



# COMPUTER DEPOT BUSINESS SOLUTIONS

Tech Bits and Bytes to Help You with Your Business

Computer Depot Inc. Business Solutions Newsletter

March 2023



Thomas Hill, President & Founder

*“Seriously guys, Your not too small to get attacked by cyber criminals. Your just too small to make the news!”*



## Keep Your Business Protected By Becoming Aware Of The Most Common Types Of Cyber-Attacks

The rate of cyber-attacks has significantly increased over the past few years. Businesses of all sizes are at risk of becoming victims of them, which is why it’s crucial that every business owner and leader is aware of the most common cyberthreats impacting the business world today. Being aware of common cyberthreats and developing plans to prevent them is the best way to protect your business, customers and employees from cybercriminals.

These criminals’ tactics will improve as technology continues advancing, but cyber security defenses will as well. Knowing exactly what you’re up against with cyber-attacks and creating the proper safeguards will protect your business. If you’re new to the idea of cyber security or need an update on the common threats that could impact your business, we’ve got you covered. Below, you will find the most common types of cyber-attacks out there and how to protect your business from them.

### Malware

Malware has been around since the dawn

of the Internet and has remained a consistent problem. It is any intrusive software developed to steal data and damage or destroy computers and computer systems. Malware is an extensive type of cyber-attack, and many subcategories belong to it, including viruses, spyware, adware and Trojan viruses. One type of malware that has lately been used more frequently is ransomware. Ransomware threatens to publish sensitive information or blocks access to necessary data unless a sum of money is paid to the cybercriminal who developed it.

Unfortunately, malware can be detrimental to nearly every operation of your business, so you should do two essential things to prevent it from affecting your company. First, you should install the latest anti-malware programs. If you hire a services provider, they will take care of this for you. If not, you’ll need to find anti-malware that works best for your system. You should also train your team about these risks and ensure they are



## TRIVIA CONGRATULATIONS

Charlotte Moser



SEQUOYAH POOLS

Sequoyah Swimming Pools, Inc. who knew that

The Gavilan was the 1st computer to be marketed as a laptop.

TURN TO PAGE 3 FOR



aware not to click on any suspicious links, websites or files that could be dangerous.

## Phishing

Have you ever received an e-mail asking for sensitive information that looked official, but it just wasn't quite right? Chances are it was probably a phishing scam. Phishing occurs when cybercriminals send official-looking messages to individuals, posing as another organization, in an attempt to receive personal information. Falling for a phishing scam can quickly result in you becoming a victim of identity fraud. The results can be substantially worse if a business falls for the scam.

So, how do you best prepare for and protect your team against phishing scams? Utilize employee cyber security trainings so they can spot the warning signs. The actual e-mail will usually line up differently from whom the cybercriminal is trying to represent. Most organizations will not request private information over e-mail. Common sense will prevail over phishing scams.

**“Being aware of common cyberthreats and developing plans to prevent them is the best way to protect your business, customers and employees from cybercriminals.”**

## Distributed Denial Of Service

DDoS attacks can bring your business to a standstill. These attacks occur when malicious parties overload servers with user traffic, causing them to lag or shut down since they are unable to handle incoming requests. If your business falls victim to this kind of attack, your employees might not be able to access key functions required to do their jobs, and customers may not be able to use your website or purchase items from you.

DDoS attacks are very difficult to thwart, and a determined cybercriminal can lock up your websites and networks for days on end. You'll have to identify malicious traffic and prevent access before it can cause damage. Hiring an MSP is your best bet to prevent DDoS attacks. If a DDoS attack is successful, you'll probably have to take your servers offline to fix the issue.

## Password Attacks

If a cybercriminal gets your password or another employee's password, this is the easiest way for them to access your valuable information. They may attempt to guess the passwords themselves or use a phishing scam to gain access. It is vital that you enable multifactor authentication for your employees and require complex passwords so you can defend your company against password attacks.

Now that you know the most common

*"We use Computer Depot Business Solutions because they are personal and there is no need to chase someone around a big store for help. These guys know their stuff and have a quick turn around."*

**John Randazzo,  
Fish Window Cleaning**



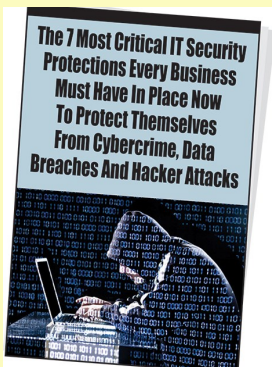
forms of cyber-attacks currently happening, you can take the necessary precautions to protect your business, employees and customers. If you're unsure of how secure your business is, call today at 865-909-7606. To set up a free 10 minute discovery call go to <http://www.ComputerDepotBusiness.com/DiscoveryCall>.

**Just Because You've Been LUCKY Enough To Avoid A Cyber-Attack Doesn't Mean You're Not At Risk**

**Call (865) 909-7606**  
To see how you can STOP leaving your network's security to chance.



## 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>



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Business Solutions**

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

**Ask About These:**

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- Small Business Phone Systems
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- 24x7 Help Desk
- Online Training
- Encrypted VPN Solutions
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**We are Partners with:**

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- Microsoft Certified
- Sophos
- Intel Technologies
- HIPAA Secure Now
- Seagate Certified
- Xerox Business
- Business Phones

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**This Month's**

**TRIVIA**

The first computer mouse: how many buttons did it have, and what material was it made of?

