



COMPUTER DEPOT INC.

BUSINESS SOLUTIONS

Tech Bits and Bytes to Help You with Your Business

Computer Depot Inc. Business Solutions Newsletter

July 2021



Thomas Hill, President & Founder

"Bottom line, we solve technology problems for small businesses so that they can be more efficient and make more money."



Take Your Business To The Next Level With These Technology Solutions

When you set goals for your business this year, there's a good chance one of those goals was tied to growth. It's a common goal.

You have your eyes set on acquiring new customers. You're ready to take their business to the next level. The challenge, however, is getting to that next level. If you do a web search on how to grow your business, you'll find more results than you know what to

do with. It can be frustrating and overwhelming.

This month, we're here to take away some of that frustration and share a few ideas on how you can use technology solutions to put together a growth strategy that works for your business, its needs and *your* overall goals. There are four areas where technology really shines: automation, access, engagement and security.

Automation

There are automation tools that assist with everything from invoicing to customer service. One great example is the chatbot. Thanks to major strides in artificial intelligence (AI), chatbots are more useful than ever. All you have to do is plug one into your website, and it can handle a surprising amount of customer service issues. It can even direct customers and leads to real humans within your organization.

When you can direct leads accordingly, it makes it easier to track and follow up with those leads, possibly increasing your sales and growth.

Access

Thanks to the cloud, you have the potential to access virtually any part of your business from anywhere, including your employees.



TRIVIA CONGRATULATIONS

Butch Inman of **DOTT BAKER INSURANCE** who knew that the **John Muir** is often called the Father of the National Parks System?

TURN TO PAGE 3 FOR THIS MONTHS TRIVIA

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This makes the remote work model (as well as the hybrid model) much easier to implement. Plus, if you back up critical data to the secure cloud on a regular basis, you never have to worry about losing that critical data. But the truly great thing about the cloud is that it's automatically scalable and fully customizable. The cloud grows with you, which means you save serious money when you're no longer bound to traditional models of scaling.

Engagement

It may be wedding season, but we're not talking about a marriage – at least not in the “wedding bells” sense. Technology allows you to engage with customers and leads in a way you've never been able to before. Social media platforms especially give you tools to engage with customers. From Facebook to LinkedIn, these platforms have tools to connect with specific demographics. You can post videos, share content, and simply interact

with customers and your community. These kinds of things put you and your brand out there in front of new customers.

Security

We saved this one for last because it's a big one that not everyone thinks about, but it's absolutely crucial. As your business grows, your IT needs grow and change too. You need to make sure your network is ready for the challenge of growth. On top of that, you need to be sure that your employees have the tools and resources they need to keep your business secure. There are a lot of threats out there, from the internal threat of hardware failure to the external threat of malware and cybercriminals. With more business shifting to remote or a hybrid work model, your IT security needs should be top priority.

Final Thoughts

As you fold different technologies into your business, remember that you never have to do any of it on your own. If you need help or want to maximize the benefits of technologies you're using or interested in using, work closely with your managed service provider or IT partner. They are there to answer your questions and to help you optimize your business for your growth goals.

“When you can direct leads accordingly, it makes it easier to track and follow up with those leads, possibly increasing your sales and growth.”

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“We use Computer Depot Business Solutions because of their professional approach and knowledge of how to solve IT issues.

They are fast, knowledgeable, and professional.”

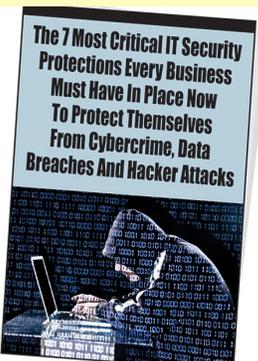
John Adams,

GM, WRJZ/WETR



“Your cubicle is on back order, so for the time being, work within these chalked lines.”

FREE Report: The 7 Most Critical IT Security Protections Every Business Must Have In Place Now To Protect Themselves From Cybercrime, Data Breaches And Hacker Attacks



Eighty-two thousand NEW malware threats are being released every day, and businesses (and their bank accounts) are the No. 1 target. To make matters worse, a data breach exposing client or patient information can quickly escalate into serious damage to reputation, fines, civil lawsuits and costly litigation. If you want to have any hope of avoiding a cyber-attack, you MUST read this report and act on the information we're providing.

Claim your FREE copy today at

<https://www.ComputerDepotBusiness.com/7security>

Top 7 Reasons to Choose COMPUTER DEPOT Business Solutions

1. Prompt Response Time

We begin working on your issue 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.

