

July
2017



Connection

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

WHAT'S NEW?

We have had some VERY exciting things happening at Computer Services Unlimited, recently.

We have hired TWO new technicians in order to continue providing top-notch IT support for our clients, and we actually signed GridWatch contracts with TWO new, wonderful clients!

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.

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The Dirty Loophole That Lets Insurance Companies Refuse to Cover a Cybercrime Theft in Your Business

As hackings have hit the headlines in the last few years — most recently the global hack in May that targeted companies both large and small — insurance policies to protect businesses against damage and lawsuits have become a very lucrative business indeed. Your company may already have cyber insurance, and that's a good thing. But that doesn't mean that you don't have a job to do — or that the insurance will cover you no matter what.

When you buy a car, you get the warranty. But in order to keep that warranty valid, you have to perform regular maintenance at regularly scheduled times. If you neglect the car, and something fails, the warranty won't cover it. You didn't do your job, and the warranty only covers cars that have been taken care of.

Cyber insurance works the same way. If your company's IT team isn't keeping systems patched and up to date, taking active measures to prevent ransomware and other cybercrime attacks, and backing

everything up in duplicate, it's a lot like neglecting to maintain that car. And when something bad happens, like a cyber attack, the cyber insurance policy won't be able to help you, just as a warranty policy won't cover a neglected car.

Check out this real life policy exclusion we recently uncovered, which doesn't cover damages "arising out of or resulting from the failure to, within a reasonable period of time, install customary software product updates and releases, or apply customary security-related software patches, to computers and other components of computer systems." If your cyber insurance policy has a clause like that — and we guarantee that it does — then you're only going to be able to collect if you take reasonable steps to prevent the crime in the first place.

That doesn't just mean you will have to pay a ransom out of pocket, by the way.

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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:

Don't Download ANYTHING You're Not Authorized To Download

So you have a big file you need to get over to your printer YESTERDAY and you can't get it to "send" via e-mail because the file is too big. What should you do? The right thing to do is contact your IT department (us!) so they can assist by installing a secure, commercial-grade file-sharing application.

What you shouldn't do is download a free copy of Dropbox or some other file-sharing software without telling your IT company. Dropbox and other free apps come with a price: SECURITY. These applications are known for security vulnerabilities and hacks.

Plus, if your IT company doesn't know about it, they can't manage it or secure it; so the golden rule is this: NEVER download any software or application without checking with your IT department first!

To request to be placed on our IT security tip of the month emails, please go to:
www.csuinc.com/itsecuritytips

If your security breach leaves client and partner data vulnerable, you could be sued for failing to protect that data. When your cyber insurance policy is voided because of IT security negligence, you won't be covered against legal damages, either. This is not the kind of position you want to be in.

All of this is not to say that you shouldn't have cyber insurance, or that it's not going to pay out in the case of an unfortunate cyber event. It's just a reminder that your job doesn't end when you sign that insurance policy. You still have to make a reasonable effort to keep your systems secure — an effort you should be making anyway.

Free Cyber-Security Audit Will Reveal Where Your Computer Network Is Exposed and How to Protect Your Company Now



At no cost or obligation, one of our highly skilled IT pros will come to your office and conduct a comprehensive Cyber Security Audit to uncover loopholes in your company's IT security.

After the audit is done, we'll prepare a customized "Report Of Findings" that will reveal specific vulnerabilities and provide a Prioritized Action Plan for getting these security problems addressed fast. This report and action plan should be a real eye-opener for you since almost all of the businesses we've done this for discover that they are completely exposed to various threats in a number of areas.

To get started and schedule your free assessment now, please call our office at (703) 968-2600.

Say "Hello" To The Newest Members of the CSU Team!

Computer Services Unlimited is very excited to welcome not one, but TWO new technicians to our team.



Please help us welcome Chris and Masood!



In order to continue providing the very best IT support and services to all of our incredible clients, we've hired not one, but **two** new, hard-working technicians!

Chris and Masood are both already doing a fantastic job of working with our clients to resolve computer IT issues quickly and efficiently. We are very excited for them to get the chance to work with the rest of our clients!



Know of any dedicated, hard-working and friendly IT people that are looking to work for a close-knit, fast-growing business? We are always accepting and reviewing resumes. Feel free to send them our way! Give us a call at (703) 968-2600 for more information.

CS "U" Should Know!

