

June
2017

WHAT'S NEW?

School's out for summer!

With the changing seasons, CSU has a friendly seasonal maintenance reminder for you...

Summer storms are quickly approaching, so it is IMPERATIVE that you have multiple, secure and up-to-date backups in place in case of a natural disaster. If you're a client of ours, we may already be already taking care of this for you. If you're not, call us today to find out how we can help make sure your company's data is safe this summer!

Our Mission
is to deliver
outstanding
IT support to small
businesses in order
to improve uptime,
productivity, and
profitability.
You take care of
running your
business. We'll take
care of your
technology.



This monthly
publication
provided courtesy
of Michelle
Sherman,
President of
Computer Services
Unlimited.



Connection

*"Insider Tips To Making Your Business Run Faster, Easier
And More Profitably"*



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How To Keep Your Employees From Leaking Confidential Information

Back in 2014, Code Spaces was murdered. The company offered tools for source code management, but they didn't have solid control over sensitive information — including their backups. One cyberattack later, and Code Spaces was out of business. Their killer had used some standard techniques, but the most effective was getting an unwitting Code Space employee to help — likely via a phishing attack.

When it comes to cybercrime that targets businesses, employees are the largest risks. Sure, your IT guys and gals are trained to recognize phishing attempts, funky websites, and other things that just don't seem right. But can you say the same thing about the people in reception, or the folks over in sales?

Sure, those employees might know that clicking on links or opening attachments in strange emails can cause issues. But things have become pretty sophisticated; cybercriminals can make it look like someone in your office is sending the email, even if the content looks funny. It only takes a click to compromise the system. It also only takes a click to Google a funny-looking link or ask IT about a weird download you

don't recognize.

Just as you can't trust people to be email-savvy, you also can't trust them to come up with good passwords. It may sound so 2002, but plenty of people still use birthdays, pet names, or even "password" as their passcodes — or they meet the bare minimum standards for required passcode complexity. Randomly generated passcodes are always better, and requiring multiple levels of authentication for secure data access is a must-do.

Remember, that's just for the office. Once employees start working outside of your network, even more issues crop up. It's not always possible to keep them from working from home, or from a coffee shop on the road. But it is possible to invest in security tools, like email encryption, that keep data more secure if they have to work outside your network. And if people are working remotely, remind them that walking away from the computer is a no-no. Anybody could lean over and see what they're working on, download malware or spyware, or even swipe the entire device and walk out — all of which are cybersecurity disasters.

Last but not least, you need to consider the

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Get More Free Tips, Tools and Services At Our Web Site: www.csuinc.com

CSU IT Security Tip Of The Month:

THE DANGERS OF DROPBOX (and Other File Sync Apps)

If you're using Dropbox, OneDrive, Google Drive or other consumer-grade file sync and sharing cloud applications, listen up! These applications pose a huge threat to your company because company data can be spread far and wide without the central oversight of what information is being shared with whom. Further, over 7 MILLION Dropbox accounts have been hacked, giving cybercriminals a path into the company's network.

This is even MORE important if your company has access to and/or stores financial, medical or other sensitive data. Using file-sharing applications like these are a clear and direct violation of data breach and compliance laws. Bottom line, **DON'T USE THEM FOR COMPANY DATA** and use only company-approved, business-grade file-sharing applications.

To request to be placed on our IT security tip of the month emails, please go to:

www.csuinc.com/itsecuritytips

possibility of a deliberate security compromise. Whether they're setting themselves up for a future job or setting you up for a vengeful fall, this common occurrence is hard to prevent. It's possible that Code Space's demise was the result of malice, so let it be a warning to you as well! Whenever an employee leaves the company for any reason, remove their accounts and access to your data. And make

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targets businesses,
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it clear to employees that this behavior is considered stealing, or worse, and will be treated as such in criminal and civil court.

You really have your work cut out for you, huh? Fortunately, it's still possible to run a secure-enough company in today's world. Keep an eye on your data and on your employees, and foster open communication that allows you to spot potential — or developing compromises as soon as possible.

Free Report: What Every Small Business Owner Must Know About Protecting and Preserving Their Network



This report will outline in plain, nontechnical English common mistakes that many small-business owners make with their computer network that cost them thousands in lost sales, productivity and computer repair bills, as well as providing an easy, proven way to reduce or completely eliminate the financial expense and frustration caused by these oversights.

