



437 Richmond Road
Richmond Heights, Ohio 44143
www.ClevelandComputers.com

INSIDE THIS ISSUE

Out With The Old! Outdated Tech Is
Costing You A Lot More Than
You Realize | 1

The 7 Most Critical IT Security
Protections Every Business Must Have In
Place Now To Protect Themselves | 2

Stop Recurring Problems | 3

A Scary New Threat To Your Network's Security

More people are working remotely than ever before. Many businesses had to make a huge shift in 2020. At the same time, cybercriminals used the shift to attack as many people as possible. They knew that with more people working at home, there would be a window when cyber security wasn't a priority – and they were right.

Because businesses had their hands full getting their teams set up for remote work, IT security slipped through the cracks. Cybercriminals used their greatest tool to their advantage. That tool? Human error. Hackers sent out phishing emails and attacks at an unprecedented

rate. *Infosecurity Magazine* reports that phishing attacks increased upwards of 30,000% over the last year!

This highlights the need for strong IT security for the remote workforce. Remote workers must be trained up on the latest cyberthreats, especially phishing scams. They also need serious endpoint security on their at-home devices (such as antivirus software and other malware protection). If you need them to access your network, security **MUST** be in place, and that includes the use of a VPN. *usecure, Oct. 8, 2020*

THE VERY FIRST THING YOU MUST DO THIS YEAR

Before you turn your attention to the big goals you've set for your business in 2021, **there's one very important thing** you need to do ASAP: **a cyber security audit**. You need to know where you and your business

stand against today's many cyberthreats. An IT security assessment will tell you how capable you are of withstanding or blocking data breaches, malware infections and much more. When you know where the gaps are, you can fill them, giving your business the edge in 2021.

IS READING ON YOUR RESOLUTION LIST? SEE UNEXPECTED READS FROM THE TOP CEO'S IN 2020

If it's time for a new reading list, look no further than some of the top reads from 2020, as picked by CEOs. Here are a few of their picks according to the online library, Perlego.

- *The (Honest) Truth About Dishonesty: How We Lie To Everyone — Especially Ourselves* by Dan Ariely: This is a book about cheating. Why do people do it? Does it have a purpose?

Continued on Page 3 ...

PRST STD
US POSTAGE
PAID
BOISE, ID
PERMIT 411

TECHNOLOGY TIMES

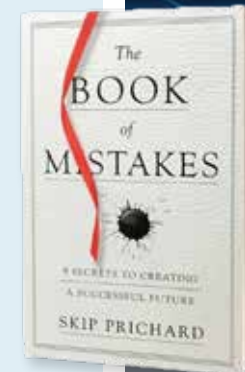
“Insider Tips To Make Your Business Run Faster, Easier And More Profitably”

The Book Of Mistakes

By Skip Prichard

When we think of business books, we don't usually think of fictional stories. However, Skip Prichard, author of *The Book Of Mistakes: 9 Secrets To Creating A Successful Future*, decided to take a different approach with this book, and it works remarkably well. He weaves a fictional story that many of us can relate to.

Maybe you're focused on growing your business, but you're not seeing the results you want. As a CEO and business leader, Prichard knows what it takes to grow a company and find success when it seems just out of reach. Read through this series of mistakes and gain a new outlook for achieving your goals and finding success!



Finally Shed The Old This Year – It's Costing You Much More Than You Think

When was the last time you updated your technology? Between your hardware and software, if you are still doing business on older technology, you could be putting yourself at risk, and it could end up costing you big. As we begin a new year, it's time to take a close look at the tech you rely on every day.

While many small businesses tend to put off major technology purchases due to the upfront costs, by doing so, you may be opening yourself up to major costs down the road. These are hidden costs that businesses don't always consider when they decide to

“hold off” on investing in new equipment or the latest software.

Here are five ways outdated technology can take a toll on your business:

1. It leads to a loss in productivity. Old technology has a habit of getting slow. This means your team has to waste time waiting for their PCs to turn on and their apps to load. Even well-maintained equipment is going to wear out over time. This problem is only compounded when your team has to use

Continued on Page 2 ...

January 2021



This monthly publication provided courtesy of Jim Conley, President of Direct Connect Computer Systems and ClevelandComputers.com.

Our Mission:

To empower our customers with the best-fit technologies, tailored and managed to suit their business needs, and to enhance their growth and success.

... continued from Cover

software that no longer works as it once did. Eventually, programs that once worked well together start to experience hiccups, and you risk losing data.

2. It leads to a loss of customers. Your customers want to know your data (which may also be their data) is secure. If you're using outdated tech, there's a good chance that data IS NOT secure. One Microsoft survey revealed that 91% of consumers would end their relationship with a business that was relying on outdated technology.

3. It leads to a loss of employees. If employees have to deal with slow hardware and poorly-integrated software every day, they're going to get frustrated. They're

“One Microsoft survey revealed that 91% of consumers would end their relationship with a business that was relying on outdated technology.”

going to get even more frustrated if nothing is done about it. The end result is high employee turnover. This alone can be a huge cost for a small business to absorb.

