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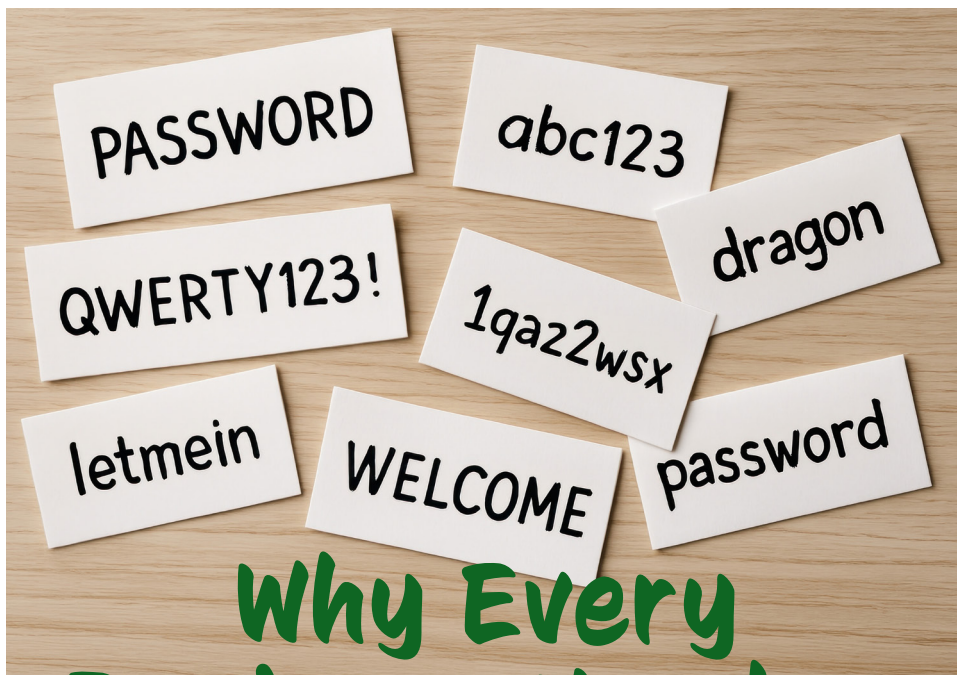
Why Every Business Needs a Password Manager

If your business is still relying on spreadsheets, sticky notes, or memory tricks to manage passwords, you may be taking a bigger risk than you realize.

Passwords are the keys to your business. They protect everything from emails and cloud files to client data and financial accounts. Yet globally, around *30% of people reuse the same password across multiple accounts*. That means if just one account is compromised, the digital doors to your business could swing wide open.

It only takes one weak link...
Imagine an employee reusing their favorite password on a personal shopping site. That site gets hacked.

Criminals try the same password on your company email system… and it works. Suddenly, your inbox, files, and client communications are exposed.

This isn't a scare tactic—it's one of the most common ways hackers break into businesses. And it's the kind of problem that can cost you time, money, and reputation.

The Hidden Risks You Might Be Overlooking

Even small habits can create big vulnerabilities:

- Writing passwords in a notebook that could be lost or stolen.
- Saving them in a Word doc or spreadsheet that isn't secured.
- Emailing or messaging logins because it feels "quicker."

These shortcuts may feel harmless—until the worst happens. In fact, studies show that 80% of hacking-related breaches are caused by stolen or reused passwords.

But here's the good news: You don't have to be a cybersecurity expert to fix this. One of the simplest, smartest upgrades you can make today is adopting a password manager.

So, What Does a Password Manager Do?

A password manager is like a digital vault. It stores all your passwords securely, generates strong new ones, and autofills them when you need them. No more scribbled notes. No more "Password123." No more forgotten logins at the worst possible moment.

And here's the best part—it doesn't just make your business safer, it makes your team's day-to-day work faster and easier. Logging into accounts, sharing credentials securely, and protecting client data becomes seamless.

Sounds good, right? But here's the catch: Not all password managers are created equal. Choosing the right one for your business—and rolling it out in a way your team will actually adopt—is where many businesses stumble.

