



COMPUTER DEPOT INC.

BUSINESS SOLUTIONS

Tech Bits and Bytes to Help You with Your Business

Computer Depot Inc. Business Solutions Newsletter

January 2021



Thomas Hill, President & Founder

"I believe we really do become what we think.. Be sure you are thinking and talking about opportunities and what you want-not what you do not want.. Positivity is a key to success!"



Finally Shed The Old This Year – It's Costing You Much More Than You Think

When was the last time you updated your technology? Between your hardware and software, if you are still doing business on older technology, you could be putting yourself at risk, and it could end up costing you big. As we begin a new year, it's time to take a close look at the tech you rely on every day.

While many small businesses tend to put off major technology purchases due to the upfront costs, by doing so, you may be opening yourself up to major costs down the road. These are hidden costs that businesses don't always consider when they decide to "hold off" on investing in new equipment or the latest software.

Here are four ways outdated technology can take a toll on your business:

1. It leads to a loss in productivity. Old technology has a habit of getting slow. This means your team has to waste time waiting for their PCs to turn on and their apps to load. Even well-maintained equipment is

going to wear out over time. This problem is only compounded when your team has to use software that no longer works as it once did. Eventually, programs that once worked well together start to experience hiccups, and you risk losing data. This same idea applies to all other equipment, as well as software. When you cut corners, there's a good chance you'll be opening your wallet again to fix the problem in the near future. On top of that, it puts your data at risk if you're buying cheap, potentially faulty equipment. Do research, ask questions and work with an experienced IT company to make sure your equipment is up to snuff.

2. It leads to a loss of employees. If employees have to deal with slow hardware and poorly-integrated software every day, they're going to get frustrated. They're going to get even more frustrated if nothing is done about it. The end result is high employee turnover. This alone can be a huge cost for a small business to absorb.



TRIVIA
CONGRATULATIONS
Beth Cooper of
Concord Recovery
Center



Who knew that Christmas 1965, astronauts broadcast **Jingle Bells** from space!

TURN TO PAGE 3 FOR THIS MONTHS TRIVIA



Continued from page 1

3. It leads to a loss of support. Over time, developers stop supporting their older products so they can focus on their new products. This also means they're devoting more attention to the customers who are using the newer versions. This can leave you in the dark if you run into a problem that you need help with. You may have to call in a third-party specialist to answer your question and fix your problem, and they will charge you accordingly.

4. It leads to a loss of security. A loss in support also means you aren't going to see security patches for your aging hardware or software. This makes you highly vulnerable to all kinds of cyberthreats, including data breaches, malware infections, and all kinds of other cyber-attacks. Hackers want to break into your network, and if you're using outdated tech, you make their job much easier.

When you factor in the costs associated with these losses, it can be staggering! It's enough to put some companies out of business (and it has). After a year that has left many businesses more vulnerable than before, you should be taking steps to avoid these kinds of losses.

Here's what you can do: as we head into a new year, take stock of your technology.



It's unlikely you have to replace everything, but look at where you are most vulnerable. What issues are your employees experiencing? What hardware or software is no longer supported? Where are the gaps in your IT security?

The great news is that you don't have to answer these questions on your own. Even better, you don't have to drop a pretty penny to make it happen! You can work with a managed service provider (MSP) or a dedicated IT services firm that can help bring your business back up to speed. They can even help you mitigate some of the cost that comes with upgrading your technology. In the end, you, your employees, and your customers GAIN complete confidence in your business as you head into 2021!



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"We appreciate that Computer Depot Business Solutions is a local company that is just a quick phone call away. We get remote support for problems that can easily be fixed without paying for or waiting on a service call. The technicians are very nice and polite, and they keep their word on dates and times promised. Most importantly, they know what they're talking about and do a good job explaining things so that we can understand!"

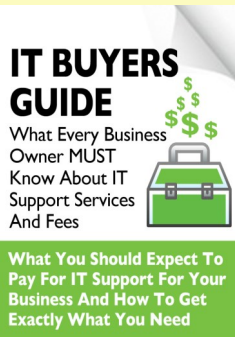
**Yvonne Boring,
 Deal's Distributing**



"How does he get away with it? If he's not playing with the mouse, he's sleeping."

Free Report Download:

The Business Owner's Guide To IT Support Services And Fees



You'll learn:

- The three most common ways IT companies charge for their services and the pros and cons of each approach
- A common billing model that puts ALL THE RISK on you, the customer, when buying IT services; you'll learn what it is and why you need to avoid agreeing to it
- Exclusions, hidden fees and other "gotcha" clauses IT companies put in their contracts that you DON'T want to agree to
- How to make sure you know exactly what you're getting to avoid disappointment, frustration and added costs later on that you didn't anticipate

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- Lenovo
- Microsoft Certified
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- HIPPA Secure Now
- Seagate Certified
- Xerox Business
- Cytracom Business

Quotes from the late Tony Hsieh

Tony Hsieh, founder of Zappos, died in a house fire in November. He was 46. He was an incredibly successful entrepreneur and the following are a few of our favorite quotes from him.

