



"As a business owner, I know 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!"

David Downs, Owner

Inside This Issue...

Cyber Security Threats	Page 1
Password Managers	Page 2
Referral Program	Page 3
E-mail Is Here To Stay	Page 3
Shiny New Gadget	Page 3
	Page 4
The Lighter Side	Page 4
\$25 Gift Card Quiz	Page 4



Luck Is For Leprechauns — Is Your Business Prepared for Future Security Threats?

If your business hasn't been the target of malicious intruders or cyber-criminals, consider yourself lucky. Hackers are a relentless bunch and they want your gold: information and access they can use to exploit loopholes in your business's Internet security. The last few years have been hard on companies all across the globe. And these cyber-breaches aren't going to stop simply because the "damage has been done." In the US and Canada, reported incidents have affected over 215 million consumers and over 7 million small businesses. And that's only counting the attacks that authorities have uncovered.



For cybercriminals, there is no end game. All too often, small business owners assume they are outside the firing line and hackers aren't interested in them. While the media focuses on the big cyber-attacks, there are countless other stories playing out at small businesses everywhere. Cybercriminals are constantly in search of loopholes and weak security. And, unfortunately, small businesses often have the weakest IT security.

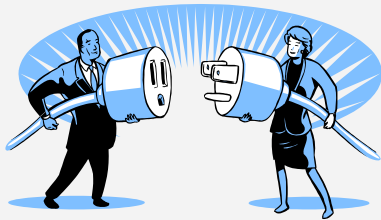
Security industry analysts predict that 2015 won't be much different from 2014 when it comes to cyber security. There are going to be more data breaches. It's just a matter of where and when. It's also a matter of being prepared.

Don't Press Your Luck—Free Cyber Security Audit

During the month of March, we are offering local businesses a FREE Cyber Security Audit to help uncover loopholes in your company's online security. At no cost or obligation, our highly trained team of IT pros will come to your office and conduct this comprehensive audit.

Continued on next page...

Refer Us And Receive Up To \$75!



Connect Us With A Friend In Need And Reap Rewards For Yourself!

- Send in your referral information by either calling our office at **816-229-2290**, emailing us at **referral@pcsiweb.com**, or visiting our page, **www.pcsiweb.com/referral**.
- We will pay you \$25 for anyone that you refer to us with whom we get an appointment.
- If your referral becomes a client, we will pay you an additional \$50 AND we will give your referral \$100 off their purchase.
- So, if you have a friend or an associate in need, please contact us and we will reach out to them. Doesn't everyone deserve worry-free IT?

...Continued from previous page

After we're done, we'll prepare a customized "Report Of Findings" that will reveal specific vulnerabilities and a Prioritized Plan Of Attack for getting any problems addressed fast.

Because of the intense one-on-one time required to deliver these Cyber Security Audits, we can only extend this offer to the first seven lucky companies who request it by March 17th—St. Patrick's Day. **All you have to do is call our office at 816-229-2290 to request yours today.**

Never Forget A Password Again With A Password Manager

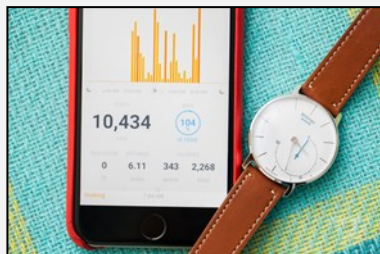
We all have a number of passwords for all the online services we use. You name it: banking, online bill payment, e-mail, social networks, shopping and more. You know it's incredibly easy to lose track of them all—unless you are committing one of the greatest online security offenses by using one password for everything. One of the best—and most secure—ways to handle your passwords is with a password manager.

It's not uncommon for password managers to get overlooked when it comes to online security. There is a lingering—and false—concern that keeping all of your passwords in one place can potentially open up all your protected accounts to intruders—if they are able to break into the password manager. It's a legitimate concern, but password managers use powerful encryption to keep your passwords safe. They are specifically designed to keep you even more secure than you otherwise would be.

Many password managers—including LastPass, KeePass and 1Password—do much more than simply "remember" your passwords. They also offer password-creation assistance. They will tell you if a password is too weak or just right. Some managers offer the option to generate a secure password for you. Since you don't need to remember it, it can be more complex. They are compatible with a number of platforms and they are packed with customizable tools to keep you safe.



Shiny New Gadget Of The Month



The Withings Activité Pop

Lately, it seems the tech world has been inundated with wearable devices, from fitness trackers to smartwatches. They offer a number of useful features, but they also lack in elegance. They are often bulky, ordinary, complicated and—in the case of smartwatches—have less than desirable battery life.

This is where the Withings Activité Pop comes in. It looks like a classy watch on the outside, but on the inside it's a very different story. It's an activity tracker, verging on expressing itself as a smartwatch.

From the smartphone app, you control everything, from the analog dials to your activity goals. The watch face features a secondary dial that tracks your activity—from 0% to 100%—for the day. It's simple and straightforward. It's water-resistant up to 30 meters and available in three colors: azure, sand and shark gray. It's currently available at Best Buy, in-store and online.

