



"Insider Tips To make Your Business Run Faster, Easier And More profitably"

Food For Thought

FROM THE TOP TECH HEADLINES...

The iPhone 7 has worse battery life than HTC 10, Samsung Galaxy S7 and LG G5
[Betanews.com 10/01/2016](#)

Microsoft halts sales of Band fitness trackers, says no new model in 2016
[Betanews.com 10/03/2016](#)

Yahoo created program to scan customer emails for U.S. intelligence agencies...
[Appleinsider.com 10/04/2016](#)

Apple ordered to pay \$302.4M in damages to VirnetX in patent retrial
[Appleinsider.com 9/29/2016](#)

Chip-card rollout a year later:
Slow and, mostly, secure
[Computerworld.com 9/30/2016](#)

Review: Microsoft Windows Server 2016 steps up security, cloud support
[Computerworld.com 9/26/2016](#)

Why Fitbit Charge 2 is the best fitness wearable money can buy
[CIO.com 9/9/2016](#)

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[Techcrunch.com 10/03/2016](#)

October 2016



A message from the owners...

"As a business owner, you do not have time to manage the technical & operational issues. That is where we have your back ! Call us and put an end to your IT problems finally & forever !"

Dale & Mark,
Class Computing



The One Attack No Tech Can Stop

in losses ranging anywhere from \$25,000 to \$100,000 per occurrence.

You can defend your data with all the latest and best technology. But if just one team member gets tricked into giving away the keys to the castle, it's game over. Hackers know this. And that's why so many use social engineering to break in.

Unfortunately, there just aren't any whiz-bang tricks or tools that will automatically prevent a clever "social engineer" (SE) from breaking in. The keys to protection are awareness and vigilance. To help you know what to watch for, here are five common ploys - and how to deflect them:

And it's not just the big companies you hear about on the news. On February 3, 2016 a suspect posing as the CEO of Magnolia Health Corp. obtained a spreadsheet with sensitive data about their employees. On February 23, someone posing as an employee of Central Concrete Supply Company obtained confidential W2 records and disappeared with them.

Familiarity - In this type of scheme, the hacker becomes familiar to an employee. Social networking sites can reveal an employee's schedule and favorite hangouts. The hacker might then frequent the same bar or restaurant. After a drink or two, some key fact may slip out... The best way to bust this ploy is to be careful to not get lulled into a false sense of security around people you haven't thoroughly vetted.

In a 2011 survey, Check Point Software Technologies found that nearly half of the companies surveyed reported one or more social engineering attacks resulting

The Consultant - A social engineer poses as a consultant for

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hire. Once they get the gig they can scoop up all the info they need from you and your team because of their seeming authority. Watch for this especially with IT consultants. Do NOT trust blindly. Vet every consultant, and never give all the keys to the kingdom. Just because someone has the skills to fix your server or **network doesn't mean they won't steal your data.** Vet thoroughly, **and, as Ronald Reagan said, 'trust but verify'.**

Piggybacking - The SE waits by a secured door for someone to use their passcode and enters right behind them. Or the SE struggles with a heavy box and asks a legit employee to hold the door open for them. Being kind and helpful, the employee helps the SE right into the **building... free to do as they please.** To foil this one, never forget the dangers of allowing a stranger in without proper clearance.

“When you see THIS exploit unfolding.... call security.”

The Interview - Key information often escapes during interviews. A smart social engineer will gain an interview and deftly pick up all the information they need to hack into your network. Make sure any data provided during an interview offers nothing in the way of secrets. Keep the conversation light, or even superficial to avoid leaking critical data.

Angry Man - You may have seen **this on TV... Somebody has an angry tone on the phone, or is grumbling to themselves as if they've just had an argument.** We all tend to avoid people like that. Enough people avoid them and the way is cleared into the heart of the company - **and your data. Don't go along with it.** When you see this exploit unfolding, call security.

The key to preventing social engineering attacks is a well-trained workforce. You and your people **may be your company's greatest asset.** Yet without regular, proper training, human beings can be the **weakest link in your company's**

data defenses.

