

THE TECH CHRONICLE

June 2024

www.centrend.com

Saturday

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Cybersecurity Threats: Why You Need an IT Expert in Your Corner

Imagine this: you're in the middle of a crucial presentation, and your entire computer system crashes. Data vanishes, deadlines loom, and panic creeps in. Now imagine a calm, capable IT expert swooping in to save the day.

This scenario, while dramatic, highlights the vital role IT professionals play in modern businesses. In today's digital age, technology is no longer a sideline; it's the backbone of most operations. From cybersecurity to data management, a strong IT team ensures your business runs smoothly, efficiently, and securely.

But what exactly do IT experts do, and how can they benefit your company? Keep reading to find out why having an IT superhero (or team) on your side is no longer a luxury, but a necessity.

Why are cyber threats a big deal?

- **Data Breaches:** Hackers can steal personal information like passwords, credit cards, or even medical records.
- **Financial Loss:** Businesses can be crippled by ransomware attacks that lock them out of their data, or tricked into sending money to scammers.
- **Disruption:** Cyberattacks can take down websites and online services, causing frustration and lost productivity.

Why can't you handle it yourself?

- **Staying Informed:** New threats emerge constantly. IT experts stay up-to-date on the latest tactics and can advise you on the best defenses.
- **Building Defenses:** Experts can recommend strong passwords, firewalls, and other security software to keep you safe.



CYBERSECURITY TIP

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TURN-ON EMAIL ENCRYPTION FOR SENSITIVE MESSAGES

If you're e-mailing sensitive information, it's important that the ONLY recipient is the one the e-mail is intended for.



Partner Spotlight

DR. NANCY ZARE

Founder - Rapport Builderz

Why can't you handle it yourself?

- **Spotting Trouble:** They can monitor your systems for suspicious activity and identify threats before they cause damage.

Think of an IT expert as your cybersecurity guardian angel. They'll take the weight off your shoulders and give you peace of mind knowing your data and devices are protected.

Ready to beef up your defenses? Consider consulting with an IT expert today! Book a free consultation with us!

From Headaches to Focus: How Managed IT Services Free Up Your Time to Grow Your Business

As an entrepreneur, your time is your most valuable asset. You're constantly juggling a million tasks, strategizing for growth, and putting out fires – often including those pesky IT glitches. But what if you could ditch the tech headaches and focus on what truly matters: building your business?

This is where managed IT services come in. Imagine a team of IT experts proactively monitoring your systems, preventing problems before they arise, and resolving any issues that do pop up quickly and efficiently. That's the magic of managed IT – it frees you from the burden of IT management, allowing you to channel your energy into what you do best.

Here's how managed IT services can transform your business:

- **Say goodbye to downtime:** Managed service providers (MSPs) continuously monitor your systems, identifying and fixing potential problems before they disrupt your workflow. This translates to less downtime, increased productivity, and happier employees.
- **Focus on your core competencies:** Don't get bogged down in the complexities of IT. An MSP handles everything from network security to software updates, freeing you to focus on your core business activities, like sales, marketing, and product development.
- **Expertise at your fingertips:** MSPs have a team of IT professionals with a vast range of knowledge. They can provide expert advice on everything from cybersecurity

to cloud solutions, ensuring your business stays ahead of the technological curve.

- **Cost-effective solutions:** Building an in-house IT team can be expensive. Managed services offer a cost-effective alternative, with predictable monthly fees that can be easier to budget for.
- **Scalability for growth:** As your business expands, your IT needs will evolve. Managed services can scale to accommodate your growth, ensuring your technology infrastructure remains robust and secure.
- **Peace of mind:** Knowing your IT is in good hands allows you to focus on strategic initiatives. MSPs provide 24/7 support, so you can rest assured that help is always available if needed.

Is managed IT right for your business?

If you're tired of dealing with IT headaches and want to free up your time to focus on growth, then managed IT services are a worthwhile investment. Consider the size and complexity of your IT infrastructure, your budget, and your in-house IT expertise when making a decision.

Ready to ditch the tech headaches and take your business to the next level? Explore managed IT services today with Centrend!

