



COMPUTER DEPOT INC.

BUSINESS SOLUTIONS

Tech Bits and Bytes to Help You with Your Business

Computer Depot Inc. Business Solutions Newsletter

July 2019



Thomas Hill, President & Founder

"Computer Depot's greatest assets are OUR PEOPLE!"



Top Ways To Protect Your Business From The #1 Security Threat You Face

Today, cybercrime is more than a potential threat facing your business. It's an unavoidable force of nature.

"It's just like preparing for hurricanes, earthquakes or any type of natural or man-made disaster that could create business continuity issues," says Theresa Payton, the Fortalice Solutions CEO and former White House CIO, in an interview with Cybercrime Magazine. "[It's the] same thing with a digital cyber-event." For many of us, it's easy to imagine these kinds of things happening to "the other guy" and not us. The problem is that cybercriminals go after everyone. They cast a wide net because that gets results.

In fact, according to Roger A. Grimes, 11-year principal security architect for Microsoft and cyber security columnist and speaker, "Eventually every company is

hacked." After decades consulting for many businesses, he's come to the conclusion that "every company is completely and utterly owned by a nefarious hacker or easily could be."

Owners of small and midsize businesses might imagine that - lucky us! - we don't have enough cash to justify some faceless hacker's effort. We'd be wrong. The reality is around half of cyber-attacks go after small businesses. These don't really get reported by the media. They're not as flashy as a cyber-attack against a big bank or retailer. But it's the attacks against small businesses that do the most damage. One 2016 study found that 60% of small businesses hit with a cyber-attack closed within six months.

Thankfully, it's not all bad news. While some business owners have no clue what cyber security they have in place, others are

Continued on page 2



TRIVIA

CONGRATULATIONS WINNER

Sue Barker
of

Smokies Investors
Real Estate & Auction

Who knew that **70%** of virus writers work under contract for an organization!

Smokies Investors
Real Estate & Auction

TURN TO PAGE 3 FOR THIS MONTHS TRIVIA



Continued from page 1

looking for ways to shore up their businesses. There are steps you can take to keep the bad guys out.

Two of the best ways to do that are to simply keep all your software up-to-date and keep your team educated about the threats. As Grimes puts it, "The two most likely reasons you will get exploited are due to unpatched software or a social engineering event where someone is tricked into installing something they shouldn't ... It would be a stretch to claim every other exploit type in the world, added together, would account for 1% of the risk."



are many platforms capable of updating themselves. You just want to keep a close eye on them.

More than that, it's always a good idea to put strong company policies in place. You want to be clear about your security and help inform employees about the dangers posed by malicious files and e-mails, among other things. Take time to educate them on the threats that are out there. And keep the education ongoing, because the threats are ongoing. The bad guys are always looking for new ways to break in.

And don't forget about accountability. Keep the conversation going and talk to your employees about what they know about cyber security. Some businesses go so far as including cyber security training in their onboarding. Education is everything.

Finally, you MUST partner with a highly trained, security-focused managed service provider or other IT organization dedicated to keeping you protected from these constant threats.

"Computer Depot Business Solutions is easy to work with, providing a better quality product!"

Jim Glasscock
President, Locke Plumbing



Some businesses try to do it on their own only to realize they don't have the resources. Others think they need an entire in-house IT team to handle all of these threats.

But the fact is, by outsourcing the work, you save money while keeping out the bad guys optimizing key parts of your network and software. It's a win/win. It's all about being proactive. When you have a group of experts working every day behind the scenes, cyber security stays top of mind in your organization, whether you're thinking about it or not. Really, it's one less thing you have to stress about.

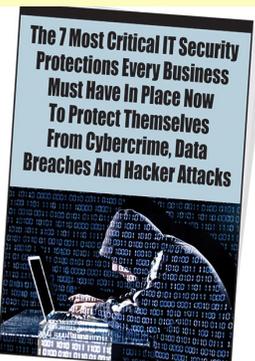


"You're right, it is easier said than done. That's why I said it; because it's easy. Try and keep up."

"60% of small businesses hit with a cyber-attack closed within six months."

How can you keep your software up-to-date? You can actually automate a lot of it. There are several easy-to-use tools built just for this. Many of them also let you manage your software across your entire network from one set location. Say goodbye to jumping around and coordinating updates. Even better, there

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>

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.

The Time The Tomato Was "ON Trial"



The tomato was put "on trial" on September 25, 1820 in Salem, New Jersey. In front of a courthouse, Robert Johnson ate a basket of tomatoes to prove they were not poisonous. The crowd waited for him to keel over dead. He never did.

