

Technology Today

"Insider Tips To Make Your Business Run Faster, Easier, And More Profitably"

Thank You For Helping Us In The Fight Against Childhood Cancer!

Today, one in five children diagnosed with cancer will not survive. St. Jude is working to ensure no child dies in the dawn of life.

Because of generous donations, families never receive a bill from St. Jude for treatment, travel, housing or food — because all a family should worry about is helping their child live.

Computerease is proud to have joined in the fight against childhood cancer with the help of staff, their families and numerous clients.

Thanks for your support!

October 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!"



Things were going great at Michael Daugherty's up-and-coming \$4 million medical-testing company.

He was a happy man. He ran a good business in a nice place. His Atlanta-based LabMD had about 30 employees and tested blood, urine and tissue samples for urologists. Life was good for this middle-aged businessman from Detroit.

Then, one Tuesday afternoon in May 2008, the phone call came that changed his life. His general manager came in to tell Daugherty about a call he'd just fielded from a man claiming to have nabbed a file full of LabMD patient documents. For a medical business that had to comply with strict federal rules on privacy, this was bad. Very, very bad.

It turned out that LabMD's billing manager had been using LimeWire file-sharing software to download music. In the process, she'd unwittingly left

Could One Tiny Leak Wipe Out Your Entire Company?

her documents folder containing the medical records exposed to a public network. A hacker easily found and downloaded LabMD's patient records. And now the fate of Michael's life — and his business — were drastically altered.

What followed was a nightmarish downward spiral for LabMD. Not one to go down without a fight, Michael found himself mired in an escalating number of multiple lawsuits and legal battles with the Federal Trade Commission and other regulators investigating the leak.

Finally, in January 2014, exhausted and out of funds, his business cratering under constant pressure, he gave up the fight and shuttered his company.

One tiny leak that could have easily been prevented took his entire company down. Could this happen to you and your

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business? Let's take a look at four fatal errors you MUST avoid, to make sure it never does:

Have you developed a false sense of security?

Please, please, please do NOT think you are immune to a cyber-attack simply because you are not a big company.

The fact is, whether you have 12 clients, or 12,000 clients, your data has value to hackers. A simple client profile with name, address

and phone number sells for as little as \$1 on the black market. Yet add a few details, like credit card and Social Security numbers, and the price can skyrocket - \$300 per record is not uncommon. Being small doesn't mean you are immune.

Are you skimping on security to save money?

Sure, of course you have a tight budget... So you cut a deal with your marketing manager, who wants to work from home at times. He links into the company network with a VPN. If configured properly,

your VPN creates a secure and encrypted tunnel into your network. So his device now links his home network into the company network. The problem is, his home cable modem may be vulnerable to attack, an all-too-common issue with consumer devices.

Now you have an open tunnel for malware and viruses to attack your network.

Could lack of an off-boarding process put your company

at risk? It's crucial to keep a record of user accounts for each employee with security privileges. When an employee leaves, you MUST remove those accounts without delay. An internal attack by a disgruntled worker could do serious harm to your business. Be sure to close this loop.

Have you been lax about implementing security policies for desktop computers, mobile devices and the Internet? The greatest threat to your company's data originates not in

technology, but in human behavior. It starts before you boot up a single device. In an era of BYOD (bring your own device), for instance, lax behavior by anyone connecting to your network weakens its security. Your team love their smartphones, and with good reason. So it's tough sticking with strict rules about BYOD. But without absolute adherence to a clear policy, you might as well sell your company's secrets on eBay.

Don't let a tiny leak sink your ship - here's what to do next...

Our thorough network security audit will help determine what areas of your network and system are secure and what areas leave your business vulnerable to cyberattacks.

This is normally a \$297 service. It's yours FREE when you call now through the end of October.

Don't wait until disaster strikes. Call 314-432-1661 (MO) or 618-346-8324 (IL) or e-mail me at ryan@computer-service.com to schedule your FREE Network Security Audit TODAY.

"You MUST remove those accounts without delay."

