Thomas Hill, President & Founder

*"To stay **focused** on what I **should** be doing, I continually ask myself two questions. What am I good at? and What is holding me back?"*

November 25th

Happy Thanksgiving

TRIVIA

CONGRATULATIONS
WINNER
Axton Rial

Amish Elegance

who knew that "Double double toil and trouble; Fire burn and cauldron bubble" was first chanted by **The Three Witches in Shakespeare's play, Macbeth.**

The Easiest Way To Disaster-Proof Your Cyber Security

Though no one would dispute the increasing prevalence of cyber-attacks on businesses in recent years, many small-business owners believe themselves and their business to be immune to such attacks. Broadly speaking, many small-business owners are likely to think that cybercriminals will go after the bigger fish. However, the fact of the matter is that cyber-attacks are crimes of opportunity, and small businesses often have access to a good amount of sensitive data without many major safeguards. In other words, they're low-hanging fruit, ripe for the picking.

Back in 2019, two-thirds of respondents to a survey about cyber security didn't believe that their small to mid-size business (SMB) would fall victim to a cyber-attack. Consequently, only 9% of respondents said cyber security was a top priority for their business, and 60% didn't

have any sort of plan for deterring a cyber-attack. All of this, despite the fact that, according to a report from CNBC, SMBs endured 43% of reported cyber-attacks, and according to data from the Ponemon Institute and Keeper Security, 76% of SMBs in the U.S. alone reportedly endured a cyber-attack within the previous year.

Every small-business owner should have some plan for deterring cyber-attacks so they don't end up as another statistic. Here are a few strategies for keeping the cybercriminals at bay.

Secure All Parts Of Your Network
Our computers and the many smart devices hooked up to our network can become weak spots for hackers to get in. Taking steps to safeguard each device in your network with strong passwords and robust authentication measures will

go a long way toward keeping the hackers at bay. In fact, one of the most basic security measures you can take for your network is to restrict access to your WiFi with a strong password.

Invest In Extra Security Measures
Virtual private networks (VPNs) and firewalls are tools that are highly effective in protecting against cyber-attacks, even if they can't prevent 100% of them.

Pay Attention To Updates And Upgrades
When you get notified that one of the technological tools that you use has a new update, it's easy to ignore it. However, you should commit to regularly updating and upgrading these tools because developers will often add patches to their programs that make them more secure against attacks with each update. So, it behooves business owners to regularly install updates for their tech tools.

> **"76% of SMBs in the U.S. alone reportedly endured a cyber-attack within the previous year."**

Back Up Your Data
With one of the most common forms of cyber-attacks being ransomware attacks, where hackers will hold your company data hostage until you pay them a ransom amount, having your company data stored on multiple backups can ensure that your business won't crumble due to your data's inaccessibility.

Limit Employee Access To Your Network
As much as we'd wish it were true, many cyber-attacks don't come from outside of your company. Instead, they originate from within. If you want to limit the amount of damage that someone inside your company can do in a cyber-attack, the best course of action is to limit their access to different parts of your network.

Train Your Employees
At the same time, just as many cyber-attacks occur not because of an employee's malicious intent, but because of their ignorance. They click on a link in a sketchy e-mail and fall for a phishing scheme, volunteer their password info without thinking about it or choose a weak password for their computer. That's why you need to dedicate time to training your employees on best practices when it comes to security.
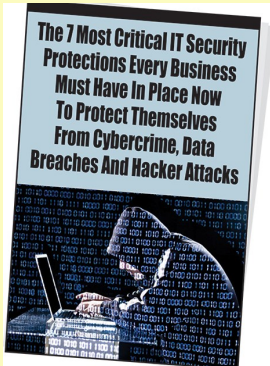
Set Up A 'Security Culture'
You need to make cyber security a top priority, not just for your IT department, but for every department at your business. When everyone works together to protect their workplace from a cyber-attack, you have a better chance of actually succeeding.

Will protecting your business from a cyber-attack require a good amount of time and money? Absolutely. Can you afford to ignore the prevalence of cyber-attacks any longer? Statistically, no. **The sad truth is that 60% of SMBs that fall victim to a cyber-attack end up shuttering within six months.** Don't put yourself in that kind of position. Instead, take your business's cyber security seriously.

Knock Knock.
Who's there? Norma Lee.
Norma Lee who?
Norma Lee I don't eat this much!

Happy Thanksgiving!

