

# Technology Today

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

## "Back In The Day" Tech



Ryan Haislar, manager of Computerease in Collinsville, experiments with Windows 98.  
**Clamor over Windows calmer than in 1995**

Flashback to when the transition from Windows 95 to Windows 98 was a huge deal. It was a simpler world, before smart phones and ransomware. Where setting up a network and connecting computers to a server was the biggest technology challenge for a business. There were monitors the size of a medium cardboard box and no social media. Those were the days!

## February 2022



This monthly publication provided courtesy of Ryan Haislar, 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!"*

## An IT Company That's Older & Wiser Than Blockbuster

Did you have a laminated Blockbuster card in your wallet back in the day? It was a ticket to the latest entertainment options for you and your family. If you did have a Blockbuster card, you've likely shared a "back in the day" monologue. That story either earns you a groan and eye roll from younger folks or an eager friend to reminisce about the tragedy of your favorite movie being gone from Blockbuster's shelves.

My Blockbuster card, barcode and all, lived in my wallet many years ago, sitting next to my pager, which was a lifeline for Computerease clients to get a hold of me. I've been in this business a LONG time. In fact, Computerease was founded in 1984, one year before Blockbuster was established in 1985!

There's one thing that Blockbuster and Computerease have in common. Both technology and media are rapidly changing industries where businesses come and go with a blink of an eye. I'm very thankful that Computerease has a better track record than Blockbuster.

At its height in 2004, Blockbuster had over 9,000 stores across the globe with an annual revenue of \$5.9 billion. They were untouchable to their competitors, but



things began to change in the early 2000s when Netflix came into play. A changing industry challenged the huge corporate structure of Blockbuster.

In learning more about Blockbuster, I was surprised to discover that they had a chance to buy Netflix for a cool \$50 million in 2000. Their leadership teams decided that it wasn't a wise decision, something that would come back to haunt them only a few years later. Ultimately, Blockbuster couldn't compete with Netflix's mailed DVDs and streaming services. They filed for bankruptcy protection in 2010. Their reign was coming to an end.

Blockbuster almost completely disappeared by 2014. The only trace of Blockbuster's business is one remaining franchise store open in Bend, Oregon. It's earned a cult-like status as the last Blockbuster, launched into notoriety from a recent documentary available to stream on Netflix. *You can't miss the irony in how things worked out.*

*continued on page 2*

*continued from page 1* Netflix CEO Mark Randolph was a speaker at an industry conference I attended a few years ago. He shared details of the fateful meeting discussing the Netflix sale with Blockbuster's then-CEO John Antioco. He spoke about the difficult times for Netflix before streaming existed and their revenue depended on mailed DVDs. Netflix's future was hanging in the balance. They were losing money fast and the Blockbuster deal could be the financial lifeline they desperately needed.

Randolph described Antioco's attitude during the meeting as arrogant and dismissive. He saw the possibility of Netflix's future as a complete joke. The Blockbuster CEO just about laughed in their face saying, "The dot-com hysteria is completely overblown." He went on to say that online businesses weren't sustainable and were doomed to fail.

Obviously, John Antioco was wrong. Digital media companies have replaced brick and mortar video stores. Blockbuster's ultimate downfalls were arrogance and inflexibility to adapt to the changing industry and customer demands. In contrast, Netflix rebounded from a difficult time and continually adapted to stay relevant.

If there's one guarantee in this world, it's that things will change. And they will change quickly. In our 38 years of business, we've transitioned from Commodore 64 computers, to building customer computers for businesses needing their first computer ever, to now managing thousands of business computers remotely. Our clients trust us to take care of every aspect of their technology, from their networks, backups, remote workforce, VoIP phones, and cybersecurity.



*Netflix CEO Mark Randolph was a speaker at an industry conference I attended a few years ago. He shared details of the fateful meeting discussing the Netflix sale with Blockbuster's then-CEO John Antioco.*

As an IT company and small business owner, I know that there's also always room for improvement. We're following the path of businesses like Netflix that change and adapt as needed. I can't imagine taking the arrogant and inflexible attitude of Blockbuster toward a changing industry and customer demands. We never would've survived through all the changes in the tech industry!

