



COMPUTER DEPOT INC.

BUSINESS SOLUTIONS

Tech Bits and Bytes to Help You with Your Business

Computer Depot Inc. Business Solutions Newsletter

May 2019



Thomas Hill, President & Founder

"We will strive to proactively contribute to our clients success."



Are YOU Prepared For The End Of Windows 7?

If you're one of the estimated 40%+ of businesses still on the outdated Windows 7 platform, consider this your wake-up call: time is nearly up for your trusty, tried-and-true operating system. On January 14, 2020, Microsoft will end support for Windows 7. That means no more updates, security or otherwise, will be offered by the company from that date forward.

The clock's been ticking on Windows 7 ever since Microsoft ended mainstream support back in 2015, and its time will soon be up. While it's important to note that Windows 7 will still technically be usable after next January, this upcoming shift will spell trouble for users who've stuck it out to the platform's bitter end. Not only will Windows 7 become progressively more unstable as modern hardware outpaces the software, but cybercriminals are certain to flock to the operating system after support shuts down, eager to pick off easy targets left vulnerable by the lack of ongoing security updates.

If you're running a business, this is a risk you can't afford. It's time to contact your IT

provider and make preparations to upgrade, preferably well in advance of the January 14 deadline. Whether you're planning on seamlessly transitioning to Windows 10 or moving on to an alternative operating system, this is a task that needs to be at the top of your list.

DON'T LEAVE YOURSELF VULNERABLE

Since Windows 7 will continue to work after January 14, you may wonder why you can't just stick it out and keep using the platform. The answer is you *can* – but you absolutely shouldn't. In fact, the risks and problems this decision would pose to your business make an upgrade less of a decision and more of an eventuality.

Modern software is no longer designed with Windows 7 in mind. This includes old software that's been upgraded since the world moved on from the operating system. As technological progress continues at breakneck speed, more and

TRIVIA

CONGRATULATIONS

2 WINNERS

First, the correct answer goes to...

Freda Davenport

AIRSYSTEM SALES, INC.



Honey is the only food said to truly last forever. Archaeologists discovered ancient honey in the Egyptian pyramids over 5000 years old and it was still edible! It crystallizes over time, but all you have to do is warm it up and stir it to get it back to the right consistency.

This month we are ALSO awarding _____ for the best "not so correct" answer.

Marvin Crockett

Newport Utilities **NEWPORT UTILITIES**

He said Food for Thought never goes bad. Good answer! **NU**

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more key programs will become unusable in Windows 7.

The same goes for hardware. Tech equipment advances exponentially year by year. In order to take advantage of these massive improvements, you need an operating system equipped to handle these new capabilities and features. What's more, as the hardware progresses, it may become incompatible with Windows 7 altogether.

However, these are small concerns when compared to the future security of your network. As time goes on, new vulnerabilities are discovered in even the most well-designed operating systems. To fight against hackers, developers continuously search for ways to remove these security gaps and release them in the form of patches. With every annoying update you're forced to install on your machine, you're staving off would-be opportunists hunting their next victim.

“Cybercriminals are certain to flock to the operating system after support shuts down, eager to pick off easy targets left vulnerable by the lack of ongoing security updates ... ”

After Windows 7's end of life, these updates will dry up. That means that any users still on the platform – and there will be a lot of them – will be exposed to the



increasingly crafty exploits used by hackers. Cybercriminals, attracted to the lowest-hanging fruit, will come in droves for Windows 7 users, eager to pick at the scraps.

Staying on an operating system after it's no longer supported is like leaving the digital door open on your business. Don't do it.

TIME IS RUNNING OUT

Of course, we're still at least six months out from the Windows 7 end-of-life date. That may seem like a lot of time. When it comes time to actually make the transition, though, you'll need all the time you can get. Upgrading all your PCs is more laborious than you probably realize. And with so many other companies scrambling to do the same toward the end of the year, IT providers are likely to get bogged down with service requests.

