TECHNOLOGY BYTES

INSIDER TIPS TO MAKE YOUR BUSINESS RUN FASTER , EASIER & BE MORE PRPFITABLE

"As a business owner, you don't have time to waste on technical and operational issues. That's where we shine! A true professional IT support team you can count on, available 24/7."

Bhavin Mehta, Fusion Factor Corporation
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Exclusive For CEOs

3 Ways You Are Unknowingly Rolling Out The Red Carpet For Identity Thieves

What's Inside

Don't Let The Dog Days Of Summer Wreak Havoc On Your Technology

Heat and technology don't mix. We're talking about things like PCs, servers and everything inside of them. A lot of manufacturers try to make sure the heat generated by hardware has a way to escape, but it's not always enough. And what about heat from the *outside*? This is where problems can really get out of control.

Right now, we're in the dog days of summer. The temperatures are high and air conditioners are running at full capacity in an attempt to keep us cool. As you run your business, your technology is running and generating its own heat, as well. If it can't keep cool, the end result can be disastrous.

Why Every Business Should Take Heat Seriously

Smaller devices like laptops, tablets and more compact desktop computers are especially susceptible to heat damage simply because they are not as efficient at removing heat internally. As they heat up, their performance degrades. If they get hot enough, it can cause irreparable damage Most devices will automatically shut down if they get too hot – you want to avoid getting to that point as much as you can.
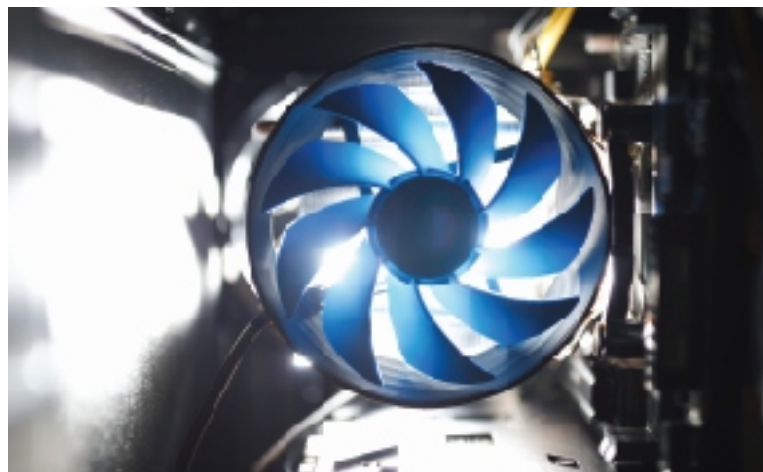
Overheating can also cause damage to specific components. There have been reports of graphics cards catching on fire due to heat and heat-caused electrical issues. Heat can also destroy CPUs. While CPUs are designed to withstand the high temperatures created by processing data, they have their limits. If the computer is forced to overwork as it tries to stay cool, the end result can be a melted CPU!

To make matters worse, as heat intrudes on your devices, they will struggle to function correctly. For example, you may even start to notice slowdowns when using your laptop. Programs may take forever to load, and they may even freeze, leaving you without a way to work!

For any business, this can be devastating. When you're dealing with clients and customers, the last thing you need is for your systems to fail. Suddenly, productivity falls through the floor, and you're left scrambling as you try to figure out what to do next. It can bring your business to a standstill.

But it doesn't end there! If your systems overheat – either due to internal issues (such as inadequate heat dissipation), external issues (summer temperatures) or a combination of both – you could lose valuable data. Heat is a common cause of data loss. Heat can damage hard drives and solid-state disk drives. If you don't have an off-site backup (whether it's local or cloud-based), that data may be lost forever.

And if you lose that data, it can be *incredibly* costly to get your business back up and running. It's not only data lost, but also it's time and money lost. It can be as devastating as a data breach or cyber-attack and can leave you with few options.

What Can *You* Do?

First, it's important to assess your cooling needs. Does your business have adequate air conditioning? If you have a data or server room, does that have adequate air conditioning? Look at individual devices – do they have adequate cooling or do they need to be supplemented?

Second, assess your data security needs. Do you keep all of

> **"If the computer is forced to overwork as it tries to stay cool, the end result can be a melted CPU!"**

your data on-site? In the event of an emergency, and if your data is compromised, do you have a contingency plan? Do you regularly back up your data?

There are a lot of questions to consider, but they're all important. Your data and the health of your business is top priority. If you have questions about your technology cooling needs – as well as data protection and backup – consider partnering with a managed services provider (MSP) or an experienced IT services firm. They can help you solve all of these problems and get you through the dog days of summer like it's nothing!

Security Audit
3 Ways You Are Unknowingly Rolling Out The Red Carpet For Identity Thieves

Warning! Even if you have anti-virus, spyware protection, and a firewall, you could still be an easy target for identity thieves, hackers and cyber criminals. Read on to find out how YOU are giving online criminals free access to your personal and financial information…

According to a recent study, 37% of electronic identity theft cases had one thing in common: they were caused by an action taken by the user. That's right, more than a third of identity thefts were not thefts, but giveaways!

So how do you avoid this happening to you and your company?

No one is 100% safe, but the following 3 tips will stop you from accidentally giving online criminals access to your computer network and confidential information:

1. Never visit or download free music files, videos or programs from file-sharing sites such as Kazaa. Not only are you downloading stolen materials, but these sites are surefire ways to introduce worms and viruses to your computer. If you are a business owner, set up web filtering software to prevent employees from downloading any unauthorized programs or files.

2. Never respond to any e-mail from a bank, credit card company, PayPal or online store where items are purchased (such as eBay) asking you to verify your account information, no matter how credible or legitimate it looks. These are phishing scams set up to access your account information.