John: I was going to serve sweet potatoes with Thanksgiving dinner, but I accidently sat on them.
Mary: What are you serving instead?
John: Squash.

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.

Correct Use Of Power Strips

Photo by Umatilla County Fire District No. 1

A power strip is your friend when it comes to Christmas decorations, but use strips safely to avoid power interruptions and fires.

The typical household circuit can handle about 1400 watts. One power strip with six or eight outlets in use can well exceed the circuit capacity. Desktop computers can use 60 to 300 watts per hour. Gamers will soak up power at the top end while regular school or work assignments may use the lower end, with 5 to 10 watts for sleep mode. Inkjet printers will use 30 to 50 watts when printing. Commercial printers will use 300 to 500.

Here are some DO NOTs to remember:

Never plug two power strips into the same wall outlet.

Stop using any strip that feels warm to the touch. Replace it immediately.

Never daisy-chain power strips. In professional settings, that violates both OSHA rules and international fire standards. It is a fire hazard.

Don't use power strips outdoors. There are extension cords designed for outdoor use, but power strips are for the indoors.

Don't leave it on continually. Turn off a strip when not in use.

6 Things You Should NEVER Plug Into A Power Strip

Powerful appliances should never be plugged into a power strip and you might be surprised which appliances count.

1. Space Heater.

Portable heaters cycle on and off, with each on-cycle drawing a surge of current. If plugged into a power strip, this surge is usually causes an overload, which can cause a fire.

2. Microwave.

Requires a dedicated wall outlet.

3. Slow cooker.

These common appliances may not draw surges of power, but they use power continuously over long periods. Plug them into wall outlets instead.

4. Toaster and Toaster Oven.

Those red-hot coils inside don't heat up without a lot of current, which can quickly overload a power strip.

5. Hairdryer and Curling Iron.

These draw significant amperage to get hot -- too much for a power strip.

6. Coffee maker.

All it does is heat up water. But it does it with a lot of amps. It is misleadingly simple. Always plug into the wall.

This Month's

TRIVIA

The winner is always randomly selected from ALL correct responses.

Here is your next chance to WIN Lunch on us!

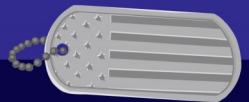**Who are Jason Todd, Tim Drake and Damian Wayne?**

Email your answer to RHill@ComputerDepotOnline.com

Off! That's for employee parking only.

The Drawbacks Of Working From Home

Thank a Veteran
November 11

The 11th Hour of the 11th Day of the 11th Month

Nov. 11, 1918 is recognized as the end of the world's first global conflict, World War I. and in 1938, November 11 was named Armistice Day. In 1954, the 83rd Congress changed Armistice Day to Veterans Day to honor all who served. Services are held at Arlington Memorial Amphitheater. It is built around the Tomb of the Unknown Soldier at Arlington National Cemetery. At 11 a.m., a color guard representing all branches of the military honors the Unknown Soldier with "Present Arms," the laying of a Presidential wreath and the playing of Taps.

November 2021

Look What's Inside…

- **The Easiest Way To Disaster-Proof Your Cyber Security**
- Are You Using Power Strips Correctly?
- Hurry-You could WIN this month's Trivia and this ⟶
- 6 Things You Should NEVER Plug Into A Power Strip!
- **The Biggest Cyber Security Risk Your Business Faces**
- **Don't Leave This Backdoor Wide Open**
- *Special 11th Hour of the 11th Day of the 11th Month*

ATTENTION: The Digital-First Economy Is Here

Whether your business is a massive multinational operation or you're a humble "solopreneur," you have now entered the era of the "digital-first" economy. Daunting though it may be to prioritize your business's online presence, there are five traits that will serve your customers well and lead to your success.

Flexibility: Be prepared to constantly advance your knowledge of new technologies and softwares and
make changes to your systems
when necessary.

Comfort With Outsourcing And Automating: Don't be afraid to delegate tasks, such as fulfillment or marketing management, that keep you from the core work of your business.

Digital Communication Skills: This means not only having the right kinds of digital communication avenues (e-mail, website, social media, etc.) but also knowing how to optimize them to communicate clearly and consistently with your customers.

Understanding Customer Expectations: In a world where customers expect seamless interactions and quick results, make sure you each clearly understand
one another's needs.

Cyber Security: Even solopreneurs are at a greater risk for cyber-attacks. Make sure to protect sensitive data in a way that works best for your business model.

Contact Us

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