COMPUTER DEPOT INC.
BUSINESS SOLUTIONS

Tech Bits and Bytes to Help You with Your Business

Thomas Hill, President & Founder

"One thing I say often to my team: Yes, we are in the computer solutions business but we are in the customer service business first."

Happy
LABOR DAY

TRIVIA

Sadly we have no winner this month. No one cares about Lacrosse. Don't you know it's all the rage, All the kids are doing it now days?! Fine, I get it . It's FOOTBALL time in TN.

Cybercriminals Are Plotting To Hack Your Network RIGHT NOW...And What You Can Do To Prevent It

Did you know that small businesses are more likely to be targeted by cybercriminals than any other business or organization? It's true! While we hear about major breaches on the news, we don't get to hear the stories of the businesses that struggle with hacking attempts and cyber-attacks.

Hackers love to go after small businesses for one very big reason: small businesses are less likely to invest in top-notch (or even worthwhile) cyber security. Hackers love this vulnerability.

According to the Verizon 2019 Data Breach Investigations Report, 43% of cyber-attacks hit small businesses. The reason comes down to many factors, but there are two in particular that hackers really dig into when going after targets: lack of resources and lack of knowledge. Of course, there's more to this story, as hackers also look at a business's

customer base and the type of data the business shares online.

A lot of small businesses are also relying more on the cloud (and this is the trend moving forward), but then they do little to keep their line of communication with the cloud storage, or just the cloud storage itself, secure. According to Symantec, a lot of businesses that rely on the cloud also fail to rely on strong encryption software. They just share their data to the cloud and let that be that.

Hackers attack small businesses because they want money. Hackers go after targets they can profit from, whether they hold a business's data hostage and demand a ransom (and get that ransom – hackers got $460,000 from Lake City, Florida, officials after a ransomware attack on government computers, and that wasn't the only computers,

and that wasn't the only Florida city to pay!), or by stealing customer data and either selling it on the dark web or black market, or using it for themselves.

The Verizon report also looked at the types of businesses that are targeted. The top three are:

- Public administration (23,399 reported incidents and 330 confirmed data disclosure)

- Information services (1,094 reported incidents and 155 confirmed data disclosure)

- Financial and insurance (927 reported incidents and 207 confirmed data disclosure)

They go after these types of businesses because this is where they can make their money – and it's where they've discovered the most vulnerability. However, while these types of businesses represent the top three, there are *many* more. *Every* type of business is targeted. Some businesses make it past the attack unscathed, but many don't. Their data is compromised in one way or another.

Why are small businesses targeted so much? It's a numbers game. Hackers know most small businesses lack good cyber security. This makes these businesses easier targets. Target enough of them, and you're going to make some serious money (from selling stolen data or paid ransoms).

> **"First and foremost, you have to realize YOU are a target. It doesn't matter if you've never been hacked before."**

So, what can you do about this? How can you protect your network? First and foremost, you have to realize YOU are a target. It doesn't matter if you've never been hacked before. It just means the hackers haven't gotten to you yet. Once you realize this, you can go to work and get your business ready for the eventual attack.

This is where a risk assessment can do a lot of good. You may already have some security measures in place, but do you know how effective those measures are? You need to know where your holes are so you can plug them and then reinforce them. You don't want just a wall around your business, you want an entire ocean.

But it doesn't end there. One of the most powerful tools against hackers and cybercriminals is knowledge. Next to securing your business, the best thing you can do is train your employees on understanding cyber security and the threats that exist to harm the business they work for. Your team MUST know how to identify phishing schemes, fraudulent websites and virus scams, then stay regularly updated on the threats out there. (And don't forget using complex passwords that are locked away in a password vault or manager to add another layer of security).

On top of this, work with an IT team who knows what they're doing. It's one thing to tackle this all by yourself, as many businesses do, but it's another to work with an experienced IT security firm. If you go it alone, you might miss something or you might not fully understand the security you have in place. Having an outsourced team of pros means you're one step ahead of the hackers.

Marketing Trends:
Voice search and Google business listings

Voice search is on the rise. Maybe it's because big fingers on tiny keyboards are clumsy. Or maybe just because it is so easy and becoming fairly accurate. But whatever the reason, voice search now accounts for 46 % of all local business searches. Businesses should be voice-ready today to snag not just young searchers, but also older ones on all voice-enabled devices from phones to voice assistants such as Alexa. "Near me" searches are up 900 percent since 2015. People want something close and they want something now. All voice searches refer to Web pages and Google My Business listings. Local marketers must be absolutely sure their Google listings are correct with address and phone number. Be sure your Google ads use natural language, not complicated industry or business terms. Use an FAQ page filled with natural language for common questions and answers. Be direct in your ads and websites.

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

Set up Google To Delete Itself After You Die

Make a plan for your data. Google makes it easy to assign a person to your account or to automatically delete your data when you die. Here's how: Go to your Gmail account and click on your picture. Select Account. Next, click "Data and personalization." Look for "Make a plan for your account" and click start. You can make lots of choices in your plan, Including people you wish to have your Google photos. You can decide when Google starts to worry that you have passed -- after three months of inactivity is the default. But you can set it for whatever you want.

Q: How many programmers does it take to change a light bulb?

A: None – that's a hardware problem.

This Month's

TRIVIA

Here is your next chance to WIN Lunch on us!

You might think the Tigers is the most commonly used mascot in Division I football. You would be wrong. Guess again. No, really what is it?

Email your answer to
RHill@ComputerDepotOnline.com

5 Technology Trends You CANNOT Ignore

Internet of Things (IoT) - From WiFi-connected thermostats to smart locks, we're surrounded by IoT devices. Smart locks, for instance, can track who comes and goes with zero oversight.

Artificial Intelligence (AI) - AI can enhance consumer experience by delivering personalized experiences to customers. Automate more of what you do on social media with the help of AI.

Telecommuting - Working between home and office is easier than ever. As cloud collaboration has become simpler and more user-friendly, more employees are opting to use their own devices, saving the company big dollars.

Customer-Relationship Management (CRM) Software - It's all about building and managing customer relationships. CRM is crucial in tracking prospects, logging e-mails and phone calls and more.

Voice Search - More people are using assistants like Alexa and Siri to access information. Optimize your SEO to get the most out of voice-search technologies. *TechRepublic, 5/21/2019*

Did you know... or do you even want to know...
An average person normally blinks 20 times a minute, but when using a computer he/she blinks only 7 times a minute.

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September 2019

Look What's Inside…

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

Ready for anything: What goes in an emergency preparedness kit?

September is typically a mild weather month, but unfortunately it's also a time when hurricanes and other extreme weather conditions can pop up. With that in mind, it's a good time to review the items you should keep in your emergency kit. Some of the items the Red Cross says you absolutely need include:

- A plan for your pet. Evacuate early with your pets. Have food, pet carriers, leashes, and water.
- Water, one gallon per day per person; three days worth for an evacuation.
- Non-perishable food items, same guidelines as for water. Take a can opener. * Flashlight
- Battery-powered or hand-crank radio, preferably a NOAA weather radio
- Extra batteries
- First aid kit that includes prescription medicines
- Cell phones with chargers
- Extra cash (remember that ATMs and other machines often don't work) and credit cards
- Documents, including insurance papers, ID, deed or lease to the home, proof of address, medication list
- Emergency contact info
- Emergency blankets
- Map of the area (cell phone service, including GPS, could be lost)

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