



# COMPUTER DEPOT INC.

## BUSINESS SOLUTIONS

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

Computer Depot Inc. Business Solutions Newsletter

April 2019



Thomas Hill, President & Founder

“Responsiveness. That is what we will be known for. When a business is experiencing down time, every minute counts and they can count on us!”



## 4 Deadly Mistakes You're Making With IT Security

For something so instrumental to the success of your business, technology can be an incredibly unstable, confusing and ever-changing tool. Just when you think you've got a handle on the latest cyber security trend, hackers find a way to circumvent the process completely. A new patch arrives for an essential piece of software, and the next day, another patch is required to repair the vulnerabilities the previous patch created. It can seem impossible to stay on top of the constant technological arms race, much less stay relevant amid the exponentially increasing pace.

Today, more and more businesses are switching over to a managed services model for their IT needs. A managed services provider is a company that partners with businesses to proactively manage their networks inside and out. With MSPs, you get a full team of professionals who become intimately acquainted with the entirety of your IT structure, not only ensuring that problems are fixed long before they hit your bottom line but offering recommendations and tweaks to optimize processes and save

time, money and headaches down the line.

By leaving your network up to an organization that takes the old break-fix approach, you're leaving the health of your entire business up to chance. Here are four ways the adage "If it ain't broke, don't fix it" is putting the security of your company in jeopardy.

### 1. YOU'RE BASICALLY PRAYING NOTHING EVER GOES WRONG.

The break-fix approach is pretty self-explanatory. The thinking goes that instead of shelling out a monthly fee for daily management of your network, you only pay your IT partners when a problem needs to be addressed. Typically, they're almost entirely hands-off until something goes wrong.

Certainly, this strategy saves money in the short term, but it will invariably come back to bite you in the long term. Hiring a break-fix IT company is a bit like opting for the lowest level of insurance coverage. You may not fret about it now, but you definitely will when an

## Happy Easter



## TRIVIA

CONGRATULATIONS

Kathy Vale

Heritage Title Agency, Inc.



It was Dolly Parton who said "The way I see it, if you want the rainbow, you gotta put up with the rain."

TURN TO PAGE 3 FOR THIS MONTHS TRIVIA



Continued from page 1

accident happens and you're forced to pour thousands of dollars into repairs. And sadly, the threat of your business being hacked is actually greater than the chances you'll be in a serious car accident!

## 2. YOU'RE LEAVING HOLES IN YOUR DEFENSES.

Today's tech world is a constant game of whack-a-mole, with security experts frantically hammering down on every digital threat that rears its ugly head. For the entirety of your security structure to be equipped with the latest and greatest, it takes a team of genuine experts keeping an eye on your systems and ensuring everything is up to snuff.

With a break-fix approach, it's likely you don't detect flaws in your system until long after they've already been exploited, costing you dearly. And it's important to remember that every data breach has the potential to be

**"... you're leaving the health of your entire business up to chance."**

utterly catastrophic, doing so much damage that it can close down your business for good. Better to stay one step ahead with an MSP by your side.

## 3. YOU'RE OPENING YOURSELF UP TO COSTLY SERVER DOWNTIME.

When the very survival of your business depends upon staying online and serving your customers, every minute your network is down – your assets are locked down behind ransomware or your tech is fried to the point



that you're at a standstill – is a minute that you cannot afford. According to Gartner, the average cost of IT downtime is a whopping \$5,600 per minute, and that doesn't even factor in disgruntled clients or missed communications.

The top priority of your IT infrastructure should be to prevent downtime from ever occurring, not to minimize the amount of downtime you suffer when something goes wrong.

## 4. YOU AREN'T OPERATING AT PEAK EFFICIENCY.

One of the most insidious costs of the break-fix approach doesn't have anything to do with your network breaking down. It chips away at your bottom line gradually and silently, without causing much of a fuss.

Without a proactive eye on your systems, chances are you aren't implementing the processes and software that keep everything working at its highest potential. You'll be using clunky work-arounds to simple problems without even realizing you're doing it. The seconds you waste on Internet bottlenecks will add up over time, especially when multiplied by your entire company.