Email your answer to  
RHill@ComputerDepotOnline.com

**A winner is randomly selected  
from all correct responses.**



**Keep Your Workspace  
Organized And Boost  
Your Productivity**

A clean desk doesn't just feel nice -- it communicates professionalism, reduces your stress, helps you keep track of your important tasks, and saves you the time that you would have spent hunting for things. Try out these strategies to transform your workspace and your work life:

- Use a bulletin board to keep assorted papers from piling up on your desk. If it's important enough to keep, pin it to the board, but if not, chuck it.
- Try a hanging closet organizer -- the type with clear plastic pockets for shoes or other small items -- to store extra office supplies. If you can afford better, fine but use something.
- Utilize the space under your desk. A small cabinet or shelf under your desk could be a storage lifesaver.
- Use wall space. You can mount shelving, hooks for cables and headphones, or white boards for making notes. Wall-mounted organizers can stash your supplies or planters to brighten your space.
- Speaking of plants or other decorative items, try to minimize them on your desk. Think of desks space as prime real estate.
- Create extra desk space with risers for laptops and monitors.
- Stash a few cleaning supplies within easy reach so you can quickly wipe away dust

Now go make your work space neat and tidy. Pro tip. Clean up your desk while standing. Don't sit down until done.

**2 Selling Strategies Your  
Business Should Avoid**

In the world of business, there are good and bad selling strategies. Strong selling strategies bring your customers back for more and encourage them to refer their friends and family. In contrast, poor strategies will send your customers running for the hills. They'll never look back at your business and will tell everyone about their negative experiences. If you or your selling team are utilizing any of the following strategies when selling to customers, you should put a stop to it immediately, or your sales will begin to decline.

**Not Addressing The Customer's  
Main Problem**

When customers approach you for a specific product or service, they most likely have a reason for coming. Listen to your customers' concerns rather than overexplaining your product or service. If you provide a solution to their problem, you'll likely earn a sale.

**Arguing With Customers**

Has a customer ever said something unreasonable or completely wrong about your product? You might have been quickly defensive, but starting an argument with a customer will never lead to a sale, even if you're right. Listen to them and figure out where they're coming from before responding.

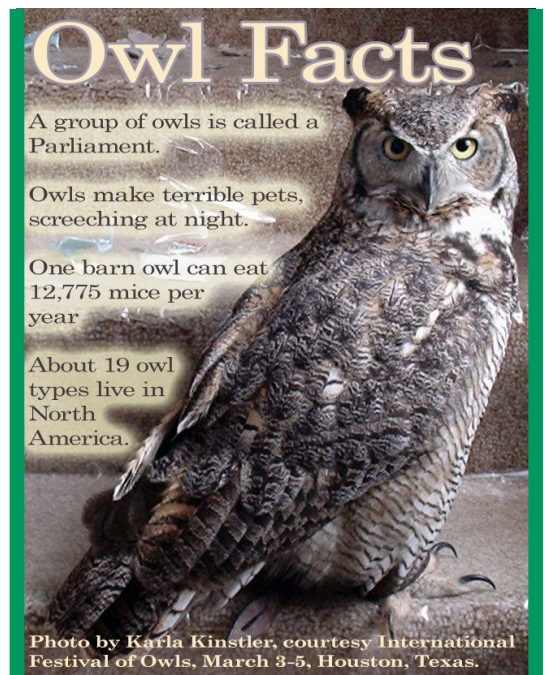



Photo by Karla Kinstler, courtesy International Festival of Owls, March 3-5, Houston, Texas.



March 2023



## Look What's Inside...

- **Keep Your Business Protected By Becoming Aware Of The Most Common Types Of Cyber-Attacks**
- **Hurry-You could WIN this month's Trivia and this** 
- **Organize Your Workspace and Life Today**
- **Selling Strategies To Avoid**
- **Is Your Back Ready For Spring?**



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

## Make Your Back Stronger This Spring

Though sudden back pain can occur after a twist or a sneeze, most back injuries are caused by years of mistreatment before that final, painful injury.

Stresses such as poor posture, faulty body mechanics, obesity, emotional tension and lack of fitness over the long term are the cause. With these modern problems, it's not surprising that back pain is the number one complaint today.

Whether you want to treat it or prevent it, these steps will help.

- **Posture:** Stand with your ears, shoulders, and hips forming a straight line. See a physical therapist or trainer if they don't.
- **Body mechanics:** Keep the correct alignment of ears, shoulders and hips while performing everyday activities. Keep lifted objects close to your body, and you reduce your risk of injury.
- **Exercise:** Make it central to maintaining a healthy back. Your program should include aerobic, flexibility, and strengthening exercise. Aerobic exercise includes walking, biking, and swimming. Do it for 10 to 15 minutes three or four days a week



to start, building to 30 minutes.

- **Poor flexibility** can be a key contributor to lower back and neck pain. If your hips don't move freely, your spine will move more than it should, leading to back problems. If you have a limited range of motion in an area, you need to stretch that area.
- **Well-balanced muscle strength** is essential in maintaining good posture and a healthy back. Strong back, hip, and abdominal muscles support the spine. Strong trunk muscles help to prevent back injuries.

Remember these top keys to a healthy back: posture, mechanics, and exercise. The season for fun is now. Use it to get your back in shape for summer.

## Contact Us

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and Blount Counties

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