3. Ask for identification from anyone asking for physical access to electronic equipment, and instruct staff do so as well. Just to test a theory, I asked a friend to walk into an office, say they are from "the phone company" responding to a problem, and ask to see the network. Access was granted to a complete stranger 100% of the time.

Claim Your FREE Security Audit Now!
Go to: www.fusionfactor.com/it-services/cyber-security/
Call: 760 (940)-4200

Shiny New Gadget Of The Month:

See The World A Little Closer With StarScope

There's something magical about having the ability to bring the world a little closer to you. But the StarScope Monocular isn't magic – it's all science! The StarScope is a compact monocular featuring 10X magnification that can deliver high-quality optics directly to your eye or your smartphone! The Star-Scope can be attached to virtually any smartphone camera to improve the zoom function, giving you stellar photos. Even better, the StarScope is compact for easy travel; just put it in your pocket or bag and go. And you don't even have to worry about the weather – it's waterproof, fog-proof and ready for your next adventure. Check it out at **Bit.ly/3opQIhz**.

3 Types Of Questions You Should Never Ask As A Leader Of A Major Company

At ghSMART, we make it our mission to advise CEOs and other leaders of large companies on the biggest, most important decisions that they face – the decisions that can make or break a business. How do we do that, exactly? Well, without getting into the weeds, we usually guide our clients through their decision-making process by simply helping them ask the right questions.

The "right questions" are typically the kind that get to the heart of the issue. They produce answers, and thus actions, that lead to the best possible outcome from the initial decision. However, where there are "right questions," there are also wrong questions that can lead to crippling initiatives that could affect an entire business. If you don't want that for your company, here are three common types of wrong questions that you should avoid:

1. Questions Having To Do With Potential Ethical Dilemmas

In my experience, some of the wisest leaders in business are the ones who, when faced with a potential ethics question, respond the same way: "If you have to ask, then don't."

What I mean by that is if there's even a shadow of a possibility that saying "yes" to a question about business leadership could propel you into morally gray territory, then it's not a question worth asking at all. In fact, even if your decision could be misinterpreted as unethical, you should avoid the question. At ghSMART, we call this practice "having 110% integrity" – 100% for avoiding ethical dilemmas, and an extra 10% for avoiding dilemmas that could even just seem to make your company appear unethical. In summation, if you ever have to ask, "Would it be ethical if …" then it's better to leave the question unasked.

2. Questions About Whether Someone Is Underperforming

A good rule of thumb for underperformance is this: if you ever question whether someone is underperforming in service to your team's vision, they are absolutely underperforming. Subordinates typically follow a fairly predictable work pattern –

one that pretty clearly indicates their strengths and weaknesses. If you catch yourself asking, "I wonder if so-and-so will ever rise to the challenge and display qualities and strengths I haven't seen yet," then the answer should be clear. Their strengths do not match the role they are in, and you should probably find someone more suited for their role and your vision.

3. Questions About Whether You Can Trust Your Boss

I've heard it said that people don't quit companies, they quit bosses. I think that line of thinking has a lot of truth to it. If you have to ask if you can trust the person you're working for to look out for your best interests and the best interests of your company, then you probably can't trust them. You should find a boss who cares about your career goals and who will help you succeed and accelerate toward them. If you don't have that kind of leadership, it might be best to look elsewhere for work.

Cyber Security Tip

Don't Underestimate Hackers' Interest In Your Company.

DID YOU KNOW?

The Average Cost Of A Malware Attack On Company Is $ 2.4 Million

■ Android Has A Big Problem And You Need To Know About It

Android is the most popular mobile platform in the world.Because of this, It's also the target of countless

hackers and cybercriminals who want to break into the platform and exploit its users.

As Android ages, fewer people upgrade to the latest version of Google's mobile operating system.

They don't upgrade because their devices don't support the latest updates or their phone manufacturer (or service provider) is slower to roll out updates to its users. These updates are critical to keeping users safe from outside intrusion.

However, these problems are only the tip of the iceberg for Google. Many phone makers – particularly Chinese phone makers like Xiaomi, Oppo, Vivo and Huawei – are either in the process of adopting a new operating system that is not Android or thinking about it. It could mean

Android's dominance is starting to fade, and we could be looking at a future with a little less Google in our lives. *Forbes, May 14, 2021*

■ TikTok And Small Business: A Match Made In Digital Heaven?

Many businesses overlooked TikTok as little more than another distraction, but new data suggests small businesses can seriously benefit from the popular app. As reported and covered the app has transformed into a major marketingtool for businesses. It allows themto connect with customers andpotential customers across various demographics.

A lot of the success comes down to TikTok's algorithmic approach, which is fine-tuned to give businesses a huge advantage with their marketing. There is a learning curve, but a number of businesses that have embraced the short video format have been able to make connections they just haven't found on other social media platforms. If it isn't something you have looked into yet, it may be worth exploring. Inc., May 4, 2021

4 Key Benefits Of Cloud Computing

SAVE MONEY

When you use cloud computing,your business does not need to have dedicated tech personnel to service, repair and maintain the server.so that result in less staff and less expense.

SCALABILITY

With cloud computing you can scale your services space up and down as and when you need it. now, you only pay for what you use,so your funds are put to efficient use

EASY COLLABORATION

One of the chief utilIties of cloud computing is file sharing in real-time & this allows employees.partners and other associated persons to see documents & other information (that's shared with them)across the world immediately

EXTRA RELIABILITY

As the cloud is maintained by professionals and experts whose sale role is to keep the servers up and running at all times,there is better maintenance,servicing & hardly any downtime at all