

Technology Today

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Strategic Vision For Business Growth in 2018



I recently spent an entire day with members of the Computerease team developing our strategic vision for business growth in 2018. I wanted to apply the strategies I learned from the Goldman Sachs 10,000 Small Businesses program to start off strong in 2018. We discussed the strong points of 2017 and elements to improve going forward. Having a view of St. Louis and the Stan Musial/Veterans Memorial Bridge definitely helped with the creative process! What plans do you have for your business in 2018?

January 2018



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!"

US Department Of Homeland Security Calls On Private Sector To Take Proactive Cybersecurity Measures



You may have heard the recent headlines about the US Department of Homeland Security publicly acknowledging that North Korea was responsible for the May 2017 Wannacry cyberattacks. These ransomware attacks infected hundreds of thousands of computers in over 150 countries and cost millions of dollars in damage. And, many of the victims were small businesses.

This public acknowledgement by the US government was picked up by all of the major news outlets. During the December 19th press conference, the US Department of Homeland Security also called on the private sector to take proactive cybersecurity measures.

In this article I will highlight the relevant points for my clients and my fellow St. Louis area business owners from this critical cybersecurity update. (The full 34-minute video and transcript can be found on the CSPAN website.)

Tom Bossert, Homeland Security Adviser to the President, began by describing the effects of the Wannacry cyberattack.

"This was a careless and reckless attack. It affected individuals, industry, governments. And the consequences were beyond economic. The computers affected badly in the UK and their healthcare system put lives at risk, not just money."

He continued later with a direct message from the Department of Homeland Security and the President.

"We call today – I call today and the President calls today, on the private sector to increase its accountability in the cyber realm by taking actions that deny North Korea and the bad actors the ability to launch reckless and disruptive cyberattacks."

He then introduced Jeanette Manfra, Assistant Secretary for Cybersecurity and Communications at the Department of Homeland Security. *<continued Page 2>*

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She began with reiterating the focus of the Department of Homeland Security on cybersecurity.

“At DHS, cybersecurity is a core mission of ours. And just like preventing terrorism or responding to hurricanes and wildfires, it is a shared responsibility between government, industry and the American people.”

After summarizing the coordinated response by the US government, other countries and the large internet and cybersecurity companies she continued with an assessment of the current state of cyber risks for the nation.

“Although the Wannacry attack demonstrated our national capability to effectively operate and respond, we cannot be complacent. We are seeing increased activity and sophistication from both nation-states and non-state actors.

Most devices are connecting to the internet, which broadens the threat landscape and compounds the challenge for security practitioners. And there is no sign of these trends abating in the years to come. This is why cybersecurity continues to be one of the most significant risks to the United States.”

She continues with more details about how and why the cyberthreat landscape has recently become more volatile.

“In addition to broadening the threat landscape, we see some gaps between what an entity might consider adequate security for themselves or their sector and what is in the public’s best interest.”

She concluded her remarks with a general statement about the present state of cybersecurity.

“So how did we get here? The internet was engineered for interoperability, trust and openness. Innovation and automation equals efficiency and cost savings, but oftentimes the

cost of security, which is too commonly an afterthought or bolted on after-market. Attackers only have to be right one but defenders have to be right all the time.

Some say that defending cyberspace is impossible and that attacks are inevitable. I disagree with this assumption. We can take small tangible actions to make the cyber ecosystem safer. Our goal is a cyber environment where a given threat, such as a malicious email, can only be used one before it is blocked by all other potential victims.

We seek to drive the market toward more secure, scalable and interoperable solutions. Ahead of us lie great challenges, but even greater opportunities, which I know we can accomplish by working together.”

So....what now?

There are 3 important considerations in order to take proactive cybersecurity measures for your business.

1) Understand that EVERY business is at risk, no matter how big or small and no matter how many employees

2) When planning your business strategy and budget be sure to include cybersecurity protections

3) Reach out to us at Computerease for the best and most affordable cybersecurity protection technology to keep your business safe

On a final note, I know I seem like the IT guy who is always crying “cybersecurity” but these threats honestly keep me awake some nights. This concern drives me to constantly stay on top of the latest threats AND technology to combat those threats to keep my clients and their businesses protected.

If you are worried about cybersecurity and the safety of your business, you can call me direct at (314) 432-1661 (MO) or (618) 346-8324 (IL) or email me at ryan@computer-service.com.

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Cutting Edge Ransomware Protection: Sentinel One



Once I saw this software in action, I knew that I had to make this available to our clients. This is a game changer in the fight against Ransomware. This NextGen Antivirus software is used and trusted by large corporations to anticipate and block NEW cyberthreats, not just previously recognized ones. It can literally “undo” encryption damage caused by ransomware!

1 in 5 small businesses will suffer a cyber breach this year.

81% of all breaches happen to small and medium businesses.

97% of breaches could have been prevented with today’s technology

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Celebrating The Holidays And A Successful 2017



At the end of a year full of hard work, we celebrated with a delicious dinner and some fun. Our dinnertime conversations DID NOT focus on the latest cybersecurity trends or which solid state hard drive is the best. The “kids of Computerease” had fun hanging out and it was an overall nice time to visit with our families away from the office. We are rested and ready for all of the new adventures and challenges in 2018!