That's exactly what we cover in our latest guide: **Password Manager: A Business Essential.** Inside, you'll discover:

- The common mistakes businesses make with passwords (and how to avoid them)
- What features to look for in a business-grade password manager
- How to roll one out smoothly with your team—without pushback
- And the surprising productivity benefits you'll see beyond just security

Want to know the full story? Download the complete guide now at: **csuinc.com/free-report**

PASSWORD MANAGER: A BUSINESS ESSENTIAL

A FREE GUIDE

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Help your FAVORITE CSU tech put $50 in their pocket!

Refer them to another business and help them win $50! Just tell a business about your tech, then email us at info@csuinc. com with the tech's name, the business name, a contact person, and their phone number. Spread the word and help your CSU tech win some extra cash!

Tech Giggles!

What's the IT guy's favorite part of the weather getting cooler?
...
Debugging

Gadget of the Month!

$104.00 at Best Buy

ALTI PLAY DESK MAT

A dual-sided desk mat with a magnetic modular system, ALTI PLAY keeps your workspace organized and stylish. Its reversible, water-resistant surface and anti-slip base offer flexibility for work or play.

Special features include magnetic accessory attachment, a built-in document hideaway, and a sleek, clutter-free design—ideal for creative professionals, gamers, and anyone seeking a premium desk upgrade.

GET TO KNOW YOUR ARTIFICIAL INTELLIGENCE:
GENERATIVE AI VS. AGENTIC AI

Artificial intelligence seems to come with a new buzzword every week. You'd be forgiven for getting lost among the jargon.

Generative AI… agentic AI… large language models… it's no wonder many business owners feel overwhelmed.

But at the heart of it are two types of AI that could change how businesses like yours work:
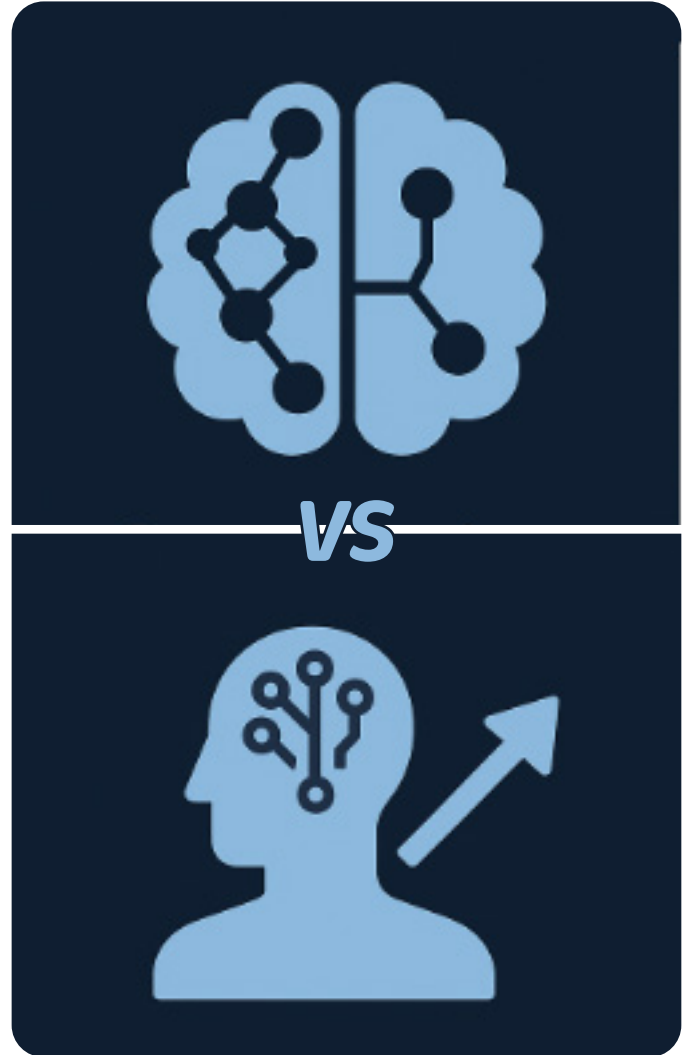
- Generative AI
- Agentic AI.

