



COMPUTER DEPOT BUSINESS SOLUTIONS

Tech Bits and Bytes to Help Your Business Run Faster, Easier and More Profitably

Computer Depot Inc. Business Solutions Newsletter

November 2022



Thomas Hill, President & Founder

"If you want to build trust, start by doing what you say you will do. As simple as this seems, it's astounding how many people simply don't do what they say they will."

Thanksgiving Day November 24th



TRIVIA

CONGRATULATIONS

Dr. Yvonne Waller

of Ministry International



Who knew that **THE CREEPER** is recognized as the first computer virus released in the wild.

TURN TO PAGE 3 FOR THIS MONTHS TRIVIA



Do I Need To Upgrade My Network? 4 Amazing Benefits You'll Experience

A business owner has many responsibilities within their business. They can be so busy that sometimes things are overlooked for an extended period of time. For example, many business owners may forget to upgrade their network infrastructure. In actuality, upgrading your network is extremely important – and it is one of the smartest things you can do as a business owner.

Technology has rapidly advanced over the past few years, and network traffic continues to grow. If you're still using the same network from even five years ago, you've probably noticed your network speed has decreased dramatically. In fact, old networks struggle to keep up with all of the advancements and traffic growth. They can even open your business up to a cyber-attack.

Your network infrastructure should be upgraded every few years for many reasons. If your business has grown consistently over the last few years and your current network can't keep up with your business needs, it may be time to upgrade. If you're continually running into

issues with your current network, an upgrade will help. Some industries may even be legally obligated to upgrade their network in order to keep their customer or client information secure.

Upgrading your network comes with an abundance of benefits. Here are four of the best for any business.

Better Network Security

Cybercriminals are much more cunning than we often give them credit for. They continue to develop new cyberthreats and ways to attack various networks. If you haven't upgraded in some time, you are opening your business up to a cyber-breach. New networks come with a plethora of added security benefits that aren't possible with the old and outdated ones. You want to make it as difficult as possible for a cybercriminal to hack into your system and steal valuable information – and one of the best ways to stop a cybercriminal in their tracks is by upgrading your network. One cyberbreach can be incredibly detrimental to your business, so don't take that risk.

Continued on pg.2

Faster Internet Speeds

Think about how much more productive your business would be if you had faster Internet speeds. Your employees can get more done without having to deal with lag from poor Internet services. Older networks can't keep up with the demands of modern technology. With an older network, you will see slower Internet speeds that won't allow your employees to utilize cloud storage systems and business applications at high speeds. Even your customers will notice improvements in the speed of your network if you use client-facing applications in your business. Everyone wins when you have faster Internet speeds.



anything else, your new hardware will be dependable, and you won't have to worry about it failing on you.

Improved Compatibility

Remember how we said earlier that technology has advanced rapidly? It's true - and there are new advancements made every day. Without an upgraded and updated network, you may be unable to use many applications and technologies that could improve your business. An upgraded network will allow you to connect with any apps you think will benefit your business. You can explore new tools without worrying about crashing your network. You'll also gain more freedom in choosing your new tech investments as you would be more limited when using outdated technology.

Upgrading your network is the best way to keep up with the ever-changing landscape of the digital world. If you haven't upgraded your network in a while, now is the best time to do so. Plenty of benefits come with it, so don't wait until you have to make a change. Be proactive!

“Upgrading your network is the best way to keep up with the ever-changing landscape of the digital world.”

New And Better Hardware

One of the best parts of upgrading your network is that you'll receive new, more reliable hardware than what you've had in the past. You'll gain access to more computing power and larger storage space. More than

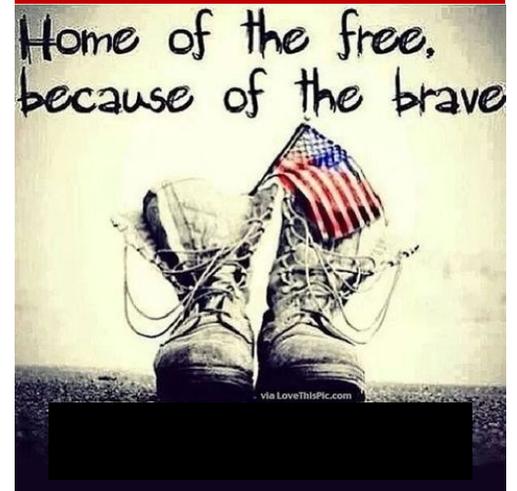
“They return calls in a timely manner and show up when scheduled. We really enjoy working with Wes!”

Stacy Pfeffer, VP

Diversified Enclosure & Screen, LLC



THANK YOU VETERANS FOR YOUR SERVICE



11/11 VETERANS DAY

‘I DIDN’T KNOW’

Unfortunately, That Excuse Doesn't Replenish Your Bank Account, Resolve A Data Breach Or Erase Any Fines And Lawsuits.



It's coming ...