Here's how to protect your network from a costly cyber attack as a fellow business owner in the **Chicago** area, I'd like you to take advantage of my extensive research and experience in protecting data networks for small and medium **companies. My business owner's guide:**

The Top 10 Ways Hackers Get Around Your Firewall And Anti-Virus To Rob You Blind

steps you through 10 ways to protect your company from the coming deluge of cyber attacks we can expect over the next several years and beyond.

You have worked way to hard to get where you are today to risk it all to cyber-villains.

CALL TODAY (312) 262-3930 or email me to get yours FREE **sales@classcomputing.com.** We still have a few of the hard copy versions I'd like to send you, so call or email me now while they're still available. I look forward to sending you this valuable guide right away.

Help Us Out And We'll Give You A Brand-New *Amazon Fire 7* for Your Trouble



We love having you as a customer and, quite honestly, wish we had more like you! So instead of just wishing, we've decided to hold a special "refer a friend" event during the month of **October 2016.**

Simply refer any Company or Fire District with 10 or more computers to our office to receive a FREE Computer Network Assessment (a \$397 value). Once we've **completed our initial appointment** with your referral, we'll rush YOU a free **Amazon Fire 7** as a **Thank You** or Donate \$100 to your favorite charity! Simply **Call Us** at **(312) 262-3930** or drop us an e-mail at with your referral's name and contact information today! **sales@classcomputing.com**

THE MYTH OF MULTITASKING... AND WHAT TO DO INSTEAD

Shiny New Gadget Of The Month:



PETZI Treat Cam

Watch the excitement on your pet's face when you pop in and say hello to your pet through the high quality audio.

Capture candid photos of your pet to save or share on your favorite social site. Dispense your pet's favorite treat with the Petzi Treat Launcher, for a big smile!

A fun and easy way to connect with your pet from anywhere, at anytime!

\$169.95 at www.petzi.com



"My kids are natural multi-taskers!" a friend exclaimed. She bragged that they could listen to music, watch TV and do their homework all at the same time. She might have been proud of their efforts, but she wasn't accurate about their abilities. Research has concluded that it will take her kids longer to do their homework and likely they won't do it as well.

We think of multitasking as the ability to successfully perform more than one activity at the same time. It has become a seemingly ubiquitous phenomenon like walking in the park while talking to a friend. But there is a difference: walking doesn't require our cognitive attention, so we are free to concentrate on our conversation. Other situations are more complex. For instance, it's a different matter to read a book and listen to a lecture.

In reality, what we commonly refer to as multitasking is the rapid shifting of attention from one task to another that creates the illusion we are performing them concurrently.

Nancy K. Napier Ph.D., in her article, The Myth of Multitasking said, "...much recent neuroscience research tells us that the brain doesn't do tasks simultaneously, as we thought (hoped) it might. In fact, we just switch tasks quickly. This rapid switching of tasks makes us prone to error and ends up consuming more time than if we undertook one task at a time.

Workplace demands often create the perceived need to continually switch tasks. That makes people less effective. The ability to do a thing well and quickly requires full attention, and the myth of multitasking prevents that from occurring.

Success in any area is a function of the capacity to pay attention. Isaac Newton, for example, credited his success and discoveries as "owing more to patient attention than to any other talent."

So what can you do? Here are some suggestions:

Stop fooling yourself. You're not truly multi-tasking, you're task switching. And that's fine if that's what you want to do. But there is a better way.

Block uninterrupted time to work on important projects. Aim for at least 30-60 minutes without phone calls, texting, walk-ins or other distractions.

Choose to focus your attention on one thing at a time. For example, at your next meeting, try listening to others rather than glancing at your smartphone or jotting unrelated notes.

Give people your undivided attention. While it sounds cliché, it is difficult to do, but the payoffs are big. Not only will you improve the interaction, but you'll demonstrate the regard you have for the other person.

Consciously avoid demanding others to multi-task. Don't interrupt a colleague involved in another activity to make a request. Pick (or schedule) times to interact when the other person isn't distracted by competing demands.

Read Cal Newport's book, [Deep Work](#). It is one of the best books I've read in recent years and will provide many insights and tactics you can use to beat the myth of multitasking.



