



# Connection

## July 2024

We believe that experienced, reputable, and fast responding IT support should be the standard!

### Our Services:

- Data Backup & Recovery
- Managed Services
- IT Consulting
- Network Security
- Cloud Computing
- Remote IT Services
- Cyber Security Training
- Mobile Device Management
- VoIP Phones

Let's get social!



**Instagram:**

computer\_services\_unlimited



**Facebook:**

Computer Services Unlimited Inc.



**Phone:**

(703) 968-2600



**Digital Newsletter:**

[www.csuinc.com/news](http://www.csuinc.com/news)



## Expert's Smart and Simple Tech Tips For Everyday Users

*From the Expert Panel of Forbes Technology Council*

Most of us use technology for many of our work processes and then turn to our personal devices for information, entertainment and productivity. Even so, the average user isn't an expert and probably isn't realizing all the advantages their tech applications and devices can offer.

The members of Forbes Technology Council know how to maximize the benefits of tech tools and better understand "how it all works." [10] of them share their favorite tech tips to help average users increase their productivity, expand their devices' capabilities, extend the life of their equipment and generally improve their relationships with technology.

### 1. Consider Both Your Current And Future Needs Before Purchasing Tech Tools

Determine both your current and potential future needs before looking for new technology products. It is better to spend a little more research time and/or money to find a device you can "grow into" than to replace an inadequate device later. Save time and money by doing a bit of planning. - Sarah Goffman, TCE Communications, Inc.

(continued on page 2)

## 2. Keep Up With The Evolution Of AI

Embrace curiosity about artificial intelligence and its potential to enhance various aspects of our lives. This can include productivity apps, personal finance tools, or even fitness and health trackers. By actively experimenting with these technologies, average users can discover new ways AI can improve their daily routines and make their lives more efficient. - *Ken Pomella, RevStar*

## 3. Use A Password Manager

I cannot stress this enough: Use a password manager! As a human, you cannot create randomness, and you cannot remember randomness. So, instead of trying to manage a bunch of different passwords, create one very strong password to protect all of your other machine-generated passwords. The variety of passwords will limit the impact of any one data leak. - *Nicholas Domnisch, EES Health*

## 4. Keep Up With Storage Management

Regularly clean up and optimize your device's storage by uninstalling unused apps, deleting old files and clearing cache and temporary data. This can improve your device's performance and help you avoid storage-related issues. Also, regularly backing up important data to a secure location can prevent data loss due to hardware failure, theft or accidental deletion. - *Jagadish Gokavarapu, Wissen Infotech*

## 5. Take Advantage Of Cloud Storage

Leverage the power of cloud storage. Not only does it help keep your devices uncluttered, but it also ensures your data is safe and accessible from anywhere. Regularly back up your data to a cloud service such as Google Drive or Dropbox. It's a simple yet effective way to expand your device's capabilities, work from anywhere and collaborate in real time. - *Marc Fischer, Dogtown Media LLC*

## 6. Use An External Drive For Backup

I would advise using an external hard drive or solid-state drive for backup. Cloud services are great, but having a local backup of your important files can be a lifesaver. Regular backups can save you from unexpected data loss due to hardware failure or accidental deletion. It's noteworthy as

well that physical backup is the best way to secure your data. - *Sandro Shubladze, Datamam*

## 7. Take Time To 'Read The Manual'

When it comes to their technology devices and products, many people don't take the time to "read the manual"—or, in modern terms, fully explore the features. If you really understand the capabilities of your device or app, you can discover helpful capabilities, increase productivity and use your tech to its fullest extent. The best thing you can do is spend some time learning features—what's possible might surprise you. - *Christopher Rogers, Carenet Health*

## 8. Shut Devices Down Regularly

Shut down and restart your devices regularly. There are a lot of apps that run in the background and take up memory, slowing your device and shortening battery life. You can stop all those processes by simply shutting a device down. A bonus is that it's also a reminder to look up from the screen every once in a while! - *Merav Yuravlivker, Data Society*

## 9. Declutter Your Digital Desktop

Declutter, declutter, declutter! Make sure your digital workspace is as organized as your physical space, because it can improve your focus and efficiency. Set up a folder hierarchy, delete old files and pictures and transfer unnecessary files to an external disk drive. Cleaning up your digital life will improve your interactions with devices and boost your efficiency. - *Margarita Simonova, ILoveMyQA*