- That day a hacker steals critical data, rendering your office useless
- That day when your bank account or credit card is compromised
- Or that day when your customers' private lives are uprooted

Cybercriminals and hackers are constantly inventing NEW ways to infiltrate your company, steal your assets and disrupt your life. The ONLY way to STOP THEM is this:



COMPUTER DEPOT BUSINESS SOLUTIONS

You Must Constantly Educate Yourself On How To Protect What's Yours!

Now, for a limited time, we have the perfect way to help reduce your risk and keep you safe! Simply sign up to receive our FREE "Cyber Security Tip of the Week." We'll send these byte-size quick-read tips to your e-mail inbox. Every tip is packed with a unique and up-to-date real-world solution that keeps you one step ahead of the bad guys. And because so few people know about these security secrets, every week you'll learn something new!

Get your FREE "Cyber Security Tip of the Week" at www.ComputerDepotBusiness.com/drip-tips/ or Call Melissa at (865) 909-7606

Top 7 Reasons to Choose COMPUTER DEPOT Business Solutions

Call (865) 909-7606
To schedule a FREE
10 minute discovery call

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.

This Month's

TRIVIA

The first webcam was deployed at Cambridge University and was designed to monitor what?

Email your answer to
RHill@ComputerDepotOnline.com



Congratulations and Thank You!

Marcy Hatch is Vice President of Healthcare Consulting at Compass Healthcare Consulting. We are pleased to recognize her for demonstrating good cybersecurity behavior, especially with email! Marcy manages key consulting services including regulatory compliance, risk management and operational excellence. She has worked in the healthcare industry since 1996 with experience in insurance plan operations, healthcare IT operations and practice management for multiple specialties.

Do you want to be a Cybersecurity Hero? You can get started by reading our weekly cybersecurity tips. If you are not already getting these valuable updates, simply email Melissa at MCollins@computerdepotonline.com.

Taking Action After A Bad Review

You've built up your business, trained your team and are assisting customers on a regular basis, but every now and then, a bad review might come in. Although negative reviews can be disheartening, there's a lot you can learn from them. Here are two things you can take away from getting a negative review.

Identifying And Fixing Communication Breakdowns

A customer may have been misinformed about something or could have been spoken to in a way they didn't like. You can take their concerns and fix the issue so future clients don't have a similar experience.

Using Negative Reviews To Train Your Team

A negative review is a sign something did not work out for your customer. Use their feedback to create training resources that will help your team better assist and understand your clientele. When your team is well-trained, your customers will be much happier and more likely to leave positive reviews in the future.

Shiny New Gadget Of The Month:



Meeting Owl Pro

A common concern across hybrid workplaces in various industries revolves around the ability to host efficient meetings with all team members. Thankfully, Meeting Owl Pro is here to help. This device is an all-in-one, 360-degree camera, microphone and speaker designed for hybrid teams. It has a camera that can capture an entire conference room of people while giving remote workers individual views of each person in the meeting – just like what you would see on Zoom. It has eight smart microphones that can pick up sounds and attribute them to the person speaking and three speakers that also allow remote workers to be heard. It's easy to set up and is compatible with nearly every video-meeting platform.



"Red Right, 88 Swing Go. Wait, I think I just gave you my PayPal password."



November 2022



Look What's Inside...

- Is It Time? 4 Amazing Benefits from Upgrading Your Network
- Hurry-You could WIN this month's Trivia and this 
- **Shiny New Gadget Of The Month**
- **Meet A Real Life Cyber Security Hero**
- What To Do With a Bad Review
- Apple or Android, Does it Really Matter?



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

Are Updates to Apple iPhones Driving Convergence with Android Phones?

'Tis the season for iPhone updates. Back in September, Apple unveiled their latest iPhone models, and units have been shipping for a few weeks now. While new hardware often takes the cake in terms of media attention, new software typically accompanies new phones, and that means other iPhone owners may also get to enjoy updates. Still, some of these updates coming to iOS have long been available on Android systems.

For example, with Apple Maps, you can now easily plug in multiple stops, a feature Android users have been able to use for years. Apple also added a live caption feature that offers real-time transcriptions for videos, music, and the like. Apple is adding haptic feedback to their iPhones as well. Both of these features have been available on Android for some time.

Of course, Apple offers features that Android lacks. Many iPhone users proclaim that the

Apple-hardware-only iMessage platform takes the cake as far as multi-device text messaging services are concerned. Apple's backup and restore programs, along with voice chatting services, are also known for being more user-friendly.

Further, Android takes cues from Apple. From revamping menus to rounding the corners on

widget icons, Android these days now more closely resembles Apple's iOS than in the past.

Fact is, both Google and Apple want to meet and exceed customer expectations.

It's no surprise then that both companies will copy each others good ideas. And as both Apple and Android phones improve, customers benefit. Still, while switching between Apple and Android is perhaps easier than ever before, many passionate users will probably stick with one camp or the other.



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