

Our mission is to deliver outstanding IT support to your business in order to improve uptime, productivity, and profitability.

You take care of running your business, we'll take care of your technology.



What is **App Fatigue** & Why is It a **Security Issue**?

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"Every ending is a new beginning"

10 YEARS AGO



NOW



The number of apps and web tools that employees use on a regular basis continues to increase. Most departments have about 40-60 different digital tools that they use. 71% of employees feel they use so many apps that it makes work more complex.

Many of the apps that we use every day have various alerts. We get a "ping" when someone mentions our name on a Teams channel. We get a notification popup that an update is available. We get an alert of errors or security issues.

App fatigue is a very real thing and it's becoming a cybersecurity problem. The more people get overwhelmed by notifications, the more likely they are to ignore them.

Just think about the various digital alerts that you get. They come in:

- Software apps on your computer
- Web-based SaaS tools
- Websites where you've allowed alerts
- Mobile apps and tools
- Email banners
- Text messages
- Team communication tools

Some employees are getting the same notification on two different devices. This just adds to the problem.

This leads to many issues that impact productivity and cybersecurity.

Besides alert bombardment, every time the boss introduces a new app, that means a new password.

Employees are already juggling about **191 passwords.**

They use at least 154 of them sometime during the month.

How Does App Fatigue Put Companies at Risk?

Employees Begin Ignoring Updates

When digital alerts interrupt your work, you can feel like you're always behind.

This leads to ignoring small tasks seen as not time-sensitive.

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Tasks like clicking to install an app update.

Employees overwhelmed with too many app alerts tend to ignore them.

When updates come up, they may quickly click them away. They feel they can't spare the time right now and aren't sure how long it will take.

Ignoring app updates on a device is dangerous.

Many of those updates include important security patches for found vulnerabilities.

When they're not installed, the device and its network are at a higher risk. It becomes easier to suffer a successful cyberattack.

Employees Reuse Passwords (and They're Often Weak)

Another security casualty of app fatigue is password security.

The more SaaS accounts someone must create, the more likely they are to reuse passwords. It's estimated that passwords are typically reused 64% of the time.

Credential breach is a key driver of cloud data breaches. Hackers can easily crack weak passwords.

The same password used several times leaves many accounts at risk.



Employees May Turn Off Alerts

Some alerts are okay to turn off.

For example, do you really need to know every time someone responds to a group thread?

But, turning off important security alerts is not good!

The reality is, there comes a breaking point when one more push notification can push someone over the edge.

What's the Answer to App Fatigue?

It isn't realistic to simply go back in time before all these apps were around.

But you can put a strategy in place that puts your people in charge of their tech-not the other way around.

- Streamline Your Business Applications
- Have Your IT Team Set up Notifications
- Automate Application Updates
- Open a Two-Way Communication About Alerts

Gadget of the Month

Secretlab Magnus Pro



The Magnus Pro Standing Desk is the ultimate workspace transformer that will keep all those unsightly cables organized. Say goodbye to the mundane sitting life and embrace the power of standing tall.

With a sleek design, sturdy frame, and effortless height adjustment, this desk is the perfect sidekick for your productivity crusade. So, gear up, stand up, and conquer your workday with the Magnus Pro.

Get yours today at secretlab.co

Getting Top Talent to Stick Around

The best workers have plenty of options, so employers must get creative to keep them. Here, six business leaders describe their strongest retention strategies.

1. Commit to a mission.

“Since becoming B Corp certified in 2023, we’ve retained almost three-fourths of our first 50 employees and attracted our next 50 “keepers”. Through employee surveys, we’ve learned that our B Corp status and our mission-led approach are a key driver for bright, competitive talent to join our team. Great people want to work for companies that walk the talk.”

-Tomas Froes, founder and CEO, Kencko

2. Put employees first.

“I know I’ll only get good work out of my team if other aspects of their lives are relatively stable, so I give people a lot of rope. I don’t micromanage, and I give people the time and flexibility they need to take good care of the important things in their lives. I trust that they will reciprocate with strong work, and guess what? They always do.”

-Brooke English, found and CEO, Goodly

3. Help great people grow.

“We retain people by running the business as a meritocracy. The best ideas and work rise to the top, regardless of tenure or title. Our strongest team members know that if they stay, their careers will grow exponentially faster than they will elsewhere. For example, we have a 26-year-old associate director responsible for leading \$10 million-plus marketing campaigns who started as an entry-level associate four years ago.”

-Jolijt Tamanaha, co-owner and VP of growth, Fresh Prints

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May 4th



World Password Security Day

How hackable is your password?



2 MINUTES



IF YOU HAVE AN ALL LOWERCASE 5-CHARACTER PASSWORD, A HACKER CAN FEAST ON YOUR PERSONAL DATA BY THE TIME YOU GET YOUR DRIVE-THRU ORDER.

10 MINUTES



DO YOU HAVE A 5-CHARACTER PASSWORD WITH ALL LOWERCASE LETTERS AND NUMBERS? A HACKER CAN CRACK IT BEFORE YOU AND SPIKE MAKE IT AROUND THE BLOCK!

