



# COMPUTER DEPOT INC.

## BUSINESS SOLUTIONS

### Tech Bits and Bytes to Help You with Your Business

Computer Depot Business Solutions Newsletter

July 2020



Thomas Hill, President & Founder

*"We will earn trust everyday by simply doing what we say we will do!"*



## How To Avoid Getting Hacked By Cybercriminals And Protect Everything You've Worked So Hard To Achieve

Cybercriminals are always looking for new ways to steal data and make a buck at the expense of someone they've never met. They don't care if they ruin someone's life or destroy a business in the process. This is why it's so important to stay up-to-date with the latest technology.

Cyber security threats are constantly evolving. If you let your software or hardware - or both - fall behind the times, then you put your business at serious risk. Five years ago, your malware protection might have been the best on the market. If you haven't updated since then, you need to change that. Here's what you can do right now to protect everything you've worked so hard to achieve.

**Stay updated.** After a while, developers and manufacturers stop supporting their old hardware and software. Many of them simply don't have the resources to keep

updating older products. They need to make sure their current products are supported and secure. After five years, they may stop sending out security patches for their software. Or they might not offer help-desk support for a seven-year-old router.

If you run into this situation, you may need to invest in new equipment or software. It can be a tough pill to swallow, but it doesn't compare to the cost of dealing with a hack or data loss. Data loss can be devastating for a business. Some never recover and have to close their doors because the cost is so high - and customers don't want to give their money to a business that isn't going to keep their data secure.

At the same time, you need to update your existing equipment and software. Make sure everything has the latest security patches. Most hardware and software come with an option for automatic

*Continued on page 2*



### TRIVIA

CONGRATULATIONS

**Michael Crain**  
of  
**The Crain Group**  
Who knew that the coyote is the highly adaptive and abundant species of canine that can run 40 feet in a second!



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updates. If you're concerned that you'll miss an update, then keep this option on. It is a good idea, however, to check everything periodically to make sure the updates are being applied, just in case.

### Say yes to proactive monitoring.

Proactive network monitoring can be your best friend in the fight against cyber-attacks. Many IT security firms now offer proactive services. Basically, they watch your network 24/7. If a threat is found, they can stop it before it does any damage. They act *immediately* to stop those threats.

You can sign up for real-time reports or just get updates once a week to stay informed so you know what's going on with your network. Proactive monitoring can also make sure your systems are up-to-date (coming back to our first point). If they detect a vulnerability, then they can work to patch it. This means you have so much less to worry about so you can focus on what really matters: growing your business and taking care of customers!

**"If a piece of hardware fails or a hacker gets into your data, you may have to dig deep into your pocket to recover it or you may just lose it all."**



**Back up everything.** If you don't have data backups for your business, it's time to change that. Setting up a data backup system – whether it's local or cloud-based – can sound like a lot of work. You might have a ton of data, especially if you've been in operation for long. But not having a backup system can tear your business apart.

If a piece of hardware fails or a hacker gets into your data, you may have to dig deep into your pocket to recover it or you may just lose it all. There are a lot of scenarios where data can be lost.

Investing in a backup system, like a secure cloud backup, solves this. You can set up a secure system that backs up data daily (or nightly), weekly or whenever you need it. It's good to keep backups off-site just in case anything happens on-site (electrical surges, flood, fire, theft, etc.). If data is lost or your network falls victim to ransomware, then you can restore your data and continue operations!

These tips can seem like a lot, but when you partner with a dedicated IT services company, you can overcome a lot of hurdles. Working with IT specialists is how to keep your business safe in a world where cybercriminals are actively trying to break in. You want someone with the expertise to secure your network watching over your shoulders.

*"Computer Depot Business has always been there for us. The techs are prompt and very knowledgeable but the single greatest benefit for us is FAST RESPONSE TIME!"*

**Yvonne Thaxton  
Belleza Salon and Spa**

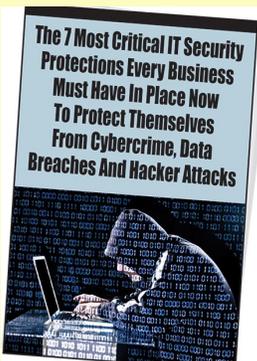
**BELLEZA  
SALON AND SPA**

Let us be united in our hope for the future and may God Bless America!