And no, they're not the same thing.

Generative AI is the type most people have come across by now, such as Chat GPT. Simply put, it creates something when asked, whether that's writing text, generating images, or summarizing reports.

It's great for saving time on routine tasks. But it's reactive. It waits for instructions. You ask, it delivers.

Agentic AI takes things further. This is AI that doesn't just wait for a prompt, it acts. Give it a goal, and it can figure out what to do, plan the steps, and get on with the job.

Imagine AI that helps reduce customer churn by spotting patterns in data, testing ideas, and even launching follow-up campaigns, all without your constant input.

Both types of AI can be powerful tools for businesses:

Generative AI boosts productivity by helping create content or ideas faster.

Agentic AI helps businesses work smarter by taking initiative and handling tasks more independently. But with that extra autonomy comes the need for more oversight. Agentic AI relies on good data and clear

guardrails to make sure it acts in the right way.

So, is it for you?

Whether it's AI that creates or AI that acts, these tools can support your team and help your business run more efficiently... so long as they're used thoughtfully.

I.T. Trivia!
Can you get 5/5?

1. In computing, what does ROM stand for?

2. In what century was Nintendo founded?

3. What does IBM stand for?

4. What computer term was coined for information that is sent from the browser to the web server?

5. What does IoT stand for?

1. Read Only Memory, 2. 19th (1889), 3. International Business Machines, 4. Cookie 5. Internet of Things

Phoneless Morning Outcomes:

"You would never wake up and let 100 people into your bedroom before you showered or brushed your teeth.
But when you look at your phone first thing in the morning, you're letting 100 people into your mind. Then you end up chasing dopamine the rest of the day. Just give your brain 10 minutes to wake up. If you do that, your whole day will be different and you'll have less anxiety. Try it for seven days, and you will feel so much better"

Jay Shetty

CAN TECH CURE YOUR TEAM'S "DATA DREAD"?

You've just wrapped up a busy week and your team shares the latest report. It's packed with numbers, spreadsheets, and charts.

But instead of feeling excited about what the data could reveal, your heart sinks.

Where do you even start?

New research shows that while companies are gathering more data than ever, most employees don't feel confident using it.

In fact, almost 9 out of 10 people now handle spreadsheets daily. But over a quarter say they'd avoid them if they could.

And this isn't just a dislike of spreadsheets. It's what experts are calling "data dread." People feel anxious, not because they don't care, but because the tools and training they've had so far haven't helped them make sense of it all.

Good news: Technology can help. This is where modern tools can make a real difference.

Today's best data tools don't only crunch the numbers. They're designed to help ordinary people - not just analysts - turn those numbers into clear, meaningful insights.

For example, many platforms now let you build charts, graphs, and dashboards with just a few clicks, making it easier to spot patterns and share findings with others.

And because visuals are often easier to understand than rows of figures, your people feel more confident presenting their ideas and making decisions.

What's more, the latest tools don't expect everyone to master complex formulas or wrestle with clunky spreadsheets. Instead, they focus on user-friendly features that guide people through tasks and highlight what's important.

That means less time fiddling with data and more time acting on it. Boom.

Your business doesn't need to turn everyone into a data scientist. But with the right tech tools, you can help your team stop fearing data and start using it to power smarter decisions.

We can help you find the right tools to help your people get over the data dread!

What's NEW at CSU?

Michelle is a creative person. Not only does she tap into the the art of music, she also enjoys gardening and the things you can create with fresh fruits and veggies like canned peaches and tomatoes! Yum!

The end of summer... this means back to school! Michelle and Chuck's daughter, Alyssa headed back to college and with Chucks Tetris skills, they were able to fit all her things into her car!

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we'll take care of your technology.

Connection
September 2025

"Embrace uncertainty. Some of the most beautiful chapters in our lives won't have a title until much later."

Bob Goff

In this Newsletter...