## 10. Keep Up With Updates And Patches

It's essential to stay up to date with software updates and security patches. These updates often include bug fixes and performance improvements to help your device run more smoothly, and they also often address security vulnerabilities that could put your personal information at risk. Ensuring your device is always running the latest software can help keep it secure and functioning correctly. - *Cristian Randieri, Intellisystem Technologies*

*Excerpts from Forbes, "20 Experts' Smart, But Simple, Tech Tips For Everyday Users" 2023 newsletter.*



## 10 EASY STEPS TO BUILDING A CULTURE OF CYBER AWARENESS

Cyberattacks are a constant threat in today's digital world. Phishing emails, malware downloads, & data breaches. They can cripple businesses & devastate personal lives.

Building a cyber awareness culture doesn't require complex strategies or expensive training programs. Here are some simple steps you can take to make a big difference.

1. Start with leadership buy-in
2. Make security awareness fun, not fearful
3. Speak their language
4. Keep it short & sweet
5. Conduct phishing drills
6. Make reporting easy & encouraged
7. Security champions: empower your employees
8. Beyond work: security spills over
9. Celebrate successes
10. Leverage technology

## WHAT WERE THE COOLEST CONSUMER PRODUCTS SHOWCASED AT CES 2024?

The annual Consumer Electronics Show (CES) was an exciting one this year. It left us with a mind-blowing glimpse into the future of technology. CES 2024 showcased a smorgasbord of cutting-edge gadgets to get excited about.

### Beyond the Screen: Immersive Entertainment Takes Center Stage

**Samsung's S95D OLED TV:** This TV is designed to enable gamers to react faster than ever. It delivers glare protection and has 20% higher brightness than last year's model.

**LG's 4K Transparent OLED TV:** Imagine a TV that blends in perfectly with any decor. This futuristic marvel from LG redefines the concept of a home theater.

**TCL's Mini LED TVs:** TCL introduced the "world's largest" mini LED TV. The 115-inch device is designed to exceed the highest performance standards. It has 20,000 Local Dimming Zones to bring otherworldly depth and detail.

### The Wellness Revolution: Gadgets for a Healthier, Happier You

**Evie Ring:** This sleek ring is a game-changer for women's health tracking. It monitors sleep patterns, heart rate, blood oxygen levels, and menstrual cycles.

**BMind Smart Mirror:** This Alpowered mirror attunes to your energy levels.

**LIPCURE BEAM:** Sensors incorporated in the tool offer liprelated diagnosis and treatment.

### The Future is Here: Unveiling the Unexpected

**Samsung's Self-Driving-based Home Buddy:** Move over, Roomba! Samsung unveiled a SelfDriving based Projection System.

**Mymanu CLIK Pro Immersive Translation Earbuds:** The product enables users to communicate in over 50 languages.

**ORo Dog Companion:** Ogmen Robotics introduced ORo an autonomous robot to keep your pets company.

## Gadget of the Month...

### OBSBOT Tiny 2 4K Webcam

Elevate your streaming and video conferencing game with the OBSBOT Tiny 2 4K webcam, offering unparalleled features.

It has a 4K resolution, AI tracking and the 2-axis gimbal that keeps the video smooth, no matter how much you move around.

Upgrade your workspace today with OBSBOT Tiny 2 and experience the difference in video quality, tracking accuracy, and hands-free control.



*Just \$339 on Amazon!*

## WHY CONTINUOUS MONITORING IS A CYBERSECURITY MUST...

Cyber threats are constantly evolving, and traditional security measures are no longer enough. Continuous monitoring acts as your vigilant digital guard. It's constantly checking for weaknesses. It sounds the alarm before attackers exploit them.

Here's why continuous monitoring is a cybersecurity must:

- Breaches Happen Fast
- Advanced Threats Need Advanced Defenses
- Compliance Requirements Often Mandate It
- Peace of Mind and Reduced Costs
- Improved Threat Detection Accuracy
- Faster Incident Response

- Enhanced Security Posture
- Compliance Reporting

In today's threat landscape, continuous monitoring is not a luxury. It's a security necessity.