Tech Tidbits

- ⇒ The Library of Congress is keeping an archive of every tweet ever tweeted.
- ⇒ GPS is owned and controlled by the U.S. Government. It can be 'switched off' at any time.

Are you a small practice worried about HIPAA compliance? Get HIPAA Facts that might just save you thousands of dollars! Visit www.ComputerDepotBusiness.com

Pilotless Planes Are On Their Way But Would You Ever Fly In One?

Last January, Airbus CTO Grazia Vittadini stated the company is hopeful that, soon, advancements in artificial intelligence will allow for autonomous planes to take to the skies. This would mean lower pilot costs, fewer pilot shortages and, eventually, cheaper flights for consumers. The question is, can airlines persuade passengers to get in a sealed sky-tube six miles in the air piloted by a machine? Maybe after cargo planes start to go autonomous, we'll be convinced, but for now, that prospect seems more than a little iffy.

DigitalTrends.com, 1/20/2019

Google Tricks To Make Your Life Easier

The Google search bar is even more useful than most people realize. You can use it as a timer or stopwatch by entering "set timer for X" for instance. If you type "sunrise in X" or "sunset in X," you can pinpoint the exact moment the sun will rise or set in a given location. You can quickly convert between currencies, or use it as a powerful calculator. Type "etymology + word" to discover its origin, or enter "query + filetype:extension" to search for results of a specific file type. Then there are the Easter eggs. Type "do a barrel roll" to see what happens, or "fun facts" or "I'm feeling curious" to learn something new.

Lessons From The First Free Solo Climb Of El Capitan



Whether you think Alex Honnold's attempt to scale the massive El Capitan alone and with no ropes is foolhardy or transcendent, we all can learn a thing from his incredible feat. Honnold knew that to cement his legacy, he'd have to top the less intense (but still insane to any normal person) "free solo" successes of his past. So he prepared for two full years to complete the 3,000-foot ascent.

This was **thorough** preparation. How much time do we spend preparing? We need to think beyond "What will it look like to achieve our vision?" We need to think, "What does it mean for us to have a perfect run today?" Take the guesswork out of the equation as much as possible.

Once Honnold had his ideal outcome in mind, he practiced, climbing El Cap over and over and over again. In addition to full routes, he'd drill challenging sections repeatedly until it felt impossible to make an error.

For most leaders, making a mistake won't lead to death. But keeping this "deep practice" mentality in mind is essential for doing something truly great. *Inc.com, 3/26/2019*

This Month's

TRIVIA

Brought to you by the middle schoolers at Seymour Community Christian School, here is your next chance to WIN Lunch on us!

Email your answer to RHill@ComputerDepotOnline.com

What is the largest living bird on earth?



July 2019



Look What's Inside...

- **Top Ways To Protect Your Business From The #1 Security Threat You Face!**
- [Google Tricks To Make Your Life Easier](#)
- Hurry-You could WIN this month's Trivia and this 
- Lessons From The First Free Solo Climb Of El Capitan
- **Pilotless Planes, Are you kidding me?!**
- **How Back to School Can SAVE You Money**



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

Back To School means... **SAVINGS**

Beginning July 26th through the weekend, in Tennessee, you won't have to pay the nearly 10% sales tax when purchasing clothing, school supplies, and **COMPUTERS!!!**

This means you can save your hard earned money and time by pre-ordering your Tax Free Computer today, good on all new or used computers and laptops priced \$1500 or less. Don't forget, all of Computer Depot new laptops and desktops come with a **3 YEAR Warranty** on parts and labor, serviced right here, in our stores. Don't forget to ask about our

Virus Free Guarantee.

Because we are dedicated to keeping your data safe, Computer Depot guarantees that your



computer will not get infected with a virus or we will remove that virus for **FREE**.

Plus, pre-order your new computer today, and get our exclusive deal.

\$50 OFF ANY NEW OR USED SYSTEM

For more information, or to pre-order your computer, give us a call at the location nearest you or go to www.ComputerDepotOnline.com. Order today with a small deposit, then pay the balance on Friday, July 26th and remember you buy

WITH ZERO \$ SALES TAX!

Contact Us

Computer Depot

Business Solutions

For over two decades

Serving Knox and Sevier Counties

113 E. Emory Rd

Powell, TN 37865

Phone: (865) 947-0749

5416 S Middlebrook Pike

Knoxville, TN 37921

Phone: (865) 909-7606

10721 Chapman Hwy

Seymour, TN 37865

Phone: (865) 577-4775

Email: thill@ComputerDepotOnline.com

Visit us on the web at

www.ComputerDepotBusiness.com