



# COMPUTER DEPOT INC.

## BUSINESS SOLUTIONS

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

Computer Depot Inc. Business Solutions Newsletter

February 2020



Thomas Hill, President & Founder

*"Bringing my dog to work definitely decreases my stress level. I highly recommend it!"*



## Top 3 Ways Hackers Will Attack Your Network – And They Are Targeting You RIGHT NOW

You might read the headline of this article and think, "That has to be an exaggeration." Unfortunately, it's not. Every single day, small businesses are targeted by cybercriminals. These criminals look for vulnerable victims, then attack.

This is the world we live in today. It's one where cybercriminals regularly take advantage of small businesses. Why small businesses? They're the favorite target of hackers, scammers and other cybercriminals because small businesses have a bad habit of NOT investing in cyber security.

Hackers have many methods they use to break into your network, steal data or put you in a position where you have to pay them money to get your data back. They use a combination of software and skill to

make it happen. Here are three ways hackers and cybercriminals attack your network in an attempt to get what they want.

### 1. THEY GO THROUGH YOUR EMPLOYEES.

That's right, they'll use your own employees against you, and your employees might not even realize what's happening. Let's say a hacker gets ahold of your internal e-mail list, like the e-mails you have posted on your website or LinkedIn. All the hacker has to do is send an e-mail to everyone at your company. The e-mail might be disguised as a message addressed from you asking your employees for a gift card, which is becoming an increasingly common scam. Another e-mail tactic is making a message look like it's from a fellow employee, asking everyone else to



## TRIVIA

### CONGRATULATIONS

**Melanie Fetterolf of Painting Your World Studio**

Who recommended High Performance Habits by Brendon Burchard. Thank you everyone who sent in your picks. We are looking forward to some great reading this year!

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



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open an attached file, which is likely malware or ransomware. A third e-mail scam is directing people to a phishing website, which is a website that scammers have designed to look like popular websites in order to get login information to hack accounts. All it takes is a single click from any employee to let the bad guys into your business.

**2. THEY ATTACK YOUR NETWORK DIRECTLY.**

Some hackers aren't afraid of forced entry. Hackers and cybercriminals have access to black market tools and software that helps them get into networked devices - particularly *unprotected* networked devices.

**“Hackers are just looking for easy targets and, sadly, a lot of small businesses fit the bill.”**

For example, if you have a PC that's connected to the Internet and your network doesn't use any firewalls, data encryption or other network protection software, a hacker can break in and steal data from that PC and potentially other devices connected to that PC, such as portable hard drives. This method of entry isn't necessarily easy for hackers, but the effort can be worth it, especially if they can walk away with sensitive financial information.

**3. THEY HOLD YOUR DATA HOSTAGE.**

Hackers are relying on ransomware more and more to get what they want. Hackers rely on e-mail, executable files and fraudulent web ads (such as banner ads

and popups) to attack networks with ransomware. It goes back to the first point. All it takes is someone clicking a bad link or file and the next thing you know, you're locked out of your network.

This has happened to dozens of businesses and even city governments in the last year alone. The thing is that even if you pay the ransom, there is no guarantee the hacker will restore access. They can take the money and delete everything, leaving your business high and dry! This destroys businesses!

All of these points are why you need to take a hard look at IT security solutions *and use them*. For instance, if you had all of your data *securely* backed up to the cloud and a hacker came in and tried to hold your data hostage, you wouldn't have to worry. They don't really have your data. You can tell them “no,” then all you'd have to do is work with an IT team to get your network back up and running while scrubbing it of any malware or ransomware. Then, it would be a simple matter of restoring data from the cloud. Sure, you might be out of commission for a day or two, but in the grand scheme of things, it's *much* better than losing your business to these jokers.

Hackers are just looking for easy targets and, sadly, a lot of small businesses fit the bill. Just because you haven't had any major problems yet doesn't mean you won't in the future. The threats are out there and they're not going to go away. Invest in security, partner with an IT security firm and protect yourself. This is one investment that is truly worth it!

.....  
 “We get prompt, accurate, and courteous service from Computer Depot Business Solutions.”  
 Charlotte Moser  
 Sequoyah Swimming Pools, Inc.



**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 2.2 million ransom attacks; kept 3192 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 41 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.



Did you know...  
 Monday mornings are when most heart attacks occur. Why is that? It seems that Monday morning stress can elevate cortisol levels. Cortisol is also known as the “stress hormone.” Increased levels can prompt blood vessels to constrict, which can cause built-up cholesterol plaque to dislodge and obstruct blood flow to the heart. What can you do to make your Mondays less stressful?