The fact is, the break-fix model of doing business is, ironically, broken. Consider partnering with an MSP and invest in the long-term future of your company.

*"Computer Depot Business Solutions was instrumental in bringing our computer system into the 21st century. Their friendly service, great price-point, and expert advise throughout the whole purchase and installation process was invaluable. It is a comfort to know that we have a local business like Computer Depot to supply our tech needs."*

**Shawn Stutz,  
Former Executive Director,  
CROSS Food Ministry**

Traditions are great but sometimes you want something a little different. If you forsake the traditional Easter Ham for say Prime Rib you can still have deviled eggs and it's a pretty sure bet no one will complain. As long as you serve it with a **good** homemade creamy horseradish sauce. Here is Thomas's recipe for the sauce that makes the beef!



- 1/2 cup sour cream
- 2 TBS extra-hot (really) horseradish
- 1/4 tsp lemon juice
- 1 pinch cayenne pepper

Mix, Chill, and Serve! YUM!

## Business Security Often Begins with Individuals: Top cybersecurity threats in 2019

Data breaches, hacking, and skimming -- all of it poses a threat to consumers and business during 2019. According to the Identity Theft Resource Center (ITRC), data breaches increased sharply in 2018 with 1,027 breaches reported and 57,667,911 records compromised.

Today's hackers are very deft at outsmarting security measures and cybercriminals always seem to stay a step ahead of new security gates.

Here are five top threats to personal security for 2019

- 1 Biometric hacking and detecting flaws in touch ID sensors, passcodes, and facial recognition. Although biometric data is the most secure method of authentication, it can be stolen or altered.
- 2 Skimming a major financial institution's national network with hidden devices to steal credit card information, and invading bank network computers with undetectable malware.
- 3 Attack on a significant wireless carrier with simultaneous effect on

iPhones and Androids, stealing personal information from millions of smartphones.

4 A breach in the security operations of a top cloud vendor will jeopardize the sensitive information of major companies.

5 The gaming community will be faced with cybercriminals posing as gamers for access to its computers and the personal data of trusting players.

According to the ITRC, significant breaches from 2005-2017 rose from about 200 per year to more than 1,300. Billions of data pieces have been exposed, allowing cybercriminals to monetize stolen data, leading to an increased risk of identity theft.

Being diligent with personal security such as, NEVER sharing personal information with strangers over the phone, email or text messages, is good business.

# Top 7 Reasons to Chose **COMPUTER DEPOT** Business Solutions

- 1. Prompt Response Time**  
We will begin to resolve your issue, typically, in 20 minutes or less during normal service hours.
- 2. Phones Are Answered by Us.** Your call will never leave Big Orange country! Ever. Not to mention, when you have a problem WE ACTUALLY PICK UP THE PHONE!!!
- 3. We Have Been Serving Knox and Sevier County for 20 years.**  
As a locally owned and operated business, you are our neighbor!
- 4. We Are Your IT Service Department**  
WE take care of it. No blaming, no finger-pointing. We Focus on the Fix.
- 5. Freedom of Choice**  
There are No Long-Term Contracts to sign.
- 6. 90-Day Test Drive**  
What is better than risk-free?!
- 7. A Package Tailor-Made To Fit You**  
We address *your* unique technology needs.

# How To Sell To Fewer People And Increase Your Sales

According to Bruce Eckfeldt, business coach for Gazelles, most businesses with \$1 million to \$10 million revenues tend to use "chameleon selling" as their prime tactic. They hunt down leads and tailor their products and services to the needs of the prospect. But while this is a decent model for a new business, it isn't actually scalable. Businesses that scale hone in on a limited series of products and services that pinpoint the **needs** of a target set of customers. That's why it's so important that you should start by defining your ideal customer. Ask questions that relate to the product or service you are offering. You also need to know what's going on in their head: their values, concerns, priorities, tendencies and habits. Get to know their frustrations and greatest fears! Finally, determine what prompted a sale or triggered one of your core customers' initial engagements with your company. This will allow you to be more strategic and specific with your sales processes. Bottom line, get to know your "already best customers" well and let that be your guide for targeting and generating new leads.