"Your cubicle is on back order, so for the time being, work within these chalked lines."

## 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 Call 865-909-7606

### 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!!! **865-909-7606**

### 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.

## 3 Ways To Improve Productivity In Your Business: Start by asking these questions...

### 1. Are you located in the right spot?

Sometimes good businesses go under because they're in the wrong spot. They can't keep or even hire the right employees because those people don't want to live or work in the area the business operates. It's just not ideal for their career or interests. If you find yourself in this position, then it may pay to figure out a more optimal location or determine how you can entice the ideal people to come to you.

### 2. Are you as organized as you should be?

Are you relying on memory to track down the location of paper files? These days, there are exceptional software solutions that keep businesses organized and able to work from virtually everywhere in the world. Boost your productivity with digital, cloud-based filing. In fact, a copy of everything should be on the cloud.

### 3. Are you using automated systems?

If you or your employees find themselves having to do the same tasks every day or every week, then look into automating those repetitive tasks. DocuSign is a good example. It allows you to automate the signing process so you don't have to gather the relevant people in one room to take care of it. *Smallbiz Technology, Nov. 26, 2019*

## Facebook makes a tiny hippo into a big, very cute, deal

In January of 2017, the Cincinnati Zoo staff was alarmed that their pregnant hippopotamus Bibi was in labor. It was too soon. Way too soon.

At 3 a.m., Bibi gave birth to a six-week premature baby, to be named Fiona, who became the tiniest hippo to ever survive.

Zoo staff launched the social media project The Fiona Show, revealing their heroic efforts to save Fiona's life. They created a viral sensation. With the many emergencies and setbacks of Fiona's young life, there were also miracles and immense amounts of cuteness.



Baby Fiona and Momma Bibi

Last year our family visited the Cincinnati Zoo with friends and it turns out baby hippos are just about the cutest critters ever.

You can see Fiona videos on the zoo's Facebook page or YouTube.

Are you a small practice worried about HIPAA compliance? Get HIPAA Facts that might just save you thousands of dollars!  
Call 865-909-7606 or

Visit <https://www.computerdepotbusiness.com/hipaa-compliance-services-knoxville/>

**HIPAA HSN Secure Now!**

What did the big firecracker say to the little firecracker?

"My pop's bigger than your pop."

This Month's

# TRIVIA

Here is your next chance to WIN!

It is estimated that Americans will consume 150 million of these during the 3-day July 4th weekend? What is your favorite topping for this popular item?

Email your answer to [RHill@ComputerDepotOnline.com](mailto:RHill@ComputerDepotOnline.com)



July 2020



## Look What's Inside...

- **How To Avoid Getting Hacked By Cybercriminals And Protect Everything You've Worked So Hard To Achieve!**
- Start by asking these questions if you want too Improve Productivity In Your Business
- Hurry-You could WIN this month's Trivia and lunch on us 
- **Have you seen this Facebook sensation?**
- **How Back to School Can SAVE You Money Twice This Year!**



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

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

Beginning July 31<sup>st</sup> through the weekend, in Tennessee, you won't have to pay the nearly 10% sales tax when purchasing clothing, school supplies, and of course, **COMPUTERS!!!** The next weekend beginning on August 7<sup>th</sup>, the state will have another sales tax holiday to give restaurants a boost during the COVID-19 pandemic, as the restaurant business is currently down 60% nationwide. Not only do we get two weekends tax free, the normal price limits on eligible items was doubled this year to encourage shopping during this time.

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 \$3000 or less. Don't forget, all of Computer Depot Business new laptops and desktops come with a **3 YEAR Warranty** on parts and labor, serviced right here, in our stores.



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And because *Every* business computer needs a Managed Antivirus Solution and ours is the only one with a

### **Virus Free Guarantee**

When you pre-order your new computer, you will get our exclusive

**60 days of Managed Antivirus Service FREE!**

For more information, or to pre-order your computer, give us a call at the location nearest you or go to

[www.ComputerDepotOnline.com](http://www.ComputerDepotOnline.com).

Order today with a small deposit, then pay the balance on Friday, July 31<sup>st</sup> and remember you buy

**WITH ZERO \$ SALES TAX!**

## Contact Us

### Computer Depot Business Solutions

For over two decades

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