

Technology Today

"Insider Tips To Make Your Business Run Faster, Easier, And More Profitably"
Since 1984



Scam Alert!

A popular phone scam is for "Microsoft" to call an individual or a business and say something along the lines of, "This is Microsoft and we are calling in response to an open ticket. We need to remotely log into your computer so that we can diagnose the problem."

THIS IS A SCAM! Microsoft will NEVER call you and require remote access to your computer.

These are CRIMINALS that will steal your data, credentials and sensitive information. Giving remote access to anyone you don't know is the equivalent of giving a thief a key and saying, "Please make sure to keep my valuables safe."

When in doubt, just say no and please call us immediately so that we can help you determine if a situation is credible or a scam!



If You Think Your Business Is Too Small To Be Hacked... Then You're Probably A Cybercriminal's No. 1 Target!

In a world of rampant cybercrime, hackers thrive on the blind faith of their targets. Despite high-profile digital security breaches showing up in the news nearly every week, most people assume they're safe from attack. The thinking goes that while Fortune 500 corporations like J.P. Morgan, Sony, Tesco Bank, and Target have lost millions of dollars of data breaches in recent years, *my* business is far too small to justify a hacker's attention... right?

Wrong. In fact, it's quite the opposite. According to StaySafeOnline.org, attacks on small businesses now account for over 70% of data breaches, a number that appears to be on the rise. Close to *half* of small businesses have been compromised, ransomware attacks alone have skyrocketed a whopping 250% since 2016,

and incidents of phishing have followed suit, as reported by Media Planet.

Owners of small businesses might be excused for erroneously believing themselves safe. After all, the hundreds of little guys paying out thousands of dollars in digital ransoms each and every day are a lot less newsworthy than, say, the CIA's recent hacking by the mysterious Shadow Brokers, or the 143 million sensitive customer records stolen in the recent Equifax fiasco. The lack of visibility of the more frequent, smaller-profile incidents plaguing the country can easily lull us into a dangerous false sense of security.

But why would a team of hackers zero in on a small-town operation when they could be targeting a giant like Google?

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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!"

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Well, which building is a petty thief more likely to target — the bank in the center of a busy downtown, packed with security guards and high-tech theft prevention equipment, or the house in an affluent part of the city, which the owners always keep unlocked while they're on vacation? Make no mistake — these hacker gangs aren't boosting a couple flat screens and a box of jewelry. They're gutting small businesses with ransoms that stretch to the very edge of their means, as much as \$256,000 for a single attack, according to one TechRepublic analysis.

Of course, any small business owner will struggle to afford the security measures implemented by giant corporations. However, there is a balance to be struck between affordability and vulnerability. With just a little research, it's actually quite easy to find an array of robust and comprehensive digital security solutions to protect your company. Such programs can turn your business from low-hanging fruit into an impenetrable fortress.

Even if you've somehow managed to make it through the past few years without a data breach, statistically, you can be confident that hackers *will* come for your business one

“Cyber security isn't something you purchase to check off a box and give yourself an imaginary peace of mind. Instead, it's an investment in your company's future, the safety of your customers, and the longevity of your livelihood.”



day. With that in mind, it's important to be prepared. Just because you haven't had a life-threatening illness in the past two years doesn't mean you shouldn't have a wide-reaching health insurance policy. Just because your car hasn't broken down since you bought it doesn't mean you shouldn't regularly change the oil and invest in car insurance.

And just like your car, your network security requires regular maintenance and upkeep to stay effective. If you grab your security software from the bargain bin, install it and forget it, you're only marginally safer than you were before installing the barrier in the first place. Cyber security isn't something you purchase to check off a box and give yourself an imaginary peace of mind. Instead, it's an investment in your company's future, the safety of your customers, and the longevity of your livelihood.

If your business isn't too small to attract the attacks of hackers — and we guarantee it isn't — then it's certainly precious enough to protect. Cybercriminals *will* come for your business one day, but equipped with a set of up-to-date, powerful security protocols, you can rest easy knowing they'll go away empty-handed.

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 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

Check out a live demo of this powerful software on our website:

www.computer-service.com/sentinelone

Or call us today at (314) 432-1661 (MO) or (618) 346-8324 (IL)

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Mr. Haislar Goes To Washington

I am NOT running for office in any way shape or form, but I am privileged enough to visit Washington DC with my fellow alumni of the Goldman Sachs 10,000 Small Businesses Program in a few short weeks.

As part of the first ever Goldman Sachs 10,000 Small Businesses Alumni summit in Washington DC, I will get to hear about Small Business topics from the likes of Goldman Sachs CEO Lloyd Blankfein, Warren Buffet, Tyler Perry, Senator Marco Rubio and many others. I'll also be meeting for nearly a full day with members of Congress on Capitol Hill as well as attending a House Small Business Committee Hearing. This is a great opportunity for me to help bring the voice of small business owners to Congress and hopefully help shape future policy.

I also wanted to ask you, our clients and fellow St. Louis area business owners; **If there was one small business-related question you could ask or suggestion you could make to Congress, what would it be?**

This is the first time I get to visit our nation's capital and I am very excited to see the sights! But, I'm most excited about my opportunity to sit down with lawmakers on Capitol Hill to discuss items of concern to small business owners.

