an outside opinion from a trusted source, in order to cover all your bases. You might have a great IT guy that assures you that "they've got it covered" and while this is certainly reassuring, but to truly patch all the holes in your security barriers, you'll need more eyes on the problem. You might imagine that such a partnership must be prohibitively expensive, but they're typically more reasonable than you might think. Not to mention that when the very survival of your business is on the line, it just makes sense to budget accordingly.

The statistics paint a picture of small business owners as underprepared, unaware, and disturbingly vulnerable to the whims of cybercriminals hiding just out of view. Don't be another one of the millions of small business owners forced to shell out thousands as a consequence of wishful thinking. Wake up to the dangers of 2019, arm yourself against them, and secure the future of the business you've worked to build.

Take That!

Nearly every week, you hear a news story about a cyber-attack or a rogue virus sweeping through the country or the world. And maybe you're a little bit skeptical. Are these viruses really a problem for you? Are these cyber-attacks really aimed at a business like yours? So we thought it might be fun to share some statistics with you.

In just the last 12 months, we have done the following: stopped 1.4 million ransom attacks; kept 2392 computers and servers safe from those attacks; required our staff to undergo over 200 hours of continuing education to stay on top of current threats; replaced 22 old, outdated firewalls. So, as you can see, this is a very present threat to your company, and we are always watching your back.

If you're not 100% sure you're protected, give us a call today.

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BUSINESS SOLUTIONS

An URGENT Security Warning for Businesses Running Windows 7 or Windows Server 2008

If your organization is currently running Windows 7 on one or more computers in your office and/or if you are running Windows Server 2008, you need to know about a very real security threat to your organization that must be addressed in the next 11 months. Microsoft has officially announced that it will retire support on both the Windows 7 and Windows Server 2008. That means that any computer or server with these operating systems will be completely exposed to serious hacker attacks. This is such a serious threat that **all companies housing financial and medical information are being required by law to upgrade**. As a local Microsoft Certified Partner, Computer Depot Business Solutions is offering a Microsoft Risk Assessment and Migration Plan for free. Call today with your questions or to schedule this free consultation. 865-512-6522

CYBERSECURITY PACKAGE

TOP 4 WAYS TO PROTECT YOUR PRIVACY ON LINKEDIN

1. Turn on two-factor authentication. Click the "Me" icon in the top right, go to "Settings and Privacy" and select "Two Step Verification."

2. Avoid syncing. Though LinkedIn can link up with other applications like Microsoft Office, this allows these other apps to get the same access to your data that LinkedIn does, heightening the chances of a data breach.

3. Don't sync your contacts. When you allow LinkedIn to access your address book, it will continue to monitor your contacts over time.

4. Turn off personalized ads. By going to the "Me" icon, clicking the "Ads" section and turning off all the data features, you can reduce the amount of information the company shares with its partners.

Lifehacker.com, 11/26/2018
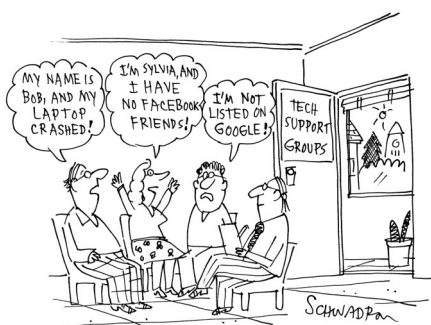
The Key To Business Success In 2019

With 2018 long gone, businesses are scrambling to adapt to the coming changes the next 11 months will bring. Top of the list should be providing speedy, seamless and personalized service to your customers. Though technology continues to empower consumers, these innovations can never fully replace the human touch. Even with supercomputers virtually attached to our hands, relationships remain the driving factor for business and commerce. Automation should absolutely be leveraged to increase convenience for your customers while boosting your bottom line, but it must never cause you to lose sight of the face-to-face interactions that make business worth doing. This is more than a touchy-feely concept – it's a vital consideration to stay competitive in 2019.

5 Mistakes Leaders Make That Keep Their Companies From Growing

1. **Becoming complacent**. No matter how comfortable the status quo is, stagnation only leads to failure down the road.

2. **Pouring money into a failing project**. When a venture fails, it's best to learn from it and move on rather than dump more resources into a clunker.

3. **Entering a new market without the requisite knowledge**. Don't overreach – only expand your business's focus when you really know what you're getting into, inside and out.

4. **Focusing on the short-term**. Never take an immediate win that will jeopardize long-term success.

5. **Succumbing to analysis paralysis**. Overthinking is fatal. Stay nimble and informed, but don't let it stop you from actually acting.

Inc.com, 11/8/2018

How to seem like a Floridian when you are actually a snowbird.

1 See a six-foot alligator on the lawn, and say: Cute little guy.

2 When the news predicts a Cat 3 hurricane, ask who is having the party.

3 Weather forecast is 70. Complain to everyone there is a chill in the air. Then...

4 Say you can't find a long sleeve shirt.

MY NAME IS BOB, AND MY LAPTOP CRASHED!

I'M SYLVIA, AND I HAVE NO FACEBOOK FRIENDS!

I'M NOT LISTED ON GOOGLE!

TECH SUPPORT GROUPS

SCHWADRON

This Month's **TRIVIA**

Here is your next chance to WIN!

Was 1900 a leap year?

Email your answer to
RHill@ComputerDepotOnline.com

February 2019

Look What's Inside…

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COMPUTER DEPOT BUSINESS SOLUTIONS - WE ARE BIG TECHNOLOGY FOR YOUR GLICH-FREE SMALL BUSINESS

Meet Zoey Bell

If you've visited our corporate office in Seymour in the past few weeks, no doubt you've been greeted by a sweet, friendly 10-week old labradoodle. Zoey Bell is loving, playful, nosey, and eager to make new best friends. And that face! That cute face that makes you not even mind the puppy breath so much.

She is a real asset to the team and we are so happy to have her here. Honestly, it's a little ridiculous. She totally owns us. She gets excited over tennis balls, food, and naps. She is committed to making sure that all Computer Depot clients are receiving excellent service by bringing joy, happiness, and fun every day to the Computer Depot team that takes care of you.

Contact Us

Computer Depot
Business Solutions

For over two decades

Serving Knox and Sevier Counties

**5416 S Middlebrook Pike
Knoxville, TN 37921
Phone: (865) 909-7606**

or

**10721 Chapman Hwy
Seymour, TN 37865**

Phone: (865) 577-4775

Email: thill@ComputerDepotOnline.com

Visit us on the web at
www.ComputerDepotBusiness.com