Free Report Download: How To Avoid Making A Frustrating, Expensive Mistake When Choosing A VoIP Phone System

The Ultimate Guide To
Choosing The RIGHT
VoIP Phone System For
Your Small Business,
Call Center Or
Multi-Location Office



Read This Report To Discover:

- What VoIP is, how it works and why the phone company may force you to switch to a VoIP phone within the next 3 to 4 years.
- 4 different ways to implement VoIP and why you should never use 3 of them for a business phone system.
- Hidden costs with certain VoIP systems that can negate any cost savings you might gain on your phone bill.
- 7 revealing questions to ask any VoIP salesperson to cut through the hype, half-truths and "little white lies" they'll tell you to make the sale.
- The ONLY way to know for sure if VoIP will work in your environment and in your business.

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NEW! STOP RANSOMWARE! NEW!

“95% Of Security Breaches Are Caused By Human Error” - IBM Study

Ransomware is on track to surpass \$1 Billion in paid ransoms this year with no sign of slowing down.

FIGHT BACK!

One of your best defenses is to train your employees not to be fooled. We now offer very affordable cybersecurity training for your entire team.

Don't be a victim! Get this essential training starting at just \$9.99/month (Computerease All-Incusive Support Clients will receive this training FREE!)

Learn more at www.computer-service.com/staysafe or call us at 314-432-1661 (MO) or 618-346-8324 (IL)

Employee Cybersecurity Training Helps Protect Your Business



COMPUTEREASE CARES

3 Generations Working Together To Support St. Jude



Thanks to Haislar family and co-workers who helped in the fight against childhood cancer!

Savvy users are capitalizing on the LinkedIn-Microsoft merger.

Here are three ways you too can profit: 1) Your profile photo now appears on both platforms. Run it by photofeeler.com to make sure it's up to snuff. 2) When it comes to updates, forget text - video rules. Check your newsfeed and you'll see how LinkedIn puts video on top and is burying articles. No wonder members have seen a 60% to 90% drop in readership. To get attention, go video. 3) Keep an eye on LinkedIn's social advertising. With access to user data from both platforms, your ads could now enjoy a wider audience of both LinkedIn and Microsoft users. This merger opens new doors for users. Now's the time to capitalize on it.

-Entrepreneur

Want to know the secret to beating ransomware?

If there's one pop-up you NEVER want to see on your comput-

er screen, it's this: "Your files have been encrypted. You have 72 hours to submit payment or they will be deleted forever." Once ransomware hits, it's too late. Game over. The best way to beat ransomware is prevention. Make sure it never happens in the first place. And if somehow it happens anyway, make sure you have up-to-date backups ready to go. The first step to prevention is to invest in serious cybersecurity. Start with antivirus software with active monitoring. Then, layer in anti-malware and anti-ransomware programs. Finally, store current backups in the cloud and/or on a separate unplugged hard drive.

-blog.malwarebytes.com

A wafer-thin laptop so light you'll forget it's in your briefcase...

Want an ultrasleek machine with enough battery life to keep you going long hours without plugging in? A new breed of

"ultraportables" offers that and more. The lightning-quick storage on these units lets you resume work in seconds, even after they've been idle or asleep for days. The "best in breed" will cost you a pretty penny. But if you're willing to spend a little, you can get premium features. Touch screens, full HDMI ports and eight hours or more of battery life are not uncommon. At the top end, you can expect a high-resolution 4K screen (3840 x 2160). Be extra-nice and Santa might even slip one in your stocking!

-PCmag.com

Considering Facebook Live Video for your business?

Using Facebook Live is brain-dead simple. If you haven't already, install the Facebook app on your smartphone. Open it up, tap the red "Go Live" icon and you're on. It tells you how many are watching, plus their names and comments. When you're done, it saves to your Timeline. And, unlike Snapchat or Periscope, it doesn't disappear after just 24 hours. You can share, embed, Tweet - or delete - to your heart's content. And you can filter who sees it. As for content? Interview key employees, big shots in your niche or your customers. Share how you're making a new product. Or how your team relaxes. Why do it? Your customers love getting that little peek "behind the scenes."

-PostPlanner.com

Who Else Wants To Win A \$25 Gift Card?

The Grand Prize Winner of last month's Trivia Challenge Quiz is Lynne from O'Fallon, IL! She was the first person to correctly answer my quiz question from last month: At what temperature are Fahrenheit and Celsius the same? a) 92 b) 0 c) -40 d) 50

The correct answer was c) -40.

Now, here's this month's trivia question.

The winner will receive a gift card to Ted Drewes!
Japanese computer-gaming company Nintendo was founded in which one of the following years?
a) 1929 b) 1962 c) 1889 d) 1971

Email answer@computer-service.com to submit your answer!