If you don't keep moving forward, your business will quickly fade into nostalgia with all the Blockbusters of the world. If Blockbuster executives were humble enough to listen to customers and adapt to a changing industry, they might've bought Netflix. The fate of their company would've been very different. The iconic yellow and blue logo might be streaming into millions of homes instead of the large red Netflix N.

## '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 this:

**You Must Constantly Educate 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 inbox. 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.computer-service.com/weekly-tips](http://www.computer-service.com/weekly-tips)

*Get More Free Tips, Tools and Services At: [www.computer-service.com](http://www.computer-service.com)  
(314) 432-1661 (MO) or (618) 346-8324 (IL)*

## Shiny New Gadget Of The Month:



### Kailo - The Future Of Pain Relief

Nearly everyone has felt pain so intense that they had to take a painkiller to calm the discomfort. Sometimes orally administered painkillers can take too long to be effective, or they simply fail to dull the pain at all. The people at Kailo realized this and made it their mission to help people manage pain with a nanotech patch.

Kailo interacts directly with your brain's electrical system, telling it to calm down and reduce pain. Kailo doesn't use medicine or drugs, and there are zero side effects. In addition to this, it works anywhere on your body, and you'll start feeling the effects within the first minute. If the usual painkillers aren't working for you, give Kailo a try.

# How To Create More Opportunities



To put it simply, in life, perspective is everything. Every activity, job and situation usually has multiple angles, depending on how you view it. By changing our perspective in our business and personal lives, we are creating a very positive mindset that will open us up to a plethora of new opportunities.

There's a rocky cliff that rises up at the back of my property, and atop that small cliff is a boulder. I normally wouldn't give a second thought to this giant rock that sits in my yard since it's nonliving. I mean, it's just a rock, right? But as I observed it more and more, my perspective completely changed.

You see, while the rock itself may be nonliving, it is actually thriving with life. There are beautifully colored skinks that live in the crevices of the boulder, and I even saw a big black rat snake make its home there, too. When I took a second to think about it, I realized that this boulder sustains its own ecosystem.

By simply taking a moment to drop your own preconceived notions and making an effort to observe, you will find life and opportunities in something you may have previously missed. But changing your perspective is easier said than done. In order to change your perspective, you may have to do a little digging. You'll have to evaluate why you see things the way you do. You may need to reach out to others and consider their perspectives to get an idea of how others think. And lastly, you'll have to reform your own perspective so you can grow and find new opportunities.

Dig deeper within yourself and truly concentrate on what you're focusing on so you will see so much more. You'll quickly discover that the opportunities are endless.



*Mike Michalowicz has always believed that he had the formula to success and has proved it on multiple occasions. He is the creator of Profit First, which is used by hundreds of thousands of companies across the globe to drive profit. He is the author of multiple books, including Get Different and The Toilet Paper Entrepreneur. Mike is a former small business columnist for The Wall Street Journal and served as a business makeover specialist for MSNBC. Mike currently leads two new multimillion-dollar ventures as he puts his latest research to the test. He also is a highly sought-after keynote speaker on innovative entrepreneurial topics.*

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

In the digital age, 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.

## ■ Facebook Recently Launched Its Metaverse, And 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 for success.

## ■ It's Been Coined The 'Great Resignation,' But Why Are Employees Walking Out In Drones?

Everywhere you look, it seems like more businesses are putting out "Help Wanted" signs. Limeade, an organization that specializes in employee well-being, recently released the results of a study that focused on why people were leaving their jobs. Burnout was the top reason most employees quit. Through surveys and conversations with your team, you can discover if burnout is an issue in your business. Introducing mental health days and finding ways to equally distribute workloads can help prevent burnout.

People who recently left their jobs also stated that they wanted a more flexible or caring culture. Employees need time for themselves and will become unhappy if they feel work is taking away from that time.