The #1 Most Important Word In Business, Which You Rarely Hear

Recently, a video podcaster named Nina asked me a simple question with complicated implications: “What’s the most important mindset for success in business?”

At first, I doubted that I’d be able to identify a single mindset that was key to success. Ordinarily, my team and I emphasize the importance of context. Usually, it depends on a leader fitting a given situation, which has many variables that are difficult to reduce to a single answer.

That said, I realized there was one common mindset that I had observed in the many successful clients I’ve advised over the years — one severely lacking in those that continuously struggled.

And not just casually, either. My firm has formally conducted over 17,000 in-depth interviews of leaders from all over the world, so we get to see which behaviors work in a variety of situations and which don’t.

I realized the single most important word in business, a word that you rarely ever hear, is generosity.

No, not honesty, kindness, respect, learning, empathy or even abundance. None of those things actually force you to be a proactive agent of change. Leaders who succeed are generous, and they treat people — whether they’re customers, employees, shareholders or members of the community — with a fundamental mindset centered around that generosity. Those that lack the spirit of generosity never succeed in the long term.

Once when I was speaking with the CEO of a mortgage company, I almost immediately got a bad feeling about his character. He implied that his business succeeded by “tricking” low-income homeowners into signing up for mortgages that had hidden terms unfavorable to them. Well, of course, that mindset backfired. When the housing crisis hit in ‘08, his company and career were snuffed out under a pile of lawsuits.



In contrast, I remember being impressed early in my career by the mindset of a self-made billionaire named Ted Waitt — the owner of Gateway, that old computer company. When asked about his success, Ted talked about making computers, which were scary for most people at the time, more friendly and fun. Ted loved making technology less stressful for customers, giving good people good value for their dollar, an enjoyable buying experience and just generally being eager to make lives better through his products.

There are dozens of such examples, both of selfish business owners getting their comeuppance, and generous ones being rewarded with abundant success and positivity. If you can spread a spirit of generosity throughout your team, you’ll see the benefits immediately.

*Geoff Smart is Chairman and Founder of gbSMART. Geoff is co-author, with his colleague Randy Street, of the New York Times best-selling book *Who: The A Method for Hiring* and the author of the #1 Wall Street Journal best-seller *Leadocracy: Hiring More Great Leaders*.*



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Which Social Network Do Teens Use More Than Any Other? The Answer May Surprise You...

If you're over, say, 30 years old, it's likely that you've missed the latest trend in social media. These days, Facebook marketing is all the rage as businesses attempt to get a grip on the changing media landscape in order to zero in on their demographic. But, it looks like Facebook's on its way to becoming



"so 2015," at least for one key group – American teens.

Perhaps in response to their parents, aunts and uncles flooding the service, lately teens have been fleeing Facebook in droves and migrating to the greener pastures of Snapchat. This is according to Piper Jaffray's biannual "Taking Stock With the Teens" survey, which reports that 47% of teens now consider Snapchat their favorite social network, with Facebook clocking a meager 9%.

businessinsider.com 10/16/2017

Successful Leaders Never, Ever Do These Things

Any good leader is constantly striving to elevate their skills, draw their team together, and steer the ship to profits and success. But even the most vigilant bosses often make some basic mistakes, most of which come down to one often-neglected fact: a good leader's primary concern should always be to serve the needs of their people.

Too many business owners fail to realize that their employees are real people, not just instruments or machines you can exploit to elevate you to the top. A topdown structure will always eventually fail, while a collaborative, participatory structure can only grow stronger as it ages and expands.

The fact is, no matter how smart a leader is, they don't have all the answers – they don't even get close. Intelligent leaders realize this and treat their fellow idea-makers as their most important asset, valuing input and creativity over their own egos. Not only that, but they're available to communicate with the team, instead of existing as some invisible force barking orders from on high. *Inc.com 10/13/2017*

How To Prevent Hackers From Stealing Your Phone Data

Unfortunately, even though you keep an enormous amount of personal data on your phone, most phones don't have any security software. To combat this, update your phone's operating system at the earliest opportunity. Then, set up an auto-lock system, backed by a six-digit passcode. Ditch as many apps as possible with access to your camera, contacts and email. And when you're out and about on the town, disable WiFi and Bluetooth. At the very least, adjust the settings to stop your phone from connecting to unprotected networks. Next time you're at Starbucks getting some work done, absolutely don't enter any passwords or credit card numbers until you're back home. *Inc.com 10/3/2017*

Who Else Wants To Win A Fun Prize?

The Grand Prize Winner of last month's Trivia Challenge Quiz is Dan from St. Charles, MO! He was the winner from the drawing of people who submitted correct answers for my quiz question from last month.

Which Christmas carol made it's debut in the musical Meet Me In St. Louis? a) I'm Dreaming Of A White Christmas b) Silent Night c) Have Yourself A Merry Little Christmas d) Jingle Bells

The correct answer was c) Have Yourself A Merry Little Christmas

Now, here's this month's trivia question. The winner will receive a \$25 gift card for St. Louis Bread Company!

What year will Microsoft stop supporting Windows 7 and Windows Server 2008? a) 2019 b) 2025 c) 2018 d) 2021

Submit your response to answer@computer-service.com!
Everyone who answers correctly will be placed in the drawing to win our fun prize!