Instead of putting it off to the last minute and potentially leaving yourself vulnerable, contact your IT provider as soon as possible to initiate the upgrade process. You'll leave yourself ample time to iron out any issues as they arise without the added pressure of an imminent deadline.

When your business is on the line, it just doesn't make sense to delay. Don't risk losing everything you've worked so hard to build. Make preparations to leave Windows 7 behind today!

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“Exceptional customer service! Thomas and the entire team at Computer Depot are THE Information Technology "Go-To" in East TN. They consistently provide professional, prompt, and accurate solutions to any technological question or concern we may have. We rely on Computer Depot for all of our IT needs!”

Jackie Page
Practice Manager
The Lucas Center
Plastic Surgery



MEMORIAL DAY

The day set aside to remember with gratitude and pride all those who died in service of our country and for our freedom.

God Bless America

Toilet Paper, Prime Rib and IT Services. Frugal vs. Cheap

As business owners, we know what it's like to be frugal. We watch every dollar and always have our eye on the bottom line. We must be frugal to survive but sometimes it's hard to know if we are being frugal or just cheap. It's good to be frugal, not so good to be cheap. Cheap, rarely turns out well. Regretfully, I've had to learn a time or two about cutting corners when I shouldn't have. In the end, not only did I cause myself more stress and worry but I ended up spending more time and/or money than I should have. It's about value and knowing what really matters. Toilet paper in my children's bathroom for instance. Evidently they need a half a roll of wadded up tissue every time they tinkle. Yeah, they're probably getting the cheap stuff until they move out and buy their own!

With some things, though, the value is not quite so apparent. Maybe your IT is one of those things. We get it. If you have been receiving our newsletter for any length of time, you know that we have warned and preached the dangers of being cheap with your IT. Which is why we seek to educate and inform and show you the value in quality service. We know you work hard every day to do what is best for your

company and we want to give you all the information you need to make the choice that is right for you. It is good when you know you have done the right thing. It brings peace of mind.

I was reminded of this as I was agonizing over which meat to purchase for Easter dinner. The butcher said to me, “Ma'am there's some things you just shouldn't be cheap about- just look at this marbling, the men in your party will appreciate this, I promise.” Admittedly, he was quite the salesman, yet in that moment, I knew that I would spend the money. Because Easter is special. Because there was sunshine and 70° temps in the forecast. As I stood there, I thought about going to church where there would be rejoicing and hymns that tell of Our Risen Lord.

I thought about coming home and feasting with friends and family and laughing and memories made. Can you really put a price on that? I decided, no. By the way, the men *were* impressed with the meat.



List of Services
 Contact us anytime for
 all of your IT needs!

Computer Depot, Inc
BUSINESS SOLUTIONS
Phone: (865) 909-7606
Email:
 thill@ComputerDepotOnline.com

- Flat Rate IT Support
- 24/7x365 Network Monitoring
- Secure Email Access from any web browser
- Anti-Virus, Anti Spam Spyware Protection
- VOIP Phone Systems
- HIPAA Compliance Service
- Data Back-Up Service
- 24x7 Help Desk
- Online Training
- Encrypted VPN Solutions
- Office 365

- We are Partners with:**
- Lenovo
 - Microsoft Certified
 - Sophos
 - Intel Technologies
 - HIPPA Secure Now
 - Seagate Certified
 - Xerox Business
 - Cytracom Business



“Thanks for the three wishes and here’s my card in case you’re looking to move into something bigger.”



Maybe you have heard him on the radio, read an article, or even attended a cyber security seminar. Thomas Hill has become a respected voice for all things “tech.” He is a sought after speaker for a range of technology topics. Both professionally and personally, important content + engaging presenter = win!

- Thomas’s Top Areas Of Expertise:
- Cyber Security
 - Small Business IT Management
 - Leadership and Community Service

If you have an organization that may be interested in having Thomas come and talk techy, inquire at Thill@ComputerDepotOnline.com.

This Month’s
TRIVIA

Here is your next chance to
 WIN!

Unless you have been to a junior ranger program at GSMNP, you will probably have to guess at this one.