Mark Sanborn, CSP, CPAE, is president of Sanborn & Associates, Inc., an idea studio dedicated to developing leaders in business and in life. Mark is an international best-selling author and noted authority on leadership, team-building, customer service and change. Mark is the author of 8 books, including the best seller *The Fred Factor: How Passion in Your Work and Life Can Turn the Ordinary into the Extraordinary*, which has sold more than 1.6 million copies internationally. Learn more about Mark at www.marksanborn.com.

WHEN WAS YOUR YEARLY SECURITY ASSESSMENT DONE?

CLASS COMPUTING can help you with this. Our proprietary Security Assessment helps you take the friction out of data protection. Contact us today at (312) 262-3930 or email me at sales@classcomputing.com to take advantage of this offer (normally \$297), FREE through the end of October.

Hitachi 4K Ultra HD TV's powered by Roku hit the market

HD inspired pretty much everyone to buy a new TV, but then the manufacturers faced a problem -- what next? They banked on 3D, but people balked, and the technology failed to capture interest with pretty much everyone.

As you may already know, Roku has jumped into the TV market now, pumped up by the possibilities for the future of the platform. The set-top box maker hasn't jumped into the business with its own OEM, but has licensed its software to power the latest big screens in your home. Now the latest model is hitting the market, this one rolling out from Hitachi, a big name brand in the electronics market.

-Betanews.com

These 3 apps help you pack like a pro - in 30 minutes or less.

[TrackDot](#) tracks your luggage so you know where it is at all times. No more time wasted worrying if it's

lost. [DUFL](#) is a storage and delivery system that lets you keep all the clothes you travel with in its warehouse. That means virtually no more packing. Just use their app to pick the items you want for your next trip and they'll be waiting for you when you arrive. [PackPoint](#) helps you keep packing lists and select just the right items you'll need for each trip. Based on weather, location and planned activities, [PackPoint](#) suggests what to bring and lets you view your list across all of your devices.

-Inc.com

Are you seen as an esteemed leader - or a madman talking to yourself on LinkedIn?

With an average household income of \$85,000, LinkedIn users are an audience worth wooing. Yet if your posts aren't being read, why bother? Here are three ways to get read -

and be seen as a leader. 1) [Clip popular article titles from LinkedIn's Pulse](#).

Store them in a text file and model yours after them. 2) [Promote your posts to influencers in your niche](#). Quote influencers and

tag them when you publish. Odds are, they'll promote your article to their audience. 3) [Recycle and reuse evergreen content from your articles for months or even years](#). Do these three things to be seen in a better light on LinkedIn.

-Entrepreneur.com

Make Microsoft Office 365 Work For You Affordably

For about \$4.95 per month you can get professional grade email hosted by Microsoft Exchange servers with 50 GB storage. You can use your custom or company domain and aliases. And for a couple bucks more you can add SharePoint, 1 TB of OneDrive, Office Web Apps and Skype For Business. For the power user you can load MS Office on up to 5 of that users machines for under \$15 on a monthly basis (call for specific restrictions) *Call Class Computing at (312) 262-3930*.

Want to attract top talent?

Here are three tech tools to lead the brightest and best to your door. [TopTal \(toptal.com\)](#) has a knack for collecting the cream of the crop in each niche. It screens them for you, saving you time and money.

[AngelList \(angel.co\)](#) lets you post a profile with your company's mission, culture and values. Make your profile amazing and promote it to attract the best candidates.

[Facebook](#), [Twitter](#) and [LinkedIn](#) are still top watering holes where you can build a following. The best people hang out where they can improve themselves. Add a [blog](#), [podcast](#) or [social networking group](#) where people can better themselves and the best players will appear in your audience.

-SmallBizTechnology.com

Who Wants To Win A \$25 Gift Card?

The Grand Prize Winner of last month's Trivia Challenge Quiz is ...

Regina Heymig, she was able to correctly answer the question from September:

At what temperature are Fahrenheit and Celsius da same?

- a) 92 b) 0 c) -40 d) 50

The correct answer was **C) -40 degrees**

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

The winner will receive a VISA® gift card valued at \$25.

When hit by a golf driver, which ball accelerates most*?

- a) golf ball b) cotton ball c) hand ball d) tennis ball

(* assume Force_(impact) is the same for each)

E-mail Us Right Now With Your Answer

sales@Classcomputing.com