COMPUTER DEPOT INC.
BUSINESS SOLUTIONS
Tech Bits and Bytes to Help You with Your Business
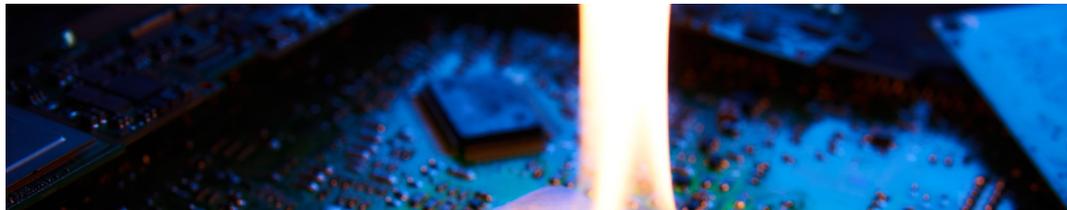
Thomas Hill, President & Founder

"The highest compliment we can earn is to be referred to a friend!"

REMOTE WORK TIP

Have a dedicated workspace- A space that is outside your normal living space. A door that can close is invaluable!

TRIVIA

CONGRATULATIONS
Jeanie Allan
of
Log Cabin Pancake House
Who recognized lyrics from **Stars and Stripes Forever!**

Beat The Heat! How The Dog Days Of Summer Can Wreak Havoc On Your Technology

The dog days of summer are here, and it's hot out! Homeowners and business owners alike are bracing for their upcoming power bills as they run their air conditioners around the clock trying to keep cool. But for many business owners, it's not just about keeping your team cool – it's also about keeping your technology cool.

Every piece of technology you use is susceptible to heat damage. Sometimes they overheat due to internal issues. Maybe they're processing a lot of data. Or maybe the internal cooling system isn't enough. But they can also overheat due to external issues, such as high summer temperatures and inadequate air conditioning.

If heat overwhelms your systems, it has the potential to knock out your business. If computers go down or servers can't run efficiently due to heat, it can be a costly disaster.

The average computer is built to work in external temperatures of 50 to 82 degrees Fahrenheit. Laptops and tablets can handle 50 to 95 degrees Fahrenheit.

Every business should be aware of just how much damage heat can cause. For example, heat can damage individual components in your devices. There are records of graphic cards bursting into flame as a result of overheating and heat-related electrical issues. These components are designed to withstand high heat, but they can only take so much.

Heat can also disrupt productivity. It's one thing if your business is warmer than usual and you have fans running. It can make work harder. But heat slows down devices. They cannot run as efficiently and, as a result, programs and apps

will struggle to run. In some cases, they might not be able to run at all because they require a certain amount of data processing that is negatively impacted by too much heat.

If your systems are disrupted or damaged, you can also lose critical data. Heat can damage hard drives and solid-state disk drives, leaving you without access to your data. Sometimes, with proper cooling, this data can be recovered, but if the heat and damage persist, the data may be unrecoverable if you don't have a backup.

What's the next step? Every business needs to fully understand its cooling needs. It's one thing to cool people working in an office. It's something else entirely to cool a server room. Ask yourself questions like:

- Does your business have adequate and efficient air conditioning?
- Does your technology (such as a computer or server room) have adequate air conditioning?
- Do individual devices have adequate cooling (have employees complained about weird app slowdowns)?

> ## "Every piece of technology you use is susceptible to heat damage."
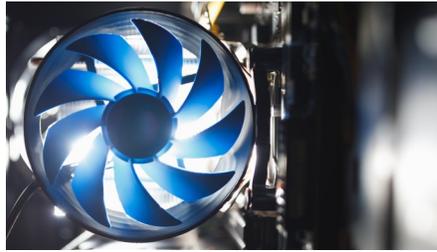
On top of this, it's critical to ask questions about your data security needs:

- Do you keep all of your data onsite?
- Is your data protected from natural disaster or outside intrusion (have you invested in cyber security)?
- Do you have a plan if your data is damaged or lost?
- Do you routinely back up your data to the cloud or another off-site solution?

You never have to compromise your data or your business. There are countless solutions on the market today to help you protect your most valuable assets – and to help with your technology cooling needs. As you navigate the dog days of summer, remember you have options. A managed services provider (MSP) or an experienced IT services firm can help you determine if your tech is as cool as it should be. They can help you ensure the longevity of your technology and keep your data safe. For a completely free, no obligation assessment, go to ComputerDepotBusiness.com/ITSurvey.

"Having a reliable IT provider in the area that can meet our computer needs is essential to our operations as an emergency service. Thomas Hill and his staff are great to work with."

John Linsenbigler, Executive Administrator & Chief, Seymour VFD

This Month's

TRIVIA

Here is your next chance to WIN Lunch on us!

How have **80,000 tons** of recycled electronics been used at the Summer Olympics in Tokyo.
Good luck, no one here knew the answer!