Fake Companies On Social Media

One of the ironies of social media today is that while Facebook and other social media companies automatically slap a challenge notice on reportedly fake news, their own advertising is often fake, with no such fact check in sight.

Advertising fraud on social media takes a number of forms: Brand theft, product misrepresentation and fake reviews, just to name just a few.

The fact is, if you have a few bucks, you can advertise on Facebook and no one will look into your business at all.

According to an FTC study, 94% of scam victims said they saw an ad on Facebook or Instagram and most clothing scams originate in mainland China.

Are You The Next Cybersecurity Hero?

Cybersecurity training is an important tool to combating cyber criminals. Here at Computer Depot Business, we began recommending an advanced cybersecurity education and training plan a few years ago to help business staff stay secure. When we saw what a difference it made for those taking advantage of this offering, we knew it was something *everyone* needed. This year we implemented our new initiative to provide an essential level of basic cybersecurity training to EVERY staff member of the businesses that we support. To put it bluntly, we do NOT want to be your IT firefighter, we want to be your IT partner. Our program is comprehensive and includes weekly tech tip emails, cybersecurity webinars, and other tools that focus on the human element of security.

As a part of this initiative, we want to recognize those staff members who are really taking cybersecurity seriously. Do you want to be a Cybersecurity Hero? You can get started by reading the weekly cybersecurity tips. If you are currently not getting them, you may email Melissa at MCollins@computerdepotonline.com to be added and secure your chance for the next quarterly recognition. Now let's meet our Q2 winner.



Congratulations and Thank You Brad Smith with Apex Property Management, LLC for demonstrating good cybersecurity behavior, especially with email!

This Month's

TRIVIA

Here is your next chance to WIN!

Let tyrants remember the day
When our fathers, with mighty endeavor,
Proclaimed as they marched to the fray
That by their might and by their right
It waves forever!

Name That Tune!

Email your answer to
RHill@ComputerDepotOnline.com

Are You In The Cloud Yet?

Some businesses have tried to avoid the cloud. There are lingering fears that cloud-based services aren't as secure as their non-cloud counterparts. However, cloud services are more prominent than ever, and service providers are fully aware that they must meet the IT security needs of today.



For those businesses still unsure, it's estimated that 97% of businesses already use cloud services. You might not realize it, but cloud services are in the mainstream. Even businesses that are hesitant to join the cloud may already be a part of it. Most e-mail and communication apps are cloud-based. If you use virtually any Google or Microsoft service, you've joined the cloud.

The bottom line is that digital security is top priority for cloud platforms. Not only do these providers need to meet the requirements of their clients, but they must also follow international rules and regulations. If you want to keep your data backed up and secure, the cloud is your answer. Forbes, April 2021



July 2021



Look What's Inside...

- **Take Your Business To The Next Level With These Technology Solutions!**
- Hurry-You could WIN this month's Trivia and this 
- **Meet a Cybersecurity Hero!**
- Fake Companies Abound on Social Media
- **How Back to School Can SAVE You Money**



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

Back To School **SAVINGS**

For 2021, there are THREE sales tax holidays. The Tennessee General Assembly has approved two more sales tax holidays in addition to the traditional sales tax holiday on clothing, school supplies, and computers. For detail on the added holiday for Food and Guns Safes and Safety Equipment, you will want to visit www.tn.gov/revenue/taxes/sales-and-use-tax/sales-tax-holiday. Our traditional sales tax holiday begins July 30th and goes through the weekend during which you won't have to pay the nearly 10% sales tax when purchasing clothing, school supplies, and **COMPUTERS!!!**

We encourage you to save your hard earned money and time by pre-ordering your Tax Free Computer early, good on all new or used computers and laptops priced \$1500 or less. Don't forget, all of Computer Depot new laptops and desktops come with a **3 YEAR Warranty** on parts and labor, serviced right here, in

our stores.

And because EVERY single business computer needs a Managed Antivirus Solution and because is the only one that comes with a **Virus Free Guarantee.**

When you become a member and pre-order your new computer, you will get our exclusive deal.

**~~60~~ 90 DAYS OF MANAGED
ANTIVIRUS SERVICE FREE**

For more information, or to pre-order your computer, give us a call at the location nearest you or go to www.ComputerDepotBusiness.com. Order today with a small deposit, then pay the balance on Friday, July 30th and remember you buy

WITH ZERO \$ SALES TAX!



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