Download your FREE copy today at www.CSUinc.com/Protect or call our office at (703) 968-2600.

Check This Out!

Computer Services Unlimited's President, Michelle Sherman, and Marketing Director, Heather Fernandez, attended a computer IT conference in Nashville, Tennessee this past May. While there, they learned valuable information about how to continue providing top-notch computer IT support and were able to learn about the latest technology and computer IT services from the 30+ vendors that attended the event.



Pictured: Michelle Sherman giving her speech

Michelle was even asked to stand up and speak in front of the 500+ IT companies and roughly 1000 IT professionals from all over the world that attended the conference. We are very proud of her and the great job she did!



Pictured: Heather Fernandez, Mike Rowe, Michelle Sherman

The guest speaker at the event was Mike Rowe, the star of the hit show "Dirty Jobs." Heather and Michelle were very excited to be able to take a picture with Mike.

CS "U" Should Know!

Where Have Tablet Sales Gone?

Remember when they said tablets would outsell desktop and laptop computers? That now seems a tad optimistic. In March, Techcrunch.com reported that tablet sales are going down. But why? It turns out that folks treat tablets like computers - meaning they don't upgrade them nearly as often as smartphones. "The iPad 2 is still in use today," IDC Senior Analyst Jitesh Ubrani tells TechCrunch. "The [original] iPad Minis and Air are all still in use today. They were being supported by Apple until very recently. People have been hanging onto these devices and they're finding that they work just as well as they did when they were released." That's bad news for the tablet giants, who are still releasing new versions of tablets at least once a year. In the future, don't expect big releases or online unveilings for slates.

Techcrunch.com 3/21/2017

Should You Have A Mobile App For Your Business?

One of the great things about apps is that you don't need to be a big developer or company to build one. In fact, according to www.smallbusinesscomputing.com, 42% of small businesses in the United States have their own mobile app. By the end of the year, that figure is expected to hit 67%! Somewhat unsurprisingly, the most cited reason SMBs said they decided to build mobile apps is to increase sales (39%), followed by improving customers service (30%). Others turn to mobile apps as a competitive advantage in specific markets (22%) while for some organizations, their parent company suggested an app (10%). But with apps becoming more affordable than ever, there are lots of reasons to invest in your own app and lots of ways to recoup that investment. What would your ideal app do?

SmallBusinessComputing.com 3/09/2017

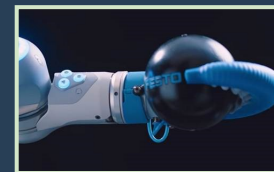
Awesome tech you can't buy yet: Airport Jacket – Cargo jacket for Travel.

If you always find yourself forking out for excess baggage every time you take a flight, then an Aussie-based startup has come up with an ingenious solution that'll have you confidently packing the kitchen sink for your next trip. The "Airport Jacket" is, for all intents and purposes, a wearable suitcase. With a whopping 14 pockets and two detachable pocket panels capable of taking up to 15 kgs. (about 33 lbs.) of stuff, your only concern will be ensuring your legs don't give way as you stagger toward the check-in desk. The jacket with all the stuff inside can be quickly transformed into a small bag so you only need to put it on when you arrive at the airport. Once you're through check-in and on the plane, you can fold it back up again before throwing it into one of the overhead bins. Digital Trends – 2/26/2017

Use This App To Pinpoint Dangerous Drivers.

The open road is full of jerks and road rages, and a new app is taking them on. Nexar asks you to mount your phone to your dashboard, and it will monitor surrounding traffic. If someone starts driving dangerously, it will ask if you want to record what's going on with a 30-second video. The goal is to capture license plates of bad or hostile drivers. This is useful if you witness a crash or a criminal offense. According to trafficsafetystore.com, Nexar also uploads data to a central database. It will let you know if someone with a bad driving history enters the camera's field of vision, helping you spot potential bad drivers. In the future, Nexar plans to use GPS to identify dangerous cars to the side and behind them, too. Safety Resource Center - 12/01/2016

Shiny New Gadget Of The Month:



OctoGripper: The Octopus-Inspired Robotic Arm Is Here

The animal kingdom is a reliable place to turn for mechanical inspiration. The German automation company Festo just made a robotic arm that takes its cue from an octopus. Meet the OctoGripper!