Send me your input via email:
ryan@computer-service.com

The Process

Nick Saban, head football coach at the University of Alabama, has won five national championships, one while he was head coach at LSU and four at Alabama. The four championships at the University of Alabama have happened in a span of only seven years – the biggest run in college football history.

In football, you can only put 11 men on the field at one time. It's your best against their best, and while talent is critical, it's far from everything. What is Alabama's magical formula for success, and why do so many teams have trouble duplicating it?

A few years ago, Coach Saban asked me to present a program on communication to his coaching staff. In his world, recruiting star athletes is paramount to their success, and he wanted his coaches to make the best presentation possible to the athletes they wanted to play for Alabama.

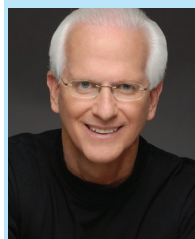
I learned a lot of things about Coach Saban and Alabama football preparing for my three-hour program. There are a lot of coaches, managers, bosses, and leaders out there who never mix with the people on the front lines. Not Coach Saban; he is all about being on the ground level, getting "dirty" in the details. In fact, I don't believe I have ever met anyone as detailed as he is. Meetings and practices are planned to the minute, and everyone understands what is expected of them and how they are to accomplish it. In the football world, he's become famous for what most call "The Process." As he puts it, "The Process is much more important than the result."



The critical element of his success is a simple way of breaking everything down into manageable parts. He owes this technique to Dr. Lionel Rosen, a Michigan State University psychiatry professor he met when he coached there in the late 90s. Dr. Rosen studied cognitive therapy used in the Alcoholics Anonymous recovery program and found the best way to succeed was to deal with the moment, not the future or past. If you handle the moment correctly, the final result will work out.

Dr. Rosen pointed out to Coach Saban that the average play in a football game lasts only about seven seconds, and that is where he needed to concentrate. The last play is done – it's the next play, the next seven seconds, that counts. Ensuring that his players know exactly what they have to do in those seven seconds, without hesitation, is all that matters.

The same is true in business. By breaking down what you do into manageable segments of time and function, you will be better able to achieve the results you desire. But remember, everyone needs to understand what is expected of them and how they are to accomplish it.



Robert Stevenson is one of the most widely recognized professional speakers in the world. Author of the books *How To Soar Like An Eagle In A World Full Of Turkeys* and *52 Essential Habits For Success*, he's shared the podium with esteemed figures from across the country, including former President George H.W. Bush, former Secretary of State Colin Powell, Anthony Robbins, Tom Peters and Steven Covey. Today, he travels the world, sharing powerful ideas for achieving excellence, both personally and professionally.

The Technology That Our Techs Love: Solid State Hard Drives

Upgrade to a solid state hard drive! We hear that phrase every few hours around the office - that is how impressed our entire staff is with the upgraded speed and performance of this advanced technology. Information is stored on microchips instead of requiring a read/write head to move around and read information, making the speed significantly faster!

■ **Drop These 4 Habits For A Successful 2018** Today, the business world is more rapid, complex, and volatile than ever before in history, a trend that shows no signs of slowing down. With that in mind, it's vital that entrepreneurs tighten up their business practices now, not later.

Here are four bad habits to kick in order to shed your company's sluggishness and step fully into the modern marketplace:



1. Procrastinating training investment: Investing in comprehensive training resources, which expands the skills of both you and your employees, can ensure you stay competitive in the midst of constant change.

2. Amassing knowledge without applying it: With millions of well-meaning advice articles plastered across the Internet, it's easier than ever to learn new principles. But you can't stop there. Actively implement the knowledge you gain, instead of keeping it locked away in your mind.

3. Expecting ideas to come from the top down: Today's savvy business owner doesn't solely channel those at the

top of the organization chart. Instead, they welcome ideas from all levels of the company.

4. Busywork: Too many leaders get caught up in output metrics instead of outcomes. Get the numbers out of the way and watch your employees shine. *Inc.com 11/16/2017*

■ **How To Spot A Phishing E-mail BEFORE It Can Do Any Damage** Phishing e-mails are bogus messages carefully designed to look like a legitimate message (or attached file) from a site or person you trust. Their goal is getting you to willingly give up your login info or unknowingly click a link to install a virus. The best of these e-mails look uncannily similar to their real-world counterparts, but there are ways to discern a phishing attempt from a legitimate e-mail.

First, hover over — but don't click on — the URL in the e-mail to see the actual website you'll be directed to. If there's a mismatched or suspicious URL, delete the e-mail immediately. Other telltale signs are poor grammar or spelling errors. And if the e-mail asks you to verify or validate your login or personal information, get out of there.

Who Else Wants To Win A Fun Prize?

The Grand Prize Winner of last month's Trivia Challenge Quiz is Jessica from O'Fallon, MO! She was the winner from the drawing of people who submitted correct answers for my quiz question from last month.

What year will Microsoft stop supporting Windows 7 and Windows Server 2008? a) 2019 b) 2025 c) 2018 d) 2020

The correct answer was d) 2020

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

Who was the first baseball team to spend Spring Training in Florida?

a) New York Yankees b) New York Yankees c) Chicago Cubs
d) St. Louis Browns

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