

TECHNOLOGY TODAY

What's New

You may have never heard of "2 Factor Authentication" (also called 2FA), but it may be something that you should be using. Your username and password may not be enough to stop sophisticated hackers from accessing your critical data!

2 Factor Authentication adds an additional element that cannot be guessed and is often a code sent via text message or via a smartphone app such as Google Authenticator.

If you would like more information about 2 Factor Authentication, or would like to have us configure 2FA for your computers, network, or web applications, call us at 800-265-8324.

May 2016



This monthly publication provided courtesy of Ryan Haislar, Vice President of Computerease.

"As a business owner, you don't have time to waste on technical and operational issues. That's where we shine! Call us and put an end to your IT problems finally and forever!"



If you thought spam (junk e-mail) was just an annoying nuisance, think again.

Unfortunately, human beings communicating by e-mail often turn out to be the weakest link in your network's defenses. That's why cybercriminals often rely on spamming to inject their toxic code into their victims' computers. And, just as malware is becoming ever more potent, so are the tactics used by spammers to dupe the unwary. All of which is to say...

Spam may pose the greatest threat to your data.

So what tactics are spammers using these days to deliver their malicious payloads?

The ruse of appearing as a credible sender with an urgent and alarming inquiry, such as an overdue notice from the IRS, or an e-mail from a familiar-looking vendor with an attached invoice

Your #1 Data Security Threat (And How To Defeat It)

asking why payment wasn't made, can trigger an emotional response in even the most cool-headed of today's harried e-mail recipients.

Attached files now carry familiar extensions, such as *.rar, *.zip, *.gif, *.tiff, *.docx, *.pdf, *.png and *.jpg, and the message may seem like it's all part of a day's correspondence. In a recent typical scenario, an HR manager at an expanding company had asked several job candidates to e-mail her their résumés. Within minutes after clicking on what she thought was a résumé, all her data was encrypted and she was faced with a ransom message demanding \$800 to unlock it.

Outrageous? Yes.

And, unfortunately, all too common. Spam may well be THE weapon of choice for cybercriminals because it can be so devastatingly effective against unwary victims.

continued pg.2

What's particularly troubling is that the malware it delivers via booby-trapped e-mails can infect not only the victim's machine, but the entire network as well. And once installed, it can be very hard to detect.

So, what can you and your IT manager or consultant do about it?

Here are four ways to "FITE" back:

1. Filter.

Performance varies widely among spam filters. Look for the highest degree of accuracy in identifying spam, with the least number of false positives. You also want a filter that's easy to use and won't bog down your system.

2. **Identify.** Watch for tip-offs that an e-mail may be spam if 1) you don't know the sender, 2) you're asked for a password, money or account information, or 3) you detect anything fishy about the

sender, subject line or body of the e-mail.

3. **Think before taking action.** If you don't know the sender, don't even open the e-mail. By opening a spam e-mail, you are signaling to the sender that your e-mail address is active. More spam is sure to follow.

If the e-mail looks at all suspicious, **DO NOT CLICK** any links or download

any documents. If it's obviously spam, delete it or mark it as spam. If you're not sure, verify with the sender by separate e-mail or phone call before clicking or downloading anything.

Keep your e-mail address private and read privacy statements before revealing it. Use an alias when providing your e-mail address to commercial sites to keep your personal address from being shared.

4. **Educate.** Don't let untrained users into your network who

are not aware of the dangers of e-mail spam. Train your team in best practices. Remember, they'll benefit as well. After all, who wants to lose an important personal document or family photo due to an ill-advised click?

As spammers become more sophisticated, the threat goes beyond mere annoyance. Your company's data and financial security are at risk. Now is the time to update your spam protection practices - it's far less costly than dealing with the aftermath of an attack.

When was the last time your company's spam protection program had a checkup?

Through the end of May, we will provide a FREE Spam Checkup to the first seven companies that request it. Contact us today at 618-346-8324(IL) or 314-432-1661 (MO) or info@computer-service.com to reserve yours while you still can. Do it now...before a ransom demand - or worse - shows up in your in-box.

"Your company's data and financial security are at risk."

Free Report Download: If You Are Considering Cloud Computing For Your Company, DON'T, Until You Read This...



If you are considering cloud computing or Office 365 to save money and simplify IT, it is extremely important that you get and read this special report, **"5 Critical Facts Every Business Owner Must Know Before Moving Their Network To The Cloud."**

This report discusses in simple, non-technical terms the pros and cons of cloud computing, data security, how to choose a cloud provider, as well as three little-known facts that most IT consultants don't know or won't tell you about cloud computing that could end up causing you MORE problems and costing you more money than you anticipated.

Even if you aren't ready to move to the cloud yet, this report will give you the right information and questions to ask when the time comes.

Get Your FREE Copy Today:

www.computer-service.com/cloudreport

Client Spotlight-Lashley Animal Hospital



Dr. David Lashley, D.V.M., Dr. Casey Davis, D.V.M., Chris Lashley, CEO

Lashley Animal Hospital is a multi-generational family business that has been providing comprehensive veterinary care for the Metro East area for over 45 years. Located in Swansea, IL, they care for pets in a friendly family atmosphere.

“When we had issues with our server overnight, the Computerease team was there first thing the next morning. If we have any problems, they are there right away.” - Chris Lashley, CEO

Comprehensive IT Services for Technologically Advanced Veterinary Care

We trust Ryan Haislar and Computerease with all of our IT needs, allowing us to focus on providing comprehensive and compassionate care for important members of your family: your pets! Our practice uses advanced technology reliant on our computer systems to integrate our patient records, X-rays, lab services and financial transactions.

