



Connection

October 2025

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
- Co-Managed IT



THE TRUTH ABOUT CYBER SECURITY EVERY BUSINESS OWNER SHOULD KNOW

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Cybersecurity isn't just about firewalls and strong passwords—it's about fighting back against persistent myths that leave dangerous gaps in your defenses. Unlike harmless stories, these myths can cost your business money, data, and even its survival. Let's set the record straight on five of the most common misconceptions.

Myth #1: "It Won't Happen to Us."

Many small and medium-sized businesses believe they're too small to be a target. In reality, SMBs are more likely to be attacked because cybercriminals know they often lack advanced defenses.

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Fact: Cyberattacks impact 80% of businesses worldwide, and the financial toll is projected to reach \$9.5 trillion.

Unlike big corporations that can recover, a single ransomware attack can shut down an SMB permanently.

Bottom line: Assume you're a target—because you are.

Myth #2: "If It Worked Then, It'll Work Now."

Some leaders think that because they've never been breached, they won't be in the future. But cybercrime evolves at lightning speed.

Fact: Hackers innovate constantly, so relying on outdated strategies is dangerous.

Security is not a one-time fix—it's an ongoing cycle of anticipation, adaptation, and action.

Myth #3: "Once Secure, Always Secure."

Adding new staff, devices, or apps changes your IT environment every day—and every change creates new openings for attackers.

Fact: Continuous monitoring and proactive management are essential.

Your attack surface goes far beyond firewalls—it requires a holistic, proactive approach to stay protected.

Myth #4: "Security Slows Down Business."

There's a belief that cybersecurity creates friction—slowing projects, adding costs, and bogging down operations.

Fact: Modern security practices actually enable growth and optimization.

Secure systems are more resilient, predictable, and cost-effective, making cybersecurity a driver of business performance, not a barrier.

Myth #5: "A Strong Password Is All I Need."

Strong, unique passwords are essential, but they're only part of the solution.

Fact: Password reuse is one of the fastest ways hackers compromise multiple accounts.

The real defense? A password manager to store unique logins, and multi-factor authentication (MFA) to double your protection.

How We Help You Stay Ahead of Cybercriminals

At Computer Services Unlimited, we don't just talk about security—we deliver it. Our team helps protect your business with:

- Quality anti-virus software
- A secure password manager
- Regular tech tips to keep your staff aware and trained
- Proactive monitoring and support

Together, we can make cybercrime unprofitable and help put cybercriminals out of a job.

Share this with a fellow business or friend who could use stronger defenses—because the more businesses fight back, the safer we all become.



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!

Did you hear
about the
cyclops whose
computer
crashed?

...
He had to call
Eye-T



Gadget of the Month!

\$220 on Amazon! SHOKZ NEW OPENMEET



An open-ear headset designed for effortless communication, SHOKZ New OpenMeet keeps you connected and comfortable all day.

Its lightweight, ergonomic design and bone conduction technology let you hear clearly while staying aware of your environment. With dual noise-canceling microphones, quick pairing, and long battery life, Openmeet is ideal for remote workers and anyone seeking a premium, open-ear audio solution.



5 SIGNS YOU'RE DUE FOR A TECH UPGRADE

On the surface, holding on to outdated hardware and software may seem like a smart way to stretch your IT budget. But in reality, the longer you keep old tech in play, the more it drains your business in terms of productivity, costs, and security.

Why Old Technology Hurts Your Business

Lost Productivity: Outdated systems run slower, causing delays and frustration for your team. Worse yet, they're prone to breakdowns that can lead to unexpected downtime and missed deadlines.

Increased Security Risks: Old hardware and software stop receiving security patches, making them easy targets for cybercriminals. Unpatched systems open the door to data breaches, ransomware, and compliance failures.

Higher Long-Term Costs: Constant IT support calls, emergency fixes, and downtime quickly add up—often costing far more than replacing the technology in the first place.

Signs It's Time to Upgrade Your Technology

You're Still on Windows 10 (or older). Microsoft will end support for Windows 10 in October 2025. After that, security updates stop, leaving your business exposed. Planning your upgrade to Windows 11 now is critical.

You're Calling IT for the Same Issues. Frequent crashes, lagging systems, and repeated tech support tickets signal failing hardware that's draining productivity.

Your Software Doesn't Play Well With New Tools.

Legacy systems often won't integrate with mobile apps or cloud platforms, limiting efficiency, scalability, and customer service.

Your Devices Are Slowing Down Your Team.

If computers are taking forever to boot or freezing during video calls, they're costing you both time and money. Devices older than 3–5 years should be evaluated for performance and energy efficiency.

Your Security Is Out of Date.

Firewalls, antivirus, and other defenses that haven't been updated in years can't keep up with evolving threats. Outdated systems are a cybercriminal's easiest entry point.

The Smarter Investment

Yes, upgrading comes with a price tag—but sticking with outdated tech costs you far more in lost productivity, downtime, security gaps, and compliance risks. The good news? Affordable, strategic upgrade paths exist that protect your budget while keeping your business running smoothly.

Here we can help you choose the right upgrades, improve your defenses, and future-proof your technology—so you save money, work smarter, and stay protected.

It's time to stop patching the old and start planning for the new. Let us help upgrade your technology.

**UPGRADE
NOW**



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

1. What year was the first ever text message sent?
2. What technology helps make phone calls over the internet possible?
3. What kind of content does an .xls file contain?
4. Ctrl+A is a keyboard shortcut for what?
5. What was AltaVista an early example of?