From what distance can a black bear smell a single M&M?

Closest answer wins, so give it your best shot!

Email your answer to RHill@ComputerDepotOnline.com

Networking Works When You Do

Networking is work and often the value is not immediately apparent. When done right, though, networking can give you access to people, ideas and strategies that are valuable to your business. Here’s how to get started.



Rebekah & Thomas Working Hard!

Find a Group. If your specific industry has a group, find it. Be a part of it. Computer Depot has always been drawn to groups that make community involvement a part of their larger mission.

Show Up. By regularly attending events, you get more leads and referrals because you will be the one who “pops” into their head when they or someone they know needs what you offer.

Pay Attention. People enjoy sharing their expertise. Ask the questions and be a great listener.

Build Relationships. This is really what Networking is all about. It is how we have met and gotten to know many of you.

Networking *is* Work. It takes commitment, and consistency. If you cannot do it, consider assigning someone in your organization to be the networking person. It is worth the work. It gives you sustainability in tough times and the consequence of not doing it can hurt you in ways you never even realize. Plus, it can be fun!

Here is where we are networking this month. We would love for you to be our guest!

Thomas will be at the Powell Business & Professional Association meeting on May 14th at 12pm. He will also be at Coffee Talk, the Sevierville Chamber of Commerce monthly meeting on May 21st at 8:30am.

Rebekah will be at the American Business Women’s Association’s monthly meeting on May 16th at 6:00 pm.

Where do you network? Email and let us know about the organizations you enjoy!

May 12th

Happy Mother’s Day



May 2019



Look What's Inside...

- **Are YOU Prepared For The End Of Windows 7?**
- Hurry-You could WIN this month's Trivia and this 
- Toilet Paper, Prime Rib and IT Services. Frugal vs. Cheap
- Thomas Talks Techy
- Are you Networking like you should?
- Why email matters and what mistakes you may be making with yours.

COMPUTER DEPOT BUSINESS SOLUTIONS - WE ARE BIG TECHNOLOGY FOR YOUR GLICH-FREE SMALL BUSINESS

Email Matters: Are you are at least doing these 4 things with yours?

When email became common in the early 90s, the business world changed. Whether we like it or not, corresponding via email consumes a significant portion of our workday. So don't take it for granted.

Use a professional email address.

This will likely be an unpopular opinion, but you shouldn't be using Gmail, Yahoo, Hotmail or any other popular free email service for your business accounts. Without a proprietary e-mail address specific to your business to lend your e-mails legitimacy, prospects are likely to ignore them outright or even assume they're spam. It's pretty easy and not terribly expensive (worth every penny) to set up a company e-mail, and once you do, you'll never look back. Even so, you should always have an email address that conveys your name so that the recipient knows exactly who is sending the email. Never use email addresses that are not appropriate for use in the workplace, such as "2hot4words@..." or "beerlover@..." no matter how much you love a cold brew.

Proofread every message.

You. Yourself. Actually check. Consider spell check could change what you meant to be "Sorry for the inconvenience," to "Sorry for the incontinence." Yikes!

Use exclamation points sparingly.

Don't get carried away and put a number of exclamation points at the end of sentences. The result make you look emotional or immature. Oops, guilty!!!

Include a signature block.

This cannot be overstated. Make it easy for clients, customers, or anyone to do business with you. Not only does a professional signature communicate a higher level of legitimacy and professionalism to anyone who receives it, but it also provides instant brand recognition for your company. A strong email signature is attention-getting, but professional. It's not flashy, but it's not bland either. You want to include your full name, title, the company name, and your contact information, including a phone number. Add a logo but don't go overboard with sayings or artwork.

Contact Us

Computer Depot Business Solutions

For over two decades

Serving Knox and Sevier Counties

5416 S Middlebrook Pike
Knoxville, TN 37921

Phone: (865) 909-7606

or

10721 Chapman Hwy
Seymour, TN 37865

Phone: (865) 577-4775

Email: thill@ComputerDepotOnline.com

Visit us on the web at

www.ComputerDepotBusiness.com