



COMPUTER DEPOT BUSINESS SOLUTIONS

Tech Bits and Bytes to Help You with Your Business

Computer Depot Inc. Business Solutions Newsletter

February 2022



Thomas Hill, President & Founder

"Count-Upon Character is the foundation of our core values. It is doing what is right, doing our best, and doing what we say we will."



FEBRUARY IS HEALTHY HEART MONTH

TRIVIA

CONGRATULATIONS

Andy C. Lunsford

from

Basics Office Supply

who knew that

NAILS grow at an average rate of 3 mm per month.



TURN TO PAGE 3 FOR
THIS MONTHS TRIVIA



Cyber Security Is More Important Now Than Ever – Is Your Business Prepared?

Over the past few years, instances of cyberthreats have increased at an alarming rate, and they don't seem to be slowing down anytime soon. Awareness around cyber security has certainly improved over the past year, with 9 in 10 Americans stating that they are somewhat concerned about hacking that involves their personal information, financial institutions, government agencies or certain utilities. But while awareness has increased, so have the rates of cyber-attacks.

Last year, people had more data breaches from January to October 2021 than in all of 2020. As we continue through 2022, there's no reason to assume this year will be any different. In order to ensure that your business is protected this year and every year after, you should take the proper precautions regarding cyber security. If your business falls prey to a cyber-attack, you risk tarnishing your brand's reputation and will have customers questioning whether it's safe to do business with you.

Below are a couple of the best cyber security practices you can put in place to fully prepare for cyber-attacks and threats. **HIRE A MANAGED SERVICES PROVIDER**

Small and mid-size businesses have seen an increase in cyber-attacks since 2018, but larger corporations are no exception for hackers. The NBA, Kia Motors and the Colonial Pipeline are just a few examples of big businesses that fell victim to cyber-attacks last year.

an MSP is the most affordable and best way to protect your business. MSPs are designed to identify and resolve any weak points in your IT infrastructure. MSPs are focused on being proactive and will also focus on IT support and advanced security. You'll get around-the-clock monitoring, data encryption and backup, network and firewall protection, security awareness training and so much more. With MSPs, you get a team of dedicated IT professionals who are available to assist

Continued on pg.2

with any tech dilemmas that may arise. It's the quickest and most cost-efficient way to fully protect your business. MSPs are designed to identify and resolve any weak points in your IT infrastructure. MSPs are focused on being proactive and will also focus on IT support and advanced security. You'll get around-the-clock monitoring, data encryption and backup, network and firewall protection, security awareness training and so much more. With MSPs, you get a team of dedicated IT professionals who are available to assist with any tech dilemmas that may arise. It's the quickest and most cost-efficient way to fully protect your business.



employees create complex and non-repetitive passwords go a long way toward keeping your business protected.

Educate your employees about the most common forms of cyber-attacks. They should be aware of phishing e-mails and texts and should be taught to never open any links if they don't know who the sender is. Hackers have also started to frequent social media, and they often target small businesses through various platforms. Make sure your employees aren't clicking on any social media spam links that could put your network at risk. Lastly, make sure they aren't accidentally downloading any malware that could create disastrous outcomes for your company.

A cyber-attack can have cataclysmic effects on a small business, and every business owner needs to make sure their network is protected. If you don't know where to start, give us a call and we will find a way to help you make your company as cyberprotected as possible.

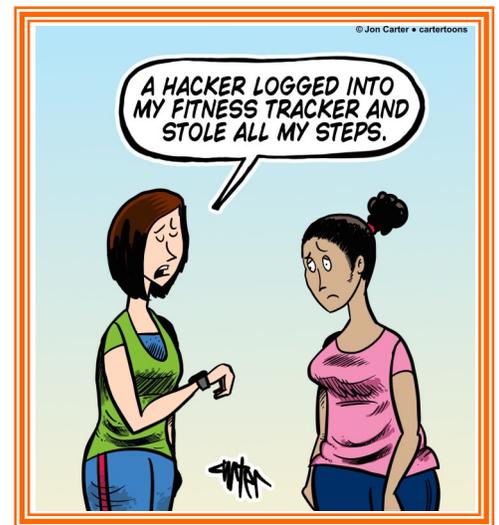
TRAIN YOUR EMPLOYEES

If your employees have not been trained to be cyber-secure, they need to be trained on this subject immediately. Security should also be built into the devices they use to access company data. This becomes even more important if your employees are working remotely. Multifactor identification and ensuring that your

“With MSPs, you get a team of dedicated IT professionals who are available to assist with any tech dilemmas that may arise.”

“Knowing that Computer Depot Business Solutions is there to answer questions and help with updates and security has been paramount. We truly have peace of mind! We have been so happy ever since they started helping us. Computer Depot Business is the way to go for service, friendliness, responsiveness, and professionalism.”