1. 1992 - the message was "Merry Christmas", 2. VoIP (Voice over Internet Protocol), 3. Spreadsheet data, 4. Select all, 5. A search engine

Why Every Business Needs an IT Roadmap

Not long ago, IT was seen as background support—quietly keeping things running. Today, technology is front-and-center, driving sales, service, marketing, and reputation. When tech stalls, your business does too.

The risks go beyond downtime. Without a plan, businesses often buy tools on impulse, leading to wasted spending, systems that don't integrate, and inefficiencies that slow growth. Instead of solving problems, patchwork technology creates new ones.

The Ripple Effects of Outdated IT

- Security gaps that invite cyberthreats.
- Wasted spending on unused licenses.
- Systems that can't scale as you grow.
- Customer delays that hurt your reputation.

If this sounds familiar, you're not alone. The solution is an IT roadmap—a plan that connects your goals, people, and technology so everything works toward the same outcomes.

What an IT Roadmap Delivers

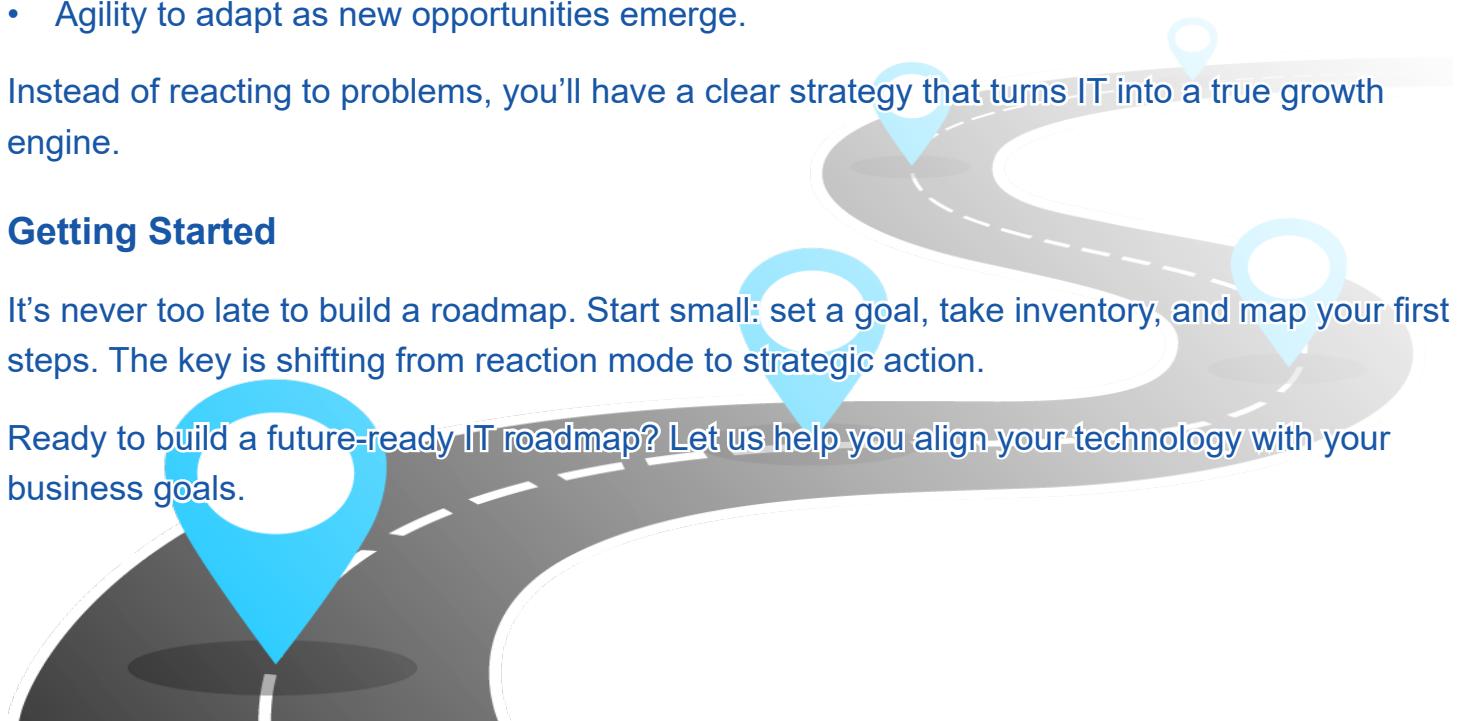
- Focused technology spending.
- Streamlined operations without redundancy.
- Better customer experiences through integration.
- Agility to adapt as new opportunities emerge.

Instead of reacting to problems, you'll have a clear strategy that turns IT into a true growth engine.

Getting Started

It's never too late to build a roadmap. Start small: set a goal, take inventory, and map your first steps. The key is shifting from reaction mode to strategic action.

Ready to build a future-ready IT roadmap? Let us help you align your technology with your business goals.



What's NEW at CSU?

Faye whined and whined to go outside and she immediately laid down on the asphalt. We had people come in panicing because they thought she was hit by a car! Nope, she just likes sun-bathing.



Hozier concert! Chuck and Michelle got to enjoy the concert but then the rain came pouring down! Good thing they had their jackets!

Our CSU pups sleeping on the way to the office! How adorable! Who thinks they're besties?

