



COMPUTER DEPOT INC.

BUSINESS SOLUTIONS

Tech Bits and Bytes to Help You with Your Business

Computer Depot Inc. Business Solutions Newsletter

January 2020



Thomas Hill, President & Founder

"It's going to be a GREAT New Year! I know this absolutely when I'm wearing my new superior quality, high performance socks I got for Christmas!"



3 Places You Should NEVER Cut Corners With IT

We all know how easy it is to cut corners in business; we've all done it somewhere. But we also know we shouldn't. You'll eventually have to face the consequences, whether they're small or large. The same applies to IT. When you cut corners, the consequences to your business can be major. Here are three places where you never want to cut costs.

EQUIPMENT

You want to set up a wireless network at the office, but you don't want to spend more than \$50. So, you spend that \$50 and call it good. While this new router may deliver a wireless signal that reaches every employee, you could be making a huge mistake that may cost you dearly.

Routers are a good example of technology you want to put extra thought and money into. You want equipment that not only makes sense for your business's network

needs but will also perform reliably *and* securely. Cheap routers aren't known for their security features. You want something that will complement the firewalls or security software you have in place (and you *should* have them).

This same idea applies to all other equipment, as well as software. When you cut corners, there's a good chance you'll be opening your wallet again to fix the problem in the near future. On top of that, it puts your data at risk if you're buying cheap, potentially faulty equipment. Do research, ask questions and work with an experienced IT company to make sure your equipment is up to snuff.

GROWTH OF YOUR BUSINESS

Whether you're just getting started or you've been in the business for a while now, you always want to invest in hardware and software that will scale *with* your business. It's safe to say that most



TRIVIA
CONGRATULATIONS
 Shere & Chris of



Ideal Veterinary Hospital
 who knew that the toy in
 question was the
View-Master!

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businesses want to grow, which means adding more customers and more employees. When that's the plan, scalability becomes a big deal.

Part of it comes back to the first point: cheap equipment isn't typically designed with scalability in mind. It's a quick-fix investment. It's not made for the long haul. Where do you plan on being in five years? What are your growth goals? You have to ask these kinds of questions to determine what kind of investment you need to make, whether it's in billing software, customer service software, workstations or your network infrastructure.

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If you don't think about scalability, as soon as you start really growing, you'll be hit by growing pains. You'll have to reinvest in technology, and you'll be spending far more than you needed to, once for the first investment (on non-scalable tech) and once for the second investment (to catch up with your growth). But because your business has grown since that initial investment, you'll be left with a hefty bill – for much more than you paid the first time. Don't make this mistake!



DATA SECURITY

Just because your data is locked away in the back room doesn't mean it's safe. For one, small businesses are the biggest targets for cybercriminals because most small businesses skimp on data security, making it easy for cybercriminals to steal data and cause a lot of problems.

To make matters worse, if you get hit with a cyber-attack or data breach, it can be incredibly difficult to recover, and many small businesses *don't* ever recover. They struggle for a few months before finally closing their doors.

You need to invest in firewalls, malware protection, data encryption, data backups, password managers and, as mentioned above, good equipment that is designed with reliability and security in mind. And no, you don't have to figure it out by yourself. It can be a lot, and as you dive into the topic of data security, you'll have questions.

This is exactly why you want to pair up with an experienced IT company that specializes in security. It is very hard to run a business and try to be a data security expert at the same time. Thankfully, you don't have to do that. You can get the most out of your equipment, you can be prepared for future growth and you can be ready for the threats to your data! You just have to make that first investment.



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 "I know if something goes haywire I can get help quickly and without feeling bad about calling."

Jeannie Allen,
 Business Operations Manager



Log Cabin Pancake House

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Cool or Creepy: You Decide

Computer Vision, or CV will become bigger in the tech world and our everyday lives heading into 2020. CV involves computers' ability to recognize and interpret images and perhaps most famously, faces. It can be as innocuous as the way our phones are able to focus on a face to much more sophisticated uses. In the year ahead, look for CV to show up more. Here are some of those ways:

Facial recognition. You might use it to unlock your iPhone, or you may see it crop up more often in places like airports. An article in Forbes Magazine mentioned Dubai airport's use of facial recognition to provide a smoother customer journey.

Autonomous cars. Whether this one happens soon or not, we're likely to see the technology put to use for shipping purposes.

Security cameras. Obviously.

Assistance for the visually impaired. Technology exists for a smartphone to verbally describe the objects in a photograph posted to Facebook, for example.

Smartphone Apps. A Pinterest app called Lens can tell users where someone purchased the sneakers they're wearing in a picture. It can even show shoes that match the design and styling of the one in the photo.

