COMPUTER DEPOT
BUSINESS SOLUTIONS

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

Computer Depot Inc. Business Solutions Newsletter   December **2022**

Thomas Hill, President & Founder

"Community involvement is a good way to let others know what you are all about. Seek out ways to serve that really speak to your heart!"

Merry Christmas & HAPPY NEW YEAR 2023

TRIVIA

CONGRATULATIONS

Shari Maynard
of Owens Metal Works, Inc.

Who knew that
The first webcam was deployed at Cambridge University and was designed to monitor **a coffee pot**.

IT News, Trends And Information You May Have Missed In 2022

The year 2022 will soon be on its way out the door. It became a year full of ups and downs for many small businesses, but it still felt more promising than the past few years in the midst of the pandemic. Many small-business owners used this past year to reevaluate their IT services. Some needed to strengthen their cyber security defenses while others utilized new advancements to further assist their customer base.

If you're a small-business owner, it's essential that you're aware of the IT news, trends and events that took place in the recent past. In fact, knowing what happened in the previous year can allow you to develop plans for the future so 2023 will be successful for you and your business. You shouldn't continue following old trends because the competition will quickly leave you behind, and that could open you up to cyber-attacks you didn't know existed. Don't worry, though; we're here to help. Here are our picks for the most important IT events and trends of 2022.

Refined Artificial Intelligence

Artificial intelligence (AI) has come a long way over the past few years. Many people associate AI with video games or using GPS for travel, but many companies have started to implement AI in new ways to boost their businesses. It's even being used to automate certain tasks, provide insight through data analysis and assist customers with their needs.

AI has proved incredibly beneficial when used to help customers, and this can be seen when looking at various small-business websites. They use AI to answer common questions their customer base has, which provides quick, efficient results for their customers, who leave satisfied with their interaction. Around 37% of businesses now utilize AI in the workplace, according to a survey conducted by Gartner. Another study by NewVantage Partners found that nine out of 10 leading businesses have investments in AI technologies. So, if you want to get ahead of your competitors, implement AI into your business.

Managed IT Services Providers Continuing To Grow In Popularity

Gone are the days of having an in-office IT person or team. A more cost-effective solution has been gaining traction over the past few years and will continue to do so for the foreseeable future. Managed IT services providers (MSPs) install, support and maintain all the users, devices and PCs connected to your network on a routine basis. MSPs can even prevent common problems such as lost devices, hardware failures, fires, natural disasters and a host of other issues that can interrupt or outright destroy your IT infrastructure and the data it holds. The managed IT services industry is growing immensely. At the end of 2021, the industry was valued at $239.71 billion, and it's estimated to grow by over 13% annually until 2030. Businesses of all sizes have realized the value of MSPs and are using them to their advantage.

Major Cyber-Attacks Of 2022

Cyber-attacks happen all the time. As new cyberthreats emerge, we'll see more frequent and severe cyber-attacks over the next few years. Uber saw another cyber-attack this past September that caused the company to shut down its internal messaging service and engineering systems in order to get to the bottom of the incident. Cryptocurrency storage and blockchain were also high-value

"While cyber-attacks on big businesses make national news, small businesses are targeted more often..."

targets for cybercriminals. Ronin and Crypto.com suffered severe cyber-attacks that required both companies to reimburse their users for the cryptocurrency stolen in the attack. Ronin was hacked for $540 million, and Crypto.com was hacked for $33 million worth of cryptocurrencies.

Small businesses weren't safe from cyber-attacks, either. While cyber-attacks on big businesses make national news, small businesses are targeted more often since their cyber security defenses aren't as strong. That being said, it's imperative you ensure your business has efficient cyber security practices in place, so you won't have to worry as much about cyber-attacks.

The IT industry is consistently changing to keep up with new developments and advancements. If you're a small-business owner, it's vital to keep up with the latest news and information so you can best protect your business and its data. When you stay ahead of the trends, it's much easier to prevent potential cyber-attacks and threats.

"Since moving to Computer Depot Business Solution for our IT provider, each individual user gets immediate help when needed. The IT problems have been taken away from our hands. Computer Depot Business Solutions is superior when it comes to personal customer service. They are fast and reliable. Switching was easier than expected. During the switch many ongoing issues were resolved and we had no downtime, that's a win for me!"

Jorge Sanabria
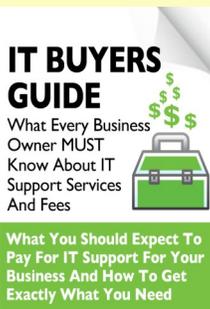EXPOQUIP, INC.