Don't wait for a security breach to be your wake-up call. Embrace continuous monitoring and take control of your cybersecurity posture. An ounce of prevention is worth a pound of cure, especially in the digital world.

## Tech Giggles!

**What was the spider doing on the computer?**

...

**He was making a website!**





## IS YOUR BUSINESS LOSING MONEY BECAUSE EMPLOYEES CAN'T USE TECH?

Shiny new tech can be exciting! It promises increased efficiency, happier employees, and a competitive edge. But that promise can turn into a financial nightmare if you neglect employee training and change management.

When employees have trouble using their business tools, productivity drops. Mistakes can be made, and customer service can fall.

### Lack of Technology Training

Imagine investing in a top-of-the-line CRM system. Then you see your sales team floundering instead of excelling. They can't find key features, struggle with data entry, and miss deadlines.

Why? Because they haven't been properly trained on the new software. It leads to the following costs:

- Lost Productivity
- Costly Errors
- Demotivation and Resistance

### Failing to Manage the Change

New technology disrupts workflows. Without proper change management, employees feel overwhelmed and insecure. The goal is to help them transition successfully with proper training and support.

When companies neglect change management, the following can happen:

- Low Morale
- Use of Shadow IT
- Resistance to Future Improvements

### Building a Bridge to Success

So, what is the key to unlocking the true value of new technology? It lies in effective training and change management.

Here's how to avoid the negative costs and get the full benefits from your tech.

#### *Invest in Comprehensive Training –*

Don't treat training as an afterthought. Yes, some tools say they're easy to use. But people have different tech literacy levels. Develop a tailored training program that goes beyond basic features. Include video tutorials, hands-on workshops, and ongoing support resources.

#### *Focus on User Adoption, Not Just Features –*

Training shouldn't just explain how the software works. It should focus on how the new system will benefit employees in their daily tasks and improve workflow efficiency. If employees don't adopt the new solution, the project fails.

#### *Embrace Change Management –*

Communicate the "why" behind the change. Explain how the new technology will make everyone's jobs easier. Encourage open communication and address concerns throughout the transition.

### Takeaway

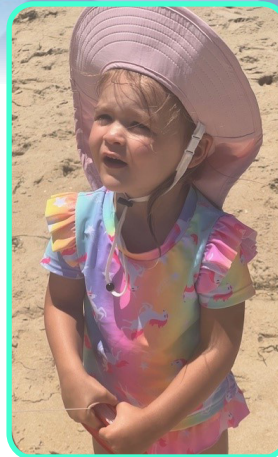
New technology is a very powerful tool, but it's only as valuable as its users. Prioritize employee training and change management. This will help you bridge the gap between a shiny new system and a real return on investment.

Happy, well-trained employees using the right tools are your secret weapon. They can help you maximize efficiency, boost morale, and stay ahead of the curve.

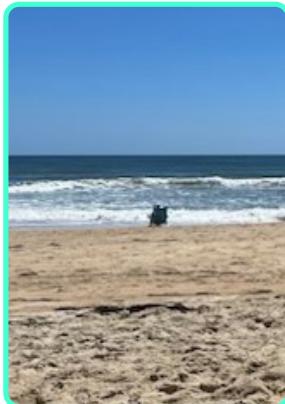
# What's *NEW* at CSU?

## shermans went on vacay!

Michelle and Chuck went on a fun family vacation to the beach! We missed them but we are happy they came back well-rested and refreshed! (even though they got a little sunburnt!)



Chuck enjoyed a steak at "his" restaurant | Chuck and his sister and her grandkids | Kaia kite flying | Alyssa with a beach quesodilla | Faye cuddles in the beach house | Michelle relaxing as a tiny dot by the ocean | Baby's 1st beach trip | Happy Michelle with Kaia!





# A July Birthday...

Help us wish the wonderful Paola a Happy Birthday!

She is a very important and helpful member of our CSU team! She has the best laugh and is easy to talk to.

We love you Paola! Happy Birthday!



## NATIONAL DONUT DAY!

Can you say, sugar overload? We got 2 dozen donuts to celebrate including Melvin's specific request for the glazed blueberry donuts!



### Accidental Pink Day!

Three of the CSU ladies showed up looking pretty in pink!



Byron photobombing us!