4. It leads to a loss of support. Over time, developers stop supporting their older products so they can focus on their new products. This also means they're devoting more attention to the customers who are using the newer versions. This can leave you in the dark if you run into a problem that you need help with. You may have to call in a third-party specialist to answer your question and fix your problem, and they will charge you accordingly.

5. It leads to a loss of security. A loss in support also means you aren't going to see security patches for your aging hardware or software. This makes you highly vulnerable to all kinds of cyberthreats, including data breaches, malware infections, and all kinds of other cyber-attacks. Hackers want to break into your network, and if you're using outdated tech, you make their job much easier.

When you factor in the costs associated with these losses, it can be staggering! It's enough to put some companies out of business (and it has). After a year that has left many businesses more vulnerable than before, you should be taking steps to avoid these kinds of losses.



Here's what you can do: as we head into a new year, take stock of your technology. It's unlikely you have to replace everything, but look at where you are most vulnerable. What issues are your employees experiencing? What hardware or software is no longer supported? Where are the gaps in your IT security?

The great news is that you don't have to answer these questions on your own. Even better, you don't have to drop a pretty penny to make it happen! You can work with a managed service provider (MSP) or a dedicated IT services firm that can help bring your business back up to speed. They can even help you mitigate some of the cost that comes with upgrading your technology. In the end, you, your employees, and your customers **GAIN** complete confidence in your business as you head into 2021!

Cartoon Of The Month

... continued from Page 4

- *How To Make Anyone Like You: Proven Ways To Become A People Magnet* by Leil Lowndes: This is a book with a self-explanatory title. The author walks readers through ways to get people on your side and how to better interact with others.
- *Great Speeches Of The 20th Century* by Bob Blaisdell: If you want to be inspired, look no further. This is a collection of speeches that captivated audiences at the time and in years following.
- *The Shallows: How The Internet Is Changing The Way We Think, Read And Remember* by Nicholas Carr: This book is a thoughtful look into current technologies and how they shape the way we think, form relationships and interact with the world. *Business Insider, Sept. 1, 2020*

New Month, New Year – Time For New Passwords!



If you're like most people, you groan when it's time to change your passwords. Cyber security experts agree we should all be changing our passwords every 1-3 months.

Here's why it's so important: hackers work 24/7 trying to break the security of just about every app, program, and website on the planet. They want sensitive data, like your usernames and passwords. Chances are, you use these usernames and passwords for other things, like banking. If hackers get a hold of your passwords, they can exploit them and put you at serious risk.

The more often you update your passwords, the harder it is for hackers to take advantage of these kinds of exploits. If you haven't changed your passwords recently, here is your reminder for the new year!

Stop Recurring Problems

Some of the biggest challenges with companies today are **“RECURRING PROBLEMS.”** I'm talking about situations, hassles and mistakes that happen **over and over again** and never get resolved. These occurrences are worse when they happen to customers because if they happen too often, customers will quit doing business with you. Consider what **RECURRING PROBLEMS** do to employees – frustration sets in, morale plummets and so do productivity and profits.



I heard it once stated that recurring problems eat up more than 40% of the average productivity of a company. That may seem a bit high to you, but consider the fact that rarely is a problem just one person's problem. The employee who discovers the problem will most likely get others involved in dealing with it. What they were originally doing will come to a halt, causing that productivity to be lost while a remedy is figured out.

To make this an even bigger problem, according to estimates based on a recent University of California Irvine study, refocusing your efforts after just one interruption can take up to 23 minutes. So, every time you come up with a quick fix, you are adding an **additional 23 minutes** of lost productivity with every occurrence.

Time, which is money, is a precious commodity that we can't afford to waste. It is imperative to gather data on problems that are **RECURRING** and hassling employees and customers so you can address them. You want a process to be hassle-free, so get your employees involved in identifying recurring problems. Your employees are closest to the problem and can give you valuable insight into what is really going on. In turn, this will reduce

costs, increase profits, and improve efficiency across the board.

The Ritz Carlton Hotels requires employees to log all incidences of customer or employee problems or concerns and turn them in daily. **This information helps them make improvements that will save them time and money, improve working conditions and morale and increase customer satisfaction.** A problem identified is a blessing because you can't fix what you don't know to be wrong. No company wants frustrated employees or customers, and a 40% loss in productivity is a scary statistic that needs to be addressed.

But understand this: do not start this process if you have no intention of following through on correcting the recurring problems. Be responsive to the issue identified and fix it. Eliminate **RECURRING PROBLEMS** and watch your morale go up, efficiencies improve, complaints go down and profits soar.



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, Tony Robbins, Tom Peters and Stephen Covey.

FREE Report: The 7 Most Critical IT Security Protections Every Business Must Have In Place Now To Protect Themselves From Cybercrime, Data Breaches And Hacker Attacks

Eighty-two thousand NEW malware threats are being released every day, and businesses (and their bank accounts) are the No. 1 target. To make matters worse, a data breach exposing client or patient information can quickly escalate into serious damage to reputation, fines, civil lawsuits and costly litigation. If you want to have any hope of avoiding a cyber-attack, you **MUST** read this report and act on the information we're providing.

Claim your FREE copy today at
www.ClevelandComputers.com/security