The Truth About E-mail In 2015

Love it, hate it or call it the gold at the end of your rainbow, e-mail is here to stay. Over the past two decades, it's become deeply ingrained in our day-to-day business communication. It's basically a requirement. Despite a number of software advances and changes in the online communication landscape, e-mail is more important than ever.

This was recently confirmed by a study conducted by Pew Research. They found that e-mail is indispensable among those who are Internet-connected at work. These days, that covers a lot of people. In fact, 61% say it plays an integral role in their job. Additionally, 46% say e-mail access keeps them more productive (while another 46% say e-mail has no bearing on their productivity one way or the other). Only 7% say e-mail hurts their productivity.

In 2014, social media analysts warned that e-mail was on its last legs and that it would soon be overtaken by other online services. However, as this study seems to confirm, that is not the case. In fact, in the workplace, it's very much the opposite. The Pew study found that social media, including Facebook, LinkedIn and Twitter, benefited only about 4% of those in a connected workplace.

Even among the millennial generation, and those who regularly use social media networks in their personal lives, it hasn't been something fully translatable to the professional environment as a productivity factor. This doesn't discount uses for social media in the workplace—as a marketing or customer outreach tool—but no social media platform has come close to replacing e-mail as the go-to communication tool.

That doesn't mean Silicon Valley start-ups aren't trying. They are always at work trying to find that next four-leaf clover in online communication, hoping to develop that so-called "e-mail killer." So far, nothing has stepped up that can achieve what e-mail can, particularly for businesses.

For many businesses, it comes right back to the fact that e-mail works. It's a proven platform and it remains the business communication "golden child." It's the same reason phones and fax machines aren't extinct. They serve a purpose and they help us get things done. That doesn't stop businesses from always looking for ways to streamline that process.

Another reason e-mail works: accessibility. E-mail is used on nearly a universal level. Social media platforms, while many are incredibly popular, can't touch the truly global reach of e-mail. Have you considered how e-mail impacts your job? Does it keep you productive? Or are you ready to move on to the Next Big Thing?

The Lighter Side **Endorse This Skill: Jihad**



We endorse the skills of our coworkers, friends, acquaintances and other connections on LinkedIn all the time. But what would you do if one of your connections listed “jihad” as one of his skills? Unless you’re in the business of extremism (you’re probably not), you’re likely to slink away quietly and alert LinkedIn admins.

Well, one senior Taliban commander decided to update his LinkedIn profile with this very “skill.” Specifically, he listed “jihad and journalism.” This particular terrorist leader, Ehsanullah Ehsan, even lists himself as “self-employed.”

Unfortunately (or fortunately), when LinkedIn was contacted by the *Telegraph* for further information, the social media company decided it was best to take the account down.

There has been some chatter as to the legitimacy of the account. The profile’s distinct lack of Taliban propaganda and recruiting information suggested it wasn’t operated by the terrorist leader himself or anyone in a significant leadership position.

Of course, as a terrorist leader and all-around terrible human being, he has more pressing things to worry about other than a suspended LinkedIn account, such as a \$1 million bounty placed on him by Pakistani officials.

New Employee Spotlight: Karen Downs

David’s wife, Karen Downs has finally joined the Pro Computer Solutions team! Karen brings 20+ years of experience serving in various leadership and business support roles, including internal communications, intranet management, knowledge management, customer service, quality assurance, business analysis, creative services, continual improvement and successfully managing others in these disciplines. During this time, she has maintained a special focus on leading multi-disciplinary teams, designing business strategies, developing people, and enabling collaborative work environments. While her professional experience has been largely in the telecom and financial services industries, the business support roles she plays are universal. Every company has



unique qualities and employee work patterns that are fun to discover through research and analytics. Karen says she takes great satisfaction in identifying opportunities to make businesses thrive by combining research and design with people and technology. Her specialties include usability research, strategic planning and business model design, Intranet design, knowledge management, writing for the Web, internal surveys and external bench-marking, integrating usability effectively into development process, using video to champion usability research, field studies, and working with teams to improve product design and overall user experience. Karen plans to help David and the rest of the team at PCSi to enhance our business programs and processes so that our clients have the best experiences possible. You may see her visiting your company to find out how we can better serve you! When not at work, Karen and David enjoy spending time with their kids and their new grandson (pictured here with Karen), Winston Wolfgang “the Wolf” Downs.

Who Wants To Win A \$25 Gift Card?

The grand prize winner of last month’s trivia challenge is Jerri Mcleod from MEL Contracting. She was the first person to correctly answer my quiz question from last month: Complete this Beatles song title: “All You Need Is _____.”

The correct answer was D) Love. Here’s this month’s trivia question. The first person to respond correctly will receive a **gift card to Scooter’s: According to legend, Saint Patrick banished which animal from Ireland?**

A) Spiders B) Snakes C) Rats D) Frogs

Call us right now with your answer!

816-229-2290



“Like” our **Pro Computer Solutions** page on Facebook for tech news and company announcements throughout the month!