Wishing You Joy and Peace!

We appreciate you!

Have a joyous holiday and a prosperous New Year!

Get More Free Tips, Tools and Services At Our Website: www.ComputerDepotBusiness.com
(865) 909-7606

This Month's

TRIVIA

Which search engine almost bought Google in the 1990s?

Email your answer to
RHill@ComputerDepotOnline.com

Q Who delivers Christmas presents to baby sharks?

A Santa Jaws!

Shiny New Gadget Of The Month:

The Ekster Parliament Wallet

We carry sensitive information in our wallets. They hold our driver's licenses, credit cards, family photos and more. It makes sense that we would want to do everything we can to keep our wallets safe. Now, there's a wallet available to help us. The Ekster Parliament Wallet is a premium-leather, RFID-blocking smart wallet. With the press of a button, the built-in aluminum card holder fans out your cards for easier access. It protects your cards from skimming and is available in 10 brilliant colors. For an additional price, you can add a tracker card to your wallet so you can find it if you leave it somewhere. With everything being so smart, maybe your wallet should be too.

Good Sales Emails That Get Read

Most businesses make sales through multiple channels including email. In fact, some even make the bulk of their income via sales made from email pitches. Sales emails can take different forms, from a highly targeted email sent to one person to a pitch made to an existing email list. This addresses the latter.

An effective sales email is different from a newspaper or Facebook ad. And in many ways, that's a good thing--your email audience wants to be there. They voluntarily signed up for your newsletters and have already demonstrated their interest in you and your business. With that in mind, here are some key ingredients to good sales emails:

* First, recognize that one email won't cut it. The most successful business owners take time to nurture their email list, sending a mix of valuable information along with sales pitches. This establishes a give-and-take and builds trust.

* Spend time with your subject line. You can't make a sale if the email doesn't get opened. Not only do you need a hook, but you should be aware of certain words and phrases (like "free gift") that can get your email flagged and sent to the dreaded spam folder.

* Ditto for the first sentence. Many people check email on a mobile device and see the subject line and first sentence, and decide whether to trash or click with a single split-second look.

* Know your clients' needs. Also known as pain points, your clients' needs should be the focus of your email copy. Address them and offer solutions. Too many businesses tout their services before acknowledging the customers' problems. Instead, demonstrate that you understand their issues and THEN describe how you can solve them.

"Looks like Santa was replaced by a Santa app."

Get More Free Tips, Tools and Services At Our Website: www.ComputerDepotBusiness.com

COMPUTER DEPOT
BUSINESS SOLUTIONS

10721 Chapman Hwy #30
Seymour, TN 37865

December 2022

Look What's Inside…

- **IT News, Trends And Information You May Have Missed In 2022**
- **Shiny New Gadget Of The Month**
- Hurry-You could WIN this month's Trivia and this
- Good Sales Emails That Get Read
- **Coping Not Ignoring Stress**

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

Coping With Stress

Nearly everyone deals with stress at some point in their lives, and most business leaders struggle with it regularly. The holidays can be especially stressful at work and home. The good news is that you don't need to live with extreme levels of stress. There are simple solutions to help you cope better. Here are some ways to lessen the amount of stress in your life and enjoy this time of year.

Be aware of how much stress you take on. You need to know how much stress your body and mind can reasonably take on before you start to struggle.

Make a plan to include things this month that you know you enjoy. The calendar can fill up quickly, so be sure to schedule in things that are fun or relaxing.

Set boundaries and say no when needed. Know how much is too much, and don't take on tasks that are too demanding for your current state of mind.

Volunteer and attend community events. Lending a hand to others in need can be a great stress reliever. There are lots of charities who need help. You'll connect with people and feel good about making a positive contribution. Going to a local event can also boost your spirits. Whether it's a parade, or local markets, getting out and about can help relieve loneliness and stress.

Meditate, breathe deeply and exercise to relax your body and mind. There are tons of apps that can help you actually do this, not just say you will. Stressors won't feel so drastic when you're relaxed.

Contact Us

COMPUTER DEPOT
BUSINESS SOLUTIONS

For over two decades

Serving Knox and Sevier Counties

5416 S Middlebrook Pike
Knoxville, TN 37921
Phone: (865) 692-4247

or

10721 Chapman Hwy
Seymour, TN 37865

Phone: (865) 577-4775

Email:
thill@ComputerDepotOnline.com

Visit us on the web at
www.ComputerDepotBusiness.com