



COMPUTER DEPOT BUSINESS SOLUTIONS

Tech Bits and Bytes to Help You with Your Business

Computer Depot Inc. Business Solutions Newsletter

December 2021



Thomas Hill, President & Founder

"Community involvement is a good way to let others know what you are all about. Seek out ways to serve that really speak to your heart!"



Hackers Are Stepping Up Their Game This Holiday Season



Merry Christmas

The holiday season has almost arrived, and more Americans are expected to turn to online shopping this year than ever before. The ongoing pandemic, combined with convenience, makes online shopping an obvious choice for most consumers.

Unfortunately, online shopping has been muddied with hackers and cyberthieves since its debut. There are still safe places on the Internet where we should feel comfortable to shop, though. If you are careful about where you spend your money or share your personal information, online shopping can feel just as safe as entering a store.

Here are OUR FIVE BEST TIPS to ensure that your online holiday shopping is safe and secure.

Stick To Secure Websites

When shopping online, you want to ensure that every site you visit is secure. Look at the browser bar when entering a new site. If there is a small padlock icon to the left of the web address, the site is secure and you should feel safe to

continue. Google Chrome goes an extra step and will label unsecure sites as "not secure" so you know to stay away. Another quick way to tell if a site is secure is by looking at the web address. If it begins in "https," you're good to go. If the "s" is missing at the end and it starts with "http," the site is not secure, and you should find somewhere else to shop.

Don't Be Afraid To Use Your Phone

You can shop on your phone just as easily as you do on your computer, and the portable aspect should not worry you. Major corporations like Amazon and Walmart have secure apps with seemingly unlimited items to purchase. Making purchases directly on apps avoids the hassle of going to the company's website, where your connection might not be as secure. It also helps to set up an Apple or Google Pay account, as businesses will not be able to get your bank account information from these sources.

Continued on pg.2

TRIVIA

CONGRATULATIONS

Dr. Greg McClurg
of McClurg Vision Center
who knew that
Jason Todd, Tim Drake
and **Damian Wayne** are
Robin!



**TURN TO PAGE 3 FOR
THIS MONTHS TRIVIA**



If you do decide to shop on your mobile device, make sure that you are not on public WiFi. Public WiFi is rarely secure, and using it could make you an easy target for hackers. They could get any personal information you enter while on the WiFi. It's better to bookmark the products and purchase them when you are on a private connection.



CartoonStock.com

Use A Password Manager

To keep your information secure, it's imperative to utilize strong and complex passwords that are difficult to crack. Avoid using personal information and using the same password across accounts. To make

"If you are careful about where you spend your money or share your personal information, online shopping can feel just as safe as entering a store."

things easier for yourself, utilize a password manager to keep track of all of your different passwords. This way, you can create complex passwords that even the best of hackers can't figure out. Make sure to use a mix of uppercase and lowercase letters, numbers and special punctuation to make the most secure password possible.

Take A Pass On Amazing Deals

If you come across a price that just seems too good to be true, chances are it probably is. If you search for an item on a search engine, you may see prices way lower than those of major retailers. These options could be on unsecured sites as a front to try to steal your information or it could be someone who doesn't actually have the item trying to make a quick dollar. While the deal might seem like something you can't pass up, it may cost you more in the long run, and you might not even get the product.

Pay Attention To Bank Statements

You won't always know when someone gets access to your personal information or bank accounts. By paying attention to your bank statements, you can catch overcharges or purchases that you did not make. Always use a credit card when shopping online because hackers will not be able to access any of your actual

"For our practice, having Computer Depot Business Solutions means NOT having to worry about HIPAA compliance, IT issues, or software updates."

Dr. Krystal Barton, OD

money. Most credit cards come with fraud protection that prevents you from being liable for charges you never actually made.

As long as you take the necessary precautions, shopping online is a safe and financially responsible practice. If you follow these tips, your holiday shopping will go as smoothly as possible.

Wishing You Joy and Peace!



We appreciate you!

Have a joyous holiday and a prosperous New Year!

Free Report Download:

The Business Owner's Guide To IT Support Services And Fees



You'll learn:

- The three most common ways IT companies charge for their services and the pros and cons of each approach
- A common billing model that puts ALL THE RISK on you, the customer, when buying IT services; you'll learn what it is and why you need to avoid agreeing to it
- Exclusions, hidden fees and other "gotcha" clauses IT companies put in their contracts that you DON'T want to agree to
- How to make sure you know exactly what you're getting to avoid disappointment, frustration and added costs later on that you didn't anticipate

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- Small Business 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

Time For Us To Upgrade

Have you noticed our new look? While absolutely nothing about the superior service we provide our clients has changed, every business needs an update now and then, especially a technology related business. So check this out.