Deposit a check. This one's been around for awhile -- you can deposit a check simply by taking a picture of it on your phone. CV technology helps verify that the signature on the check is real, among other bits of information.

List of Services

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all of your IT needs!

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- Lenovo
- Microsoft Certified
- Sophos
- Intel Technologies
- HIPPA Secure Now
- Seagate Certified
- Xerox Business
- Cytracom Business

Don't Let This Destroy Your Business

Malware can be a confusing word. It covers a lot of different things, including viruses, worms, spyware, ransomware, Trojan horses and more. Malware in any form can destroy data, take control of your computer and cause major headaches.



Most small businesses aren't equipped to handle a devastating malware attack. Even a simple virus corrupting your hard drive can set you back a few days, and that's only if you act quickly to contain and eliminate it. Some forms of malware, including those that scan and steal data from your systems, can end up destroying your business entirely.

Websites and networks are attacked every single day. By some estimates, there is a cyber-attack every 25 minutes – a number that increases in frequency every year. The best thing you can do is educate your employees about the dangers of malware and prepare your business for an attack.

4 Tips To Successfully Lead Your Team To New Heights

- 1. Keep communication open (and honest).** Whether you talk face-to-face, hold regular meetings or rely on chat software, always have a communication option open between everyone at the company in some capacity.
- 2. Be willing to delegate.** You can't do it all yourself. You hire people with experience to help your business succeed, so let them shine!
- 3. Anticipate conflict.** Conflict can't be avoided, but it can be addressed before it becomes an issue. Train your team on ways to deal with conflict among themselves, with customers and beyond.
- 4. Embrace mentoring.** The best leaders are also mentors to people around them. If someone leans on you for guidance, embrace it! *Business Insider, 10/18/2019*

This Month's

TRIVIA

Here is your next chance to WIN!

What book did you love this year? Give us your recommendation and you could win a gift card and a copy of Thomas's favorite pick for business owners, *EntreLeadership* by Dave Ramsey.

Email your answer to
RHill@ComputerDepotOnline.com

Books We Loved in 2019

We have said it before but if you want to stay at the top of your game, you must give attention to self-improvement and continued education. Carefully chosen literature can make you more interesting and informed. We like exploring new ideas and we particularly enjoy biographies and histories because they teach critical life lessons without us having to actually experience the challenges. Win! So here are our top picks from this year. We highly recommend each of these. Even if you are not a "reader," you will enjoy these. Just in case you need a little extra motivation, Thomas is giving away a copy of *EntreLeadership*, a book he recommends to business owners all the time. See this month's trivia and submit YOUR book recommendation and a winner will be randomly selected from all entries.

Thomas's Top Picks

EntreLeadership by Dave Ramsey

The Compound Effect by Darren Hardy

Profit First by Mike Michalowicz

Rebekah's Top Picks

Change or Die by Alan Deutschman

Before We Were Yours by Lisa Wingate

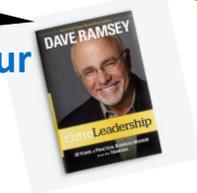
How To Get Anything You Want by Dr. Nido Qubein



January 2020

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

Start the New Year with a survey of your fitness levels: These four numbers are a snapshot of your health

With so much health advice in the news today, just thinking about what you should be doing can be dizzying. Doctors agree that health can be an overwhelming topic. But they say that if you have a handle on these four numbers, you can have a pretty good idea of where you stand and what to do about it.

1. Your body mass index (BMI). Health risks climb the further away from normal levels you get. Underweight is a BMI of less than 18.5, and normal weight is a BMI of 18.5 to 24.9. Overweight is a BMI of 25 to 29.9, and obesity is a BMI of 30 or over. If your calculation shows more than 24.9, it's time to lose weight. To get a fast BMI rating, see nhlbisupport.com/bmi/bmicalc.htm. Just enter your height and weight.

2. Your blood pressure. Ideally, it should be 120/80 or below. Starting at 115/75, the risk for heart attack, stroke, and other cardiovascular disease doubles with each increment of 20/10. People with systolic blood pressure (the first number) of 120 to 139 or a diastolic of 80 to 90 are "prehypertensive." Changes in diet and activity patterns can help prevent cardiovascular disease at this level.

3. Your fasting glucose. If you have two fasting plasma glucose measurements of 126 mg/dL or greater, you have diabetes.

4. Your LDL cholesterol level. Your bad cholesterol reading should be below 100, but 70 is better. Diet, exercise, and medications, or all three, can lower your LDL, reducing your heart disease risk by about a third.

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