Get a Refund If Your Child Made Accidental In-App Purchases From Amazon.

Some game apps allow you to buy stars, donuts, coins, or other tokens you can use to play the game. The tokens are imaginary, but the purchase is real. It's easy for kids to buy stuff within these apps without realizing they're spending money—your money. Last year, the FTC found Amazon liable for billing parents for these types of purchases, and the online retailer has now settled with the FTC, agreeing to refund these purchases. If your kid has purchased stuff without your permission via an app purchased on Kindle or the Amazon Android app store, you might be eligible for a refund. As Consumerist reports, you should get an

email directly from Amazon, but you can also visit the Message Center in your Amazon account and find information under "Important Messages." Lifehacker.com – June 1, 2017

You've Been HACKED!

What's the First Thing You Should Do? There's always a chance that IT security will be breached, and one way to make a bad situation worse is not knowing the standard operating procedure when it happens. First, contact your IT personnel. The faster they can address the hack and figure out its extent, the better served you'll be. Next, understand that there are legal ramifications to being hacked; if valuable data has been compromised, you'll have to notify the individuals in question as well as the FBI. Remember, the faster you act, the better it will be.

Leave Your Life Jacket On The Shore And Swim Safely With This Inflatable Collar.

Despite their utility, orange life jackets are the opposite of cool. And when you factor in the human invincibility complex, you get a bad situation: people out on the water without adequate flotation devices. According to DigitalTrends, water safety company Ploota wants to change that with their inflatable necklace. Sleek and slim, the device is worn around the neck and doesn't get in the way of active water sports. But, if needed, it automatically inflates, potentially saving the life of the swimmer or boater.

DigitalTrends.com - May 8, 2017

Hopefully This Will Make Uberpool Way Safer And Less Stressful.

Speaking of safety, UberPOOL is getting safer and smarter by asking passengers to get out at better destinations — even if that means walking a few more feet to their destination — rather than in high-traffic zones. We're talking about distances of less than half a block, but it can cut major time off everyone else's commute and ensure passengers aren't stepping out into dangerous traffic. Of course, riders can always opt out, but getting dropped off at a high-traffic destination will take longer and cost more.

Mashable.com – May 4, 2017

Shiny New Gadget Of The Month:



Alexa, Who's Winning the Virtual Assistant War?

There are multiple companies trying to break into the "smart home hub" market, but Amazon's Echo (and its sultry Alexa) are holding on to 70 percent of the market share, and it doesn't look like that's changing any time soon. That's a clear sign of victory for Amazon - and a wake-up call for its competitors.

The voice-activated home assistant market is growing, with almost a third of millennials likely to use a home assistant this year. While it might take a decade or more for the devices to find their way into the homes of older demographics (a situation Saturday Night Live has already mined for comedy), it seems that smart hubs will only increase in popularity from here on out, and that Alexa is poised to rule them all.



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!

What was the first web site to feature a banner ad?

- a) Amazon
- b) Yahoo
- c) CNet
- d) Hotwired

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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Experts in computer IT services and support.

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CSU SERVICES:

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IT Consulting
Network Security
Cloud Computing
Remote IT Services
VoIP Services
...and more!



Simplifying Your Technology and Your Business

July 2017

It's Time You Declare Independence From Recurring, Frustrating Computer IT Problems!



Pictured left to right: Steve Forbes, Michelle Sherman (CSU President), Chuck Sherman (CSU Service Manager)

"A promise made should be a promise kept."

- Steve Forbes

(703) 968-2600 | www.CSUinc.com
14240-G Sullyfield Circle, Chantilly, VA 20151

Is your business being held captive by frustrating, debilitating, and worst of all, *recurring* computer IT problems?

This July, learn how to best resolve ALL of the IT issues holding you back with CSU's **FREE 30 Minute Network Audit** (a \$497 value). Allow us to come to your office to discover what exactly needs to be improved with your IT network so that you can be free from computer IT problems once and for all!

Sounds too good to be true? We know. But we **promise** there is no catch or obligation. Give us a call for more information or to schedule your **FREE 30 Minute Network Audit**, today, and discover what freedom from IT issues *really* feels like, tomorrow!

(703) 968-2600

CSU would like to give a VERY warm welcome to our two **newest** GridWatch clients:

Ballston Animal Hospital



NOVA Cat Clinic



We are very excited and honored to work with these two incredible practices!