Please notice the frog but do not say he's cute. He is an annoying pain in the rump which is why he's there. Let me explain. It all started with the following quote:



"Eat a live frog first thing in the morning and nothing worse will happen to you the rest of the day." Through the years, several variations of this quote have been attributed to Mark Twain and even though there's no real evidence that he ever spoke or wrote these words, they are good words that have been the inspiration for many ideas, including a best selling book by Brian Tracy titled "Eat That Frog." This is great basic book about prioritizing and getting more done in less time. We were discussing the principles of this book in our staff meetings and the more we did, the more we realized how applicable this phrase (Eat That Frog) was to everything that we do.

According to Tracy, your "frog" is your biggest, most important task, the one you are most likely to procrastinate. It is also the one tasks that can potentially have the greatest positive impact on your day.

We all know in business, computer and IT issues, can often be the ugliest, most annoying part of what you do. Nobody wants to eat those frogs. Except us! Eat That Frog became an ism at our company. We realized that we do eat those frogs everyday so that our clients don't have to. We also realized we actually liked them!

And here's another thing about frogs. Someone else once described that frog as sitting on your plate first thing in the morning. Every day. You can ignore it. You can ignore it all day. But guess what? The next morning? That frog is still sitting there but now it has doubled in size and it has another friend sitting on that plate with it. This is exactly what happens when you ignore IT issues.

So as you can see in our logo, right there inside the C, there's a little frog, hopefully he's not too cute, because here at Computer Depot Business we eat those frogs!

This Month's
TRIVIA
 What is the BEST topper for a Christmas Tree?
 Email your answer to
 RHill@ComputerDepotOnline.com

Tesla Took This Lesson From Ford's 112-Year-Old Playbook

Ford has been a dominant first in the auto industry since the very beginning. Henry Ford once said, "Any customer can have a car painted any color that he wants, so long as it is black." It now looks like Tesla is following Ford's direction.

While other auto companies are focusing on providing more options to their customers, Tesla has scaled back. Tesla offers a third of the color and model choices when compared to its competitors, but their stock value is much higher than most. Tesla has improved their stock value by doing what it does best instead of attempting to appease every customer.

This same thought process can be applied to business. Businesses that try to do everything to win all customers instead of focusing on their true base usually lose out to the competition. The most successful companies limit their options and make the choice for the consumer easy.

As we enter another New Year, what will you do to focus on what you do best? How will you work to attract your ideal customer? What will you do to be the best in your industry and move to the top?!

Thank you Knoxville for voting Computer Depot #1 once again. and WAY TO GO TEAM!!!

Q Find the secret Christmas Message:
 A B C D E F G H I J K M N O P Q R S T U V W X Y Z
A



December 2021

Look What's Inside...

- **Our 5 BEST Tips To Safe Online Holiday Shopping**
- Everybody Needs An Upgrade Sometimes– Even Us!
- Hurry-You could WIN this month's Trivia and this 
- **Computer Depot is #1 AGAIN**
- Don't You Dare Miss This Business Lesson From Ford and now Tesla
- **Could Your Pet Be Our Next Pet of the Month?**



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

Pet of the Month Contest

Is your mutt marvelous? Is your feline fabulous? Would you like to shower your best friend with more than \$40 in treats and toys? Then enter our Pet of the Month contest for your chance to win a basket full of goodies!

Winners will receive a free basket of treats and toys, and will bring recognition to their person and their person's business by being featured in the Computer Depot Business Solutions Newsletter, Blog, and various Social Media sites.

To enter, provide a few photographs of your pet and answers to the following questions:

- What is your pet's name?
- Does her/his name have a special meaning?
- What breed is your pet?
- How old is your pet?
- How long have you had your pet?
- Do you bring your pet to work?
- What is his/her favorite toy or activity?

- What is an interesting fact about your pet?
- What is the BEST thing about your pet?
- Do you have a funny or interesting story about your pet?

Email your answers and a picture of your furry friend to Rebekah at RHill@ComputerDepotOnline.com.



Computer Depot Business
Solutions President
Thomas Hill and
Labradoodle Zoeybell

Contact Us

COMPUTER DEPOT
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