Email your answer to RHill@ComputerDepotOnline.com

"This is the third cheese delivery this month. Not only do we have mice, they appear to be tech savvy."

Spam in Your Phone's Calendar?

Have you ever glanced at your phone's calendar and seen a "reminder" to enter a sweepstakes or an invite to some event you've never heard of? Welcome to calendar spam.

AUGUST 5
- Call Sarah's doctor
- Take cat to vet
- ENTER FABULOUS SWEEPTAKES!!!!!!!!!!
- Fall project due

Spam can strike from anywhere, not just our inboxes or in unwanted phone calls. Calendar spam can be particularly bothersome, especially if you receive alarm reminders.

People sometimes subscribe to a spam calendar accidentally after entering their email address on a website, or hackers get in via your contacts list after breaching one of the contacts. Sometimes the events on the calendar are pornographic, other times people will be redirected to a fake security website offering to rid them of hackers.

Gmail calendar and iCloud are affected equally.

The good news is that your phone probably hasn't been compromised and you simply need to unsubscribe to the calendar events.

On an iPhone, the steps include opening the calendar app, tapping the unwanted event, then tapping "Unsubscribe from this Calendar" at the bottom of the screen, and then tap "Unsubscribe" to confirm.

For Google calendar, open the calendar and then tap the settings cog and select Settings, then Event Settings. Change "Automatically add invitations" to "No." Scroll down to "View Options" and uncheck the box that says "Show declined events."

A Different Kind of Hygiene

During the first months of the pandemic lockdown, spam messages increased more than 20-fold. Scammers like to leverage a hot topic to spread misinformation and lure in a vulnerable audience through email, social media and messaging applications.

Cybercrime continued to rise dramatically throughout 2020 and into this year, and we began to hear a lot about how people needed to be aware of their "cybersecurity hygiene," something we've been preaching for years.

A little louder for the folks in the back, here are those tips once again for observing good cybersecurity hygiene:

* Use a password manager and strong passphrases.

* Enable two-factor authentication on all accounts that support it. Two-factor authentication, or multi-factor authentication, includes a code sent via text or email in addition to your password.

* Use the 3-2-1 rule to back up and protect your sensitive data and personal identifiable information: Have 3 copies of your data on two different media, with one copy stored off-site.

* Beware of possible phishing emails, texts and phone calls. These are fake messages that copy the look of the purported sender.

* Pay attention to your security settings on your device and at the user level. Free public WiFi can be spoofed easily. Instead, use a hotspot or VPN (a virtual private network,) which creates a private network from a public internet connection.

A Brave New World in Searches?

A privacy-focused search engine called Brave Search launched in June, marking a potential competitor to the search engine behemoth Google.

CNET said Brave Search is building an independent index of the web -- which is likely as intimidating a prospect as it sounds -- relying on Bing in some areas like images. Users can blend in Google results for ordinary searches by enabling the feature when prompted.

Brave will start off ad-free, then offer a choice of a paid option with no ads or a free, ad-supported search.

Brave blocks trackers from following your moves online, doesn't profile users, and it claims there are no algorithms to bias results. That last comment is a direct shot at Google, known for manipulating search results according to user behavior, as well as its own proprietary formula.

Instead, Brave Search will provide results with a community-powered index, relying on the collective actions of users to steer each other toward quality information. Although more than 92 percent of searches currently go through Google, Brave's chief executive Brendan Eich has experience introducing viable competitors -- he led Mozilla and Firefox before co-founding Brave.

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August 2021

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- Creating Short Videos That People Will Watch
- **Clean Up! Your Cybersecurity Hygiene Examined**

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

All the kids are doing it: How short videos can help your small business.

It sprang onto the scene with goofy dance trends and questionable dares, but TikTok and other short video platforms have evolved -- and can offer an edge to the creative business owner.

The dancing and pranks aren't going anywhere, but they now share space with more cerebral users. Social media algorithms reward accounts that incorporate video into their feeds, meaning your posts will gain more traction and reach more people than a static image.

Not sure what content to publish?

Here are some ideas:

*Behind the scenes videos, showing viewers your office or desk, taking them into the kitchen or the factory, under the hood of the car.

*Consider a series of tips, offering snippets of bite-sized advice.

*Summarize an event with scenes from the day.

*Tease an upcoming sale, event or expansion.

*Show the progress of a renovation, whether that's a remodel of your home office, a new fire pit or a commercial building.

*Answer questions. Ask viewers to submit questions and answer them via video.

*Feeling brave? Go ahead and jump on a dance trend! You can easily find the latest trending videos and songs and add your own take to it. Or you can do a split-screen video in which you dance along or react to someone else.

*Speaking of reactions, reaction videos are big. They don't have to be dances. You can react to a short news clip or speech snippet, visually and/or with your own comments.

*Remember to use captions. Studies show that up to 80 percent of people scroll through their phones without the sound on. Most videos incorporate easy text graphics to display words and titles and you can also use closed captions.

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