Festo figured it's hard to beat the octopus' flexibility. Built with a soft silicone structure that can be pneumatically controlled, the device bends inward to grip an item with two rows of suction cups. These create a vacuum, allowing the gripper to hold onto objects tightly while moving quickly - a common challenge in robotics.

This isn't the only thing Festo is taking from nature. They want to see the OctoGripper incorporated into their BionicMotion Robot, which is inspired by an elephant's trunk. These could work side by side with humans, perhaps speeding up work.

Or they could pair up with Boston Dynamics and start the best robotic zoo this side of "Horizon: Zero Dawn."

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Who Else Wants To Win A \$20 Gift Card?

Here's this month's trivia question. The winner will receive a \$20 gift card to Giant!

Which technology, which changed the face of home entertainment, emerged the victor in a format war during the late 1970s and early 1980s?

- a) 8mm b) Betamax
- c) VHS d) V-Cord

**Call us right now
with your answer!
703-968-2600**

DO YOU KNOW ABOUT CSU's REFERRAL PROGRAM?

This is how we roll.



At CSU, we believe that referrals are the greatest form of flattery. If you know someone who is worried about any aspect of their business technology, do them a favor and put them in touch with us. You will help them enjoy worry-free IT and at the same time reap some great rewards for yourself.

Refer a Friend or Business Connection – Receive \$50.00!

Easy Money! Become a CSU Referral Partner. Refer new clients to CSU and earn **\$50.00 cash** for each qualified referral and **up to \$1,000** total if your referral turns into a client!

What is a Qualified Referral?

Minimum requirements are a single server and 10 workstations. They need to be a business located in the Washington DC metropolitan area and be interested in a free network assessment and proposal for IT services. You don't have to figure out what they need, just send us the contact information and we'll do the rest.

How Do You Get Paid?

If we are able to connect with your referral and submit a proposal, you **get \$50 within 15 days**. It doesn't matter whether they turn into a client or not. And you can submit as many referrals as you'd like.

But that's just the beginning. When we close the deal and your referral becomes a client, we'll send you a **BONUS**. We'll pay you a percentage of the first month's contract, **up to \$1,000***.

Don't wait another day. Start earning extra cash today! This will be the easiest cash you've ever earned. **FILL OUT THE FORM AT:**
www.csuinc.com/about-us/referral-program

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what that looks like.**

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...and more!



Simplifying Your Technology and Your Business

June 2017

Happy Birthday, Chuck Sherman!



Did you know that Computer Services Unlimited's Service Manager, Chuck Sherman, is a fundamental part of why CSU exists in the first place?

Twenty-six years ago, Chuck decided that he wanted to run his own computer repair company. He had seen the occupational, financial and even emotional damage that could be done by faulty computers and realized how much good he could do with his natural problem-solving ability. He began working out of his basement and quickly built a reputation

for his ability to repair computers.

Twenty-six years later, and Chuck is still the hard-working, reliable and amiable Service Manager we all know and love! Chuck has worked with every single one of our clients at some point and continues to impress our them with his knowledge, drive and ability to explain technical terms in "plain old English" rather than "geek-speak."

We love working with Chuck and hope that he has a wonderful day. From all of us at CSU, happy birthday, Chuck! Thank you for all that you do for our clients and our CSU team!

Start With The Basics

You've heard the advice countless times before: you must have antivirus software and a strong firewall. However, in this day and age, there is more to the security "basics" than a solid firewall. What about the employee who inadvertently clicks on an e-mail on her phone from a foreign ambassador trying to move money to the US.

She sees it's a scam, but it's too late...her phone is infected and now sending a copy of every outgoing e-mail to a Russian crime network. Have you trained your employees? Don't open an Excel attachment called "Invoice" from someone you don't know – trust me, they'll call you if you owe them money. A single crack in your armor can open the door for network attacks. Get serious about locking down your devices, e-mail filtering and teaching your users how to not lose last year's P&L to a crime ring by trying to help a Nigerian prince.