17 YEARS



LONGER, STRONGER PASSWORDS PUT HACKERS IN A TIME-OUT. AN 8 CHARACTER PASSWORD WITH UPPER AND LOWERCASE LETTERS AND SYMBOLS TAKES LONGER TO CRACK THAN RAISING A CHILD.

4. Offer enrichment benefits.

“During Covid-19 we launched our Flex Benefits program, which offers each teammember \$6,000 annually to spend on whatever they choose across wellness, growth, lifestyle, impact. This program, alongside other initiatives- including extra mental health days and daily virtual stretching and meditation sessions- helps our team have a healthy work-life balance, and helped us grow from a team of 13 to 200-plus.”

-Alex Zaccaria, cofounder and CEO, Linktree

5. The right kind of challenges.

“Treat employees like adults. We have unlimited vacation, and employees can work from anywhere, however they want, as long as their work is getting done. Also, we provide employees with interesting challenges. I encourage employees to take on clients outside of their normal wheelhouse. We also provide a quarterly stipend for enrichment, so everyone can continuously learn.”

-Lauren Kleinman, founder and CEO, Dreamday

6. Create a sense of ownership.

“Fair pay, benefits, and respect matter, but those are table stakes. Once someone feels looked after, the next thing they’re looking for is purpose. And that comes from autonomy and feeling like your work makes a difference. Everyone in the company owns their piece of the puzzle. It’s challenging and requires them to show up, but it feels like their work and is acknowledged as such. That’s the most important piece.”

-Dan Demsky, founder and CEO, Unbound Merino



STRONG PASSWORDS...

DO:

- HAVE AT LEAST 7-10 CHARACTERS (LONGER IS BETTER)
- MIX IT UP! A VARIETY OF NUMBERS, PUNCTUATION, AND LOWER/UPPERCASE LETTERS IS GREAT
- USE A PASSWORD MANAGER
- USE 2-FACTOR AUTHENTICATION WHENEVER POSSIBLE

DON'T:

- USE CHARACTER SERIES (12345; ABC)
- USE PERSONAL INFORMATION (PET NAMES, BIRTHDAYS, STREET NAMES)
- HAVE SINGLE WORDS (ANYTHING YOU CAN FIND IN A DICTIONARY)

15 Years in the Making...



Message
from
Michelle~



Chuck purchased this 1970 Oldsmobile Cutlass convertible back in 1984. In fact, this car was part of our first date. He had to borrow his grandfather's car to take me out on a dinner date, then after dinner, we drove past this convertible. Little did I know that convertible would still be a part of our lives 40 years later!

She is even getting a garage built for her right now!

He has rebuilt her twice. The first time right after he purchased her, with what little money he had, just to get her running. She still had an oil leak, and my father would always make a point of going out and putting cardboard underneath her to catch the oil, so she wouldn't leave oil spots in front of our house. She was the only car that we had through our dating years. She's been on many beach trips and even driven some carpools back when I worked at the Washington Navy Yard! Can you imagine three large men sitting in the back seat? I don't even think the back seat has a middle seat belt! But that was the early 90's and we were not so safety conscious then.

Kids entered the picture and she kind of took a back seat. She sat out in front of our house for a long time and the weather took its toll on her. We had to put a tarp over her because the top dry rotted. Mice took up residence and chewed through her wiring, and the local feral cats took refuge underneath her.

I'm not sure what kick started her renewal – but man when the bug hit, it hit hard. Chuck tore her apart down to the last screw, she was nothing but frame; and our garage, basement, backyard shed and even the office had her parts in various stages of disarray. Windshield here, door panel there; steering wheel, back bench seat – I was not a happy 'car parts' wife! Years would go by with slow progress as Chuck tackled the job on his own. Our oldest even sent off pictures to Chip Foose's TV show *Overhaulin'*. But finally, as Chuck got the engine back in her, and the door panels back on, she started to get that Olds feeling back in her. He replaced every single part on her, she got new seat covers, he changed her transmission, she came out with a new paint job and she is back on the road – occasionally, when the weather is perfect.

And boy does she get the stares and the thumbs up from everyone she passes.



Chuck's Takeaway: "It's about the journey, not the destination. Family comes first, life happens, things get delayed; but do yourself a favor- follow through and never give up on your project, it's always worth it."

What's up at CSU?

Give a warm welcome to Catoctin Veterinary Clinic to the CSU Gridwatch Family!

We are thrilled to have you as a managed client :)



Introducing...
the newest addition to the CSU family... Wanda, our Client Care Manager!

Wanda has been in the veterinary industry for 25+ years, and a licensed vet technician for 23 years. She loves animals, (and people)!

We are so fortunate to have her many skills and expertise on our team :)



Testimonial Time!

"Dear CSU,
I am further convinced that Melvin is a genius! He figured out what web.com (the email provider) could not! Thank you guys so much."
-Cathy, Conservation Resources International

Test your tech knowledge with this quick quiz...

- 1) Where was the World Wide Web invented?
- 2) In what year did the first virtual event take place?
- 3) In 2004, which search engine did Google overtake in popularity?
- 4) What was the first item sold on Ebay?
- 5) What's the name of the oldest programming language still in use?



answers:
1) Switzerland
2) 1993
3) Yahoo!
4) A broken laser pointer
5) Fortran

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