**FEBRUARY IS HEALTHY HEART MONTH**



# CYBERSECURITY PACKAGE

**PROTECT YOUR BUSINESS STARTING AT JUST \$5 PER USER**



**Yearly Security Assessment**



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**Monthly Dark Web Search**



**Security Awareness Training  
-Online or In Person**



**Monthly Phishing Attack Test**

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## 6 Ways To Make Your Business More Efficient

- 1. Cut the clutter.** Have any outdated systems and processes that are cluttering up your business? Get rid of them. Look for inefficiencies or redundancies you can eliminate, then do it!
- 2. Block interruptions.** When you need to work, it's okay to put up barriers. Block out your calendar when you don't want calls. Turn off all phone notifications. Only check e-mail twice a day. Set limits!
- 3. Look to automation.** Whether you're scheduling e-mails or social media posts, look at what you can automate to avoid wasting time.
- 4. Balance tech and traditional.** It's okay to rely on texting, e-mail and online chat to communicate with customers, but don't forget the power of real, face-to-face communication.
- 5. Say no to multitasking.** Multitasking is a myth. You can either do several things at once and deliver mediocre results or do one thing right the first time and deliver stellar results.
- 6. Invest more in cyber security.** There are countless threats out there, so don't get caught without good IT security across the whole of your business. Don't risk it! *Small Business Trends*, Nov. 4, 2019

"Everyone who has achieved financial independence will tell you, at least in the early days, you have to work smarter and harder. The price of success must be paid in full, and it must be paid in advance. There are no shortcuts. "  
~John Cummuta

## 4 UNIQUE TIPS FOR PHONE PRODUCTIVITY

You can do more business faster if you tweak your phones and organize them properly.

**1 Create a better tool box** Put the tools you actually use every day on the first panel. Everything else goes to other screens.

**2 End distractions** If you are prone to mindless web browsing, try Firefox Focus. Focus is meant to be used to look up one thing, not tap, go to Instagram, tap again to Facebook while 30 minutes slip away. According to Better Human, Focus does not keep history, does not remember passwords or does not keep you logged in. You are in and out.

**3 Limit touches** Notifications can be a huge time waster. Most experts recommend turning off notifications for an hour if you need to focus completely on a project. Studies say distractions can mean it takes 20 minutes to get back to a project. Some say it is not even how much you use your phone, the issue is really how much you impulsively touch it. Recent studies say we touch our phones 2,617 times per day! Try some distance. Carry the phone in your bag, instead of next to your body. Or place it just out of reach and out of sight.

**4 Save time with a snap** A smaller suggestion, but an incredibly useful one. Remember that your phone takes more than selfies. Need to find a serial number or read a gauge, for example, in an inconvenient place? You might be able just to reach around or down and snap a picture. On your way to Lowes for a part, snap a picture before you go. Thomas does this all the time. When I asked him what he ever did before smartphones, he told me he was just a baby. Well played.

**TRIVIA**

This Month's

Here is your next chance to WIN!  
Which literary character uttered the phrase "curiouser and curiouser"?

Correctly answer this month's trivia question and you may win the prize and all the glory!

Email your answer to  
RHill@ComputerDepotOnline.com



"I think my fat has GPS. Every time I lose some, it always finds its way back home."



February 2020



## Look What's Inside...

- **Top 3 Ways Hackers Will Attack Your Network — And They Are Targeting You RIGHT NOW**
- **6 WAYS TO MAKE YOUR BUSINESS MORE EFFICIENT**
- Hurry-You could WIN this month's Trivia and this 
- **4 UNIQUE TIPS FOR PHONE PRODUCTIVITY**
- Do You Have Monday Stress? You're NOT alone.
- **Workplace Gone to the Dogs? It may not be a bad thing!**

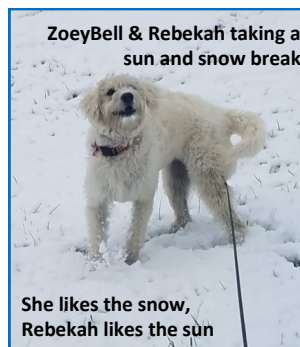


COMPUTER DEPOT BUSINESS SOLUTIONS - AFFORDABLE IT HELPDESK AND CYBER SECURITY SUPPORT IN 20 MINUTES OR LESS

## Pets in the Workplace

If you're one of the thousands of dog lovers who wish they could bring their buddy to work, there's good news: Studies indicate that employees who bring their pets to work or have access to other people's pets at work, are more productive workers and end their workdays less stressed. Other studies have found that having a dog in the workplace enhances collaboration among workers. Bringing dogs to work is becoming more socially acceptable. Across the country, businesses large and small are opening their doors to companion dogs. Golden Retrievers, Greyhounds, Beagles are among the dogs that tend to do well in the office environment and breeds that have a proven track record in public settings like German Shepherds, Labs, and Border Collies all tend to do well. However, individual temperament is far more important than breed when it comes to choosing a dog to take to work. Some dogs simply do not have the right temperament and personality traits to be suitable office companions. Dogs who growl, are hyperactive, or do not mind well, who shed excessively, drool profusely,

or have smelly coats no matter how often they are bathed, emotionally needy dogs who whine or bark every time you are out of their sight can be very annoying. Some breeds, such as Pit Bulls and Dobermans, unfortunately scare people no matter how well-behaved they are. It is important to consider the feelings of others when you bring a dog into their space. No matter how much you love your dog, if he makes others uncomfortable, he should not come to work with you. But if you have a pretty laid back pooch, you may want to give him a trial run. Could bringing a dog to work help you foster a happier workplace? If well managed, everything out there says, Yes! Having dogs in the workplace on a regular basis, actually increases productivity and generally elevates the mood of the work environment. So we say, go for it!



## Contact Us

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