Personalized and Prompt Service

When we had issues with our server overnight, the Computerease team was there first thing the next morning to make sure we were up and running for the day. If we have any problems, whether it is morning, overnight or in the middle of a busy workday, Computerease is there right away. Most importantly, they are respectful and accommodating for the needs of our sometimes chaotic veterinary practice, minimizing interruptions to the care of our furry clients and their humans.

Trust Over 22 Years of Personal Experience in the Field

As a busy CEO that has many things to worry about, I trust Ryan's 22 years of experience in the field and I rely on his depth of knowledge that he conveys to me in a straightforward and relatable manner. I save time and money because with every decision about the IT needs of my business, I am provided with multiple options that are all reasonably priced.

Takes Time To Explain Everything

All of the Computerease staff explain the benefits and drawbacks of each of the options and makes a recommendation for what will work best, but I never feel pressured me to make a certain decision. I can easily make a well-informed and educated decision that best fits the needs of my business and my budget without having to spend hours of my valuable time researching on my own.

Quality and Service are of the Highest Quality

The high quality service and personal attention that we receive from Computerease is essential to providing high quality veterinary care to our clients. Their service is a great asset to our business!

Computerease has served the St. Louis and Metro East area for over 32 years and prides itself on treating each customer like family. We provide comprehensive IT support for your business and take the time to explain all of your options, customized to meet the needs of your business.



Patient records, X-rays, lab services and financial transactions are integrated with the computer system.

IFTTT connects the apps you love.

Create simple connections between apps like Facebook, Dropbox or Gmail – or any physical device that links to the web, such as your fridge, thermostat or light dimmers. The beautifully simple concept “IF This, Then That” connects a Trigger (If This) with an Action (Then That). For instance, a movement detected by your Nest camera at home sends you an e-mail, text or other warning. Each trigger-action pairing is what IFTTT terms a “recipe.” You can easily whip up your own recipes, or use any of the thousands already created at IFTTT.com. Or get “IF” at the App Store or Google Play. With IFTTT, the only limit to your productivity may be your imagination.

-Live-Smart

Considering a web conferencing service?

Adobe Connect, WebEx, Citrix, Join.me and Zoom lead the pack in online conferencing services. They all allow you to meet anyone online, anytime, anywhere you have a mobile or desktop device linked to the web. While Adobe Connect is more suited for larger-scale enterprise environments, Join.me seems

aimed at smaller companies and solos. Still, each one of the top dogs listed here covers a wide range of features and pricing, and each includes a robust feature set worth considering. Aspects to compare include technical capabilities, AV quality, ease of use and value. And most offer a low-end free plan you can try out, to sample their wares, with varying restrictions.

-Info-World

Facebook Audience Insights helps you build awesome ad campaigns.

Imagine a treasure trove of highly granular data about your ideal audience – all yours for the taking. Facebook helps you target by age, income, education, career, gender, location, buying behavior and Facebook activity. With that data, you can define your audience according to your desired conversion goal. From there you can fine-tune your marketing strategy, discover popular content and start attracting more attention. For example, if you notice that a lot of your visitors follow a certain publisher, you may want to strike up a deal for a private ad buy with that publisher.

Just be aware that the data Facebook provides may not be applicable in other media, such as Twitter or Google Adwords.

-Entrepreneur

End article clutter forever with this dynamic duo.

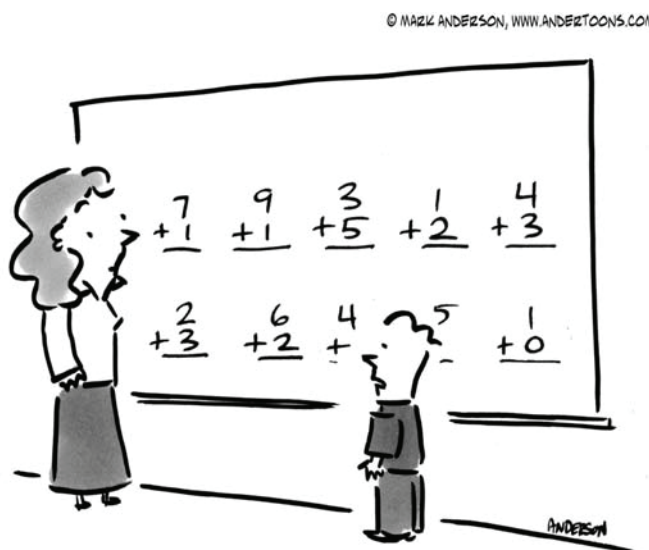
Smartphone app Pocket lets you easily clip articles you want to read later, but can get cluttered with articles you’ve already read. Evernote, on the other hand, is great for articles you want to keep, but can get cluttered with articles you’ve already read and don’t want to keep. Team them up and say, “Goodbye, clutter!” Here’s how: dump clippings from web articles, Twitter and your RSS reader into Pocket. Check off the ones you’ve read, delete what you don’t want to keep and store the keepers for long-term reference in Evernote. That way, Evernote becomes your uncluttered storage tool and Pocket helps you capture all those “read later” pieces.

-Lifehacker

“App overwhelm” got you down?

With so many apps online these days, it’s tough to know where to start – and stop. Here’s how to overcome app overwhelm: 1) To start, pick three or four apps. Learn each one thoroughly. Take a class, read or check out YouTube. And don’t forget good ol’ trial and error – whatever works for you. 2) Give yourself at least 30 days to see how each works in your life and business. Then reevaluate. If you like it, keep it. If not, hit delete – don’t let it clutter up your life. 3) Avoid “bright shiny object” syndrome – stay focused and stick with what works for you. At the end of the day, that’s what counts.

-OrganizingGuru.com



"All I'm saying is we plug these into Excel, let it do its thing, and then we can all play until lunch!"