There's a big difference between motivation and inspiration: Inspire through values and motivation takes care of itself.

Whatever you're thinking, think bigger.

Don't be cocky. Don't be flashy. There's always someone better than you.

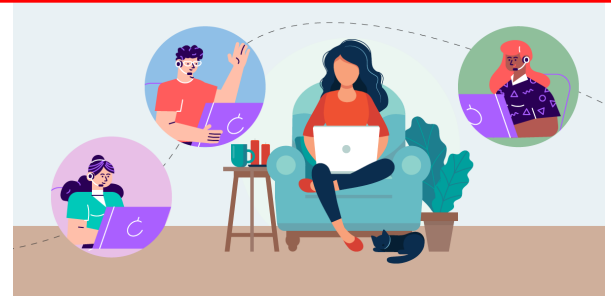
Don't play the games that you don't understand, even if you see lots of other people making money from them.

The ultimate definition of success is: You could lose everything that you have and truly be okay with it. Your happiness isn't based on external factors.

Never accept or be too comfortable with the status quo, because the companies that get into trouble are historically the ones that aren't able to adapt to change and respond quickly enough.



A Scary New Threat To Your Network's Security



More people are working remotely than ever before. Many businesses had to make a huge shift in 2020. At the same time, cybercriminals used the shift to attack as many people as possible. They knew that with more people working at home, there would be a window when cyber security wasn't a priority - and they were right.

Because businesses had their hands full getting their teams set up for remote work, IT security slipped through the cracks. Cybercriminals used their greatest tool to their advantage. That tool? Human error. Hackers sent out phishing emails and attacks at an unprecedented rate. *Infosecurity Magazine* reports that phishing attacks increased upwards of 30,000% over the last year!

This highlights the need for strong IT security for the remote workforce. Remote workers must be trained up on the latest cyberthreats, especially phishing scams. They also need serious endpoint security on their at-home devices (such as anti-virus software and other malware protection). If you need them to access your network, security **MUST** be in place, and that includes the use of a VPN. If you have questions about the safety of your network, this call cost you nothing.

865-909-7606



The Very First Thing You Must Do This Year

Before you turn your attention to the big goals you've set for your business in 2021, **there's one very important thing** you need to do ASAP: **a cyber security assessment**. You need to know where you and your business stand against today's many cyberthreats. An IT security assessment will tell you how capable you are of withstanding or blocking data breaches, malware infections and much more. When you know where the gaps are, you can fill them, giving your business the edge in 2021.

This Month's

TRIVIA

Here is your next chance to WIN!

What animal is found in every US State except Hawaii?


Email your answer to
RHill@ComputerDepotOnline.com



January 2021



Look What's Inside...

- **Finally Shed The Old This Year – It's Costing You Much More Than You Think**
- **A SCARY NEW THREAT TO YOUR NETWORK'**
- Hurry-You could WIN this month's Trivia and this 
- RIP Tony Hsieh
- **Capture Your Great Ideas**
- Know About Gaps and Fix Them ASAP!



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

Capturing and Creating Ideas

Business and personal challenges often demand new ideas--those often fleeting solutions that streak through dreams, only to be forgotten in seconds.

One thing that distinguishes creative people from others, according to Psychology Today, is that the creative ones have learned ways to pay attention to and preserve some of the new ideas that occur to them. They have capturing skills.

Scientist Otto Loewi struggled long with a problem in cell biology. One night, a new approach occurred to him in his sleep. He grabbed a pen and wrote it down in the dark. But the next morning he couldn't read it. Fortunately, the great solution came to him again during sleep. Taking no chances, he went straight to his lab. He won the Nobel Prize for the work he began that night.

People who want to capture their ideas develop methods of doing it. Artists have sketchpads. Writers carry notebooks. Restaurant napkins are famous media for brilliant brainstorm.

Salvador Dali got ideas for paintings from his early sleep state. For new inspiration he devised the "slumber with a key" method. He put a plate upside down on the floor next to his chair. Then he would relax back in the chair extending his arms over the sides. In his fingers he lightly balanced a heavy key or spoon. When he drifted off to sleep, the spoon fell onto the plate and the sound would wake him. He would then sketch the images he was seeing.

Steve Jobs always conducted his most serious discussions and brainstorming sessions while walking.

In fact, research from Stanford University says that walking increases the flow of ideas by 60 percent over sitting.

Anyone can learn to capture new ideas and nudge creativity to new levels. So can you, so develop your own technique and you will soon discover that you are more creative than you think.



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