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"All that work to tell you about stuff you could look up on Wikipedia?!"

This Month's

## TRIVIA

Here is your next chance to WIN!

What is the only food that truly lasts forever?

Email your answer to [RHill@ComputerDepotOnline.com](mailto:RHill@ComputerDepotOnline.com)

# Baskets of Fun

We love our sugar and every month there is a reason to indulge. Halloween Christmas, Valentine's, and if Easter falls late in April like this year-no worries, we can have Shamrock Shakes in March! That should hold us off until the holiday renowned for its potential sugar rush. When my now big kids were little, I decided unapologetically- ENOUGH! If you too are looking to eliminate or at least reduce the amount of sweets in your kiddos' baskets, here are some ideas for Easter baskets with less candy and more fun.



**REAL GRASS** Start here with this SUPER EASY activity. Get a dollar store bucket and some winter rye, spread it over some soil, no need to drill holes or anything, and in 4-6 days your child will have soft, real grass. Even the youngest will love this. If you start it now, they even may ~~have to~~ get to cut it before Easter.

**Toys** They do not have to be expensive or big. Buy stuff they will like and actually use. Divide up a lego set between a dozen or so eggs.

**Books** Ok, so a book isn't a chocolate bunny but you can find a quality book that is a real keeper.

**Arts, Crafts, & Science Kits** Would your kid love to make a puppet, sand art, or a volcano? Awesome things do come in small boxes.

**Activity Books** There are coloring books for any age. Big kids may like Mad Libs, I've seen an Easter edition!

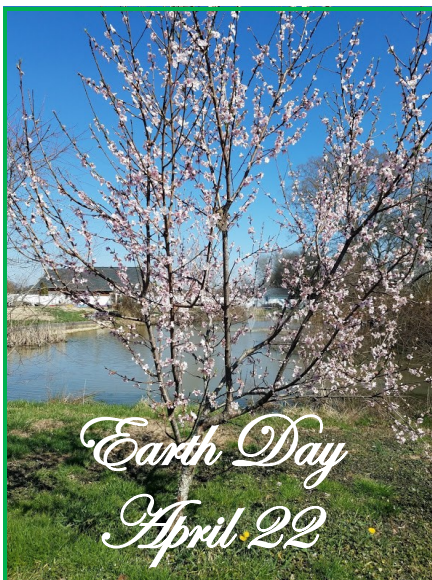
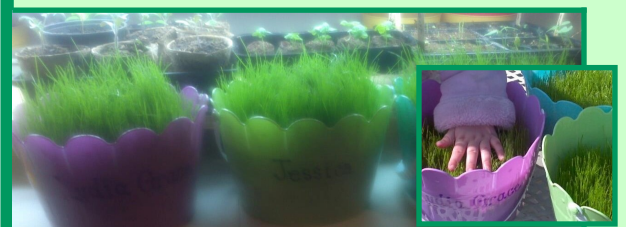
**Jewelry** Add some shine with sparkly earrings or bracelets, or a dazzling pair of shades.

**Bubbles** Come on, who doesn't love blowing bubbles? Opt for traditional or go for a more modern twist with scents and colors.

**Kites** As it happens, Easter falls in a great season for kite flying. You cannot even believe the cool designs out there. It's an great anchor item for the basket and a fun family activity.

**Money** You can fill some eggs with mostly coins and a "special egg" with a folded bill. This is perfect as kids get older.

Non-candy items can be fun and allows you to choose a few favorite higher quality sugary treats. Now go be the best Easter Bunny ever!






April 2019



## Look What's Inside...

- **4 Deadly Mistakes You're Making With IT Security**
- How To Sell To Fewer People And Increase Your Sales
- Hurry-You could WIN this month's Trivia and this 
- **Easter Baskets of Fun**
- Top cybersecurity threats in 2019
- **WARNING:** Do You have Windows 7 or Widows Server 2008?



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

## 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. 865-909-7606

### Contact Us

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