**Brittney Fleetwood,
The Nursing Center at Little Creek**



“I DIDN'T KNOW”

Unfortunately, That Excuse Doesn't Replenish Your Bank Account, Resolve A Data Breach Or Erase Any Fines And Lawsuits.

It's coming ...

- That day a hacker steals critical data, rendering your office useless ...
- That day when your bank account or credit card is compromised ...
- Or that day when your customers' private lives are uprooted ...



Cybercriminals and hackers are constantly inventing NEW ways to infiltrate your company, steal your assets and disrupt your life. The ONLY way to STOP THEM is by CONSTANTLY EDUCATING yourself on how to PROTECT what's yours!

Now, for a limited time, we have the perfect way to help reduce your risk and keep you safe! Simply sign up to receive our FREE “Cyber Security Tip of the Week.” We'll send these byte-sized quick-read tips to your e-mail in-box. Every tip is packed with a unique and up-to-date real-world solution that keeps you one step ahead of the bad guys. And because so few people know about these security secrets, every week you'll learn something new!

Get your FREE “Cyber Security Tip of the Week” at www.ComputerDepotBusiness.com/drip-tips/ Or Call Melissa at (865) 909-7606

Top 7 Reasons to Choose COMPUTER DEPOT Business Solutions

Call (865) 909-7606
To schedule a FREE 10 minute discovery call

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.

Break Through The Digital Dilemma And Take Your Business To The Next Level

In the digital age, some companies are growing faster than ever before, and the companies that are succeeding all have one thing in common: a growth mindset.

Companies that aren't looking to grow get stale quickly, and this becomes more apparent with

each technological advancement. In order for your business to succeed, you will need to develop a growth mindset within your company. There are a few things you can do to adapt and create a mindset that will catapult you to the top of your industry.

The first thing is to continue promoting a learning and mentoring ideology within your business. There's always room for growth; you just need to encourage it. You should also encourage innovation by establishing areas where external and internal sources can communicate. Also, stay informed and ahead of your industry by paying attention to new technology. Lastly, don't be afraid of feedback. It can help your company grow and help you to discover any shortcomings.



Congratulations and Thank You!

Kris is a Web Developer and Graphic Designer at The Thomas Group. He is also the Director of Communications for his church. We are pleased to recognize him for demonstrating good cybersecurity behavior, especially with email!

Do you want to be a Cybersecurity Hero? You can get started by reading the weekly cybersecurity tips. If you are currently not getting them, you may email Melissa at MCollins@computerdepotonline.com to be added and secure your chance for the next quarterly recognition.



Facebook Launched Its Metaverse, And No Surprise - It's A Privacy Nightmare!

Facebook is in the process of unveiling hardware and other technology to support its metaverse, even calling this new network "Meta." The social media platform has seen a recent decrease in users who cite mistrust as a key factor in their departure. A Facebook whistleblower, Frances Haugen, has stated that the virtual reality world could give Facebook another opportunity to steal even more personal information from its users.

Haugen said users will be required to set up many sensors throughout their home, which will encourage them to detract from reality and enter the virtual world. The idea of adding sensors into users' homes is



a privacy nightmare. It gets even worse if you consider the fact that employers who use Meta may require their employees to have the sensors in their homes so they can participate in meetings. Trust in Facebook is already low, and Meta will have to ensure their system is safe if they hope

This Month's

TRIVIA

Here in East Tennessee, when are we closest to the sun?

Email your answer to RHill@ComputerDepotOnline.com

A winner is randomly selected from all correct responses.



February 2022



Look What's Inside...

- **Cyber Security Is More Important Now Than Ever – Is Your Business Prepared?**
- **Meet Another Cyber Security Hero**
- **Hurry-You could WIN this month's Trivia and this** 
- **Is Anyone Surprised that Facebook Launched Its Metaverse And It's A Privacy Nightmare?!**
- **Why Only Some Businesses Move To The Next Level**
- **Meet our Pet of the Month — and then go enter your best furry (or not) friend to win!**

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

Meet Molly: February Pet of the Month

We are so pleased to introduce to you this month's Pet of the Month, Molly. She is a 14 ½ year old Yorkie/Maltese that according to her person Paul McCoy of Wood Bros Inc, Sporting Arms & Repair, runs the house and business. "She is like any boss, wants her treats immediately and doesn't want to wait to go outside. She comes to work 3-4 days a week and greets the customers while guarding her office. For only eight pounds, she carries a lot of weight."

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 some goodies! To enter, provide a few photos 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.

Contact Us

COMPUTER DEPOT
BUSINESS SOLUTIONS

For over two decades
Serving Knox and
Sevier Counties

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