Protecting Your Personal Identifiable Information: What You Need to Know

In today's data-driven world, we leave a trail of information wherever we go online. This information, often referred to as Personally Identifiable Information (PII), can be a double-edged sword. On the one hand, it allows companies to personalize our experiences and offer us relevant services. On the other hand, it can be misused by criminals or even sold without our knowledge.

This article dives into the world of PII, exploring what it is, the different types of data it encompasses, and why protecting it is crucial. We'll also discuss the potential risks associated with PII exposure and explore best practices for safeguarding your personal information online.

What is PII?

Personally Identifiable Information (PII) is any data that can be used to identify you. 02

This includes things like your Social Security number, address, date of birth, driver's license number, and financial information.

Why is PII protection important?

In today's digital world, PII is a goldmine for identity thieves and scammers. They can use it to steal your money, ruin your credit, or even commit crimes in your name.

Here's how to safeguard your PII:

- Be mindful online: Think twice before sharing personal details on social media or public forums.
- Strong passwords are key: Use complex, unique passwords for all your online accounts and enable two-factor authentication for added security.
- Secure your devices: Keep your software updated, use a strong antivirus, and be cautious about what you download.
- Beware of phishing scams: Don't click on suspicious links or attachments in emails, and be wary of unsolicited calls or messages asking for personal information.
- Shred sensitive documents: Don't just toss old bills or bank statements – shred them properly before throwing them away.

What to do if your PII is compromised?

- Change your passwords
- Report the incident to the authorities
- Monitor your accounts for suspicious activity

Stay informed:

- Regularly review your privacy settings on social media and other online accounts.
- Learn about new threats and scams to stay ahead of the curve.

Protecting your PII is an ongoing process, but by following these simple tips, you can significantly reduce your risk of identity theft and fraud.

The Hidden Dangers of Slow or Sluggish Computer Performance

We've all been there: the spinning pinwheel of death, the agonizing lag between clicks, the programs that take forever to load. A slow computer is more than just an annoyance; it can be a hidden danger to your productivity, security, and even your wallet.

While a sluggish machine might seem like a minor inconvenience, it can lead to:

- **Lost Productivity:** Imagine waiting minutes for a program to open or a file to save. Over time, those minutes add up, eating into your valuable work hours.

- **Increased Frustration:** Constant slowdowns can lead to peaks in frustration, impacting your focus and overall well-being.
- **Security Risks:** Outdated software and a clogged system can create vulnerabilities that malware and hackers can exploit.
- **Hardware Damage:** A slow computer often works harder than it needs to, straining the internal components and potentially leading to overheating and hardware failure.

So what are the culprits behind sluggish performance? Here are some common causes:

- **Resource Overload:** Running too many programs at once, especially memory-hungry ones, can overwhelm your system.
- **Storage Blues:** A cluttered hard drive with low free space can significantly slow down read and write speeds.
- **Software Overload:** Outdated software and unnecessary startup programs can bog down your computer's resources.
- **Malware Mayhem:** Viruses and other malicious software can steal resources and damage your system, leading to significant slowdowns.

The good news is that you don't have to live with a sluggish computer. Here are some steps you can take to diagnose and address the problem:

- **Reboot Regularly:** A simple restart can clear out temporary files and free up memory, often improving performance.
- **Identify Resource Hogs:** Use your Task Manager to see which programs are using the most CPU, memory, and disk space. Close any unnecessary programs.
- **Declutter Your Drives:** Uninstall unused programs and delete unnecessary files to free up space on your hard drive.
- **Update, Update, Update:** Keep your operating system, software, and drivers updated for optimal performance and security.
- **Scan for Malware:** Run regular scans with a reputable antivirus program to identify and remove any malicious software.

If these steps don't solve the issue, consider a hardware upgrade, such as adding more RAM or replacing your hard drive with a faster Solid State Drive (SSD).

By taking proactive steps to address slow computer performance, you can save yourself time, frustration, and potential security risks. Don't let a sluggish machine hold you back – reclaim your productivity and peace of mind with a faster, more efficient computer.

Do What You Love, Sell What You Know: Rapport Builderz' Guide to Effortless Sales

Have you ever walked into a store brimming with enthusiasm, only to leave feeling perplexed and frustrated? This scenario is familiar to many. Businesses often concentrate solely on their products, overlooking the deeper motivations driving a purchase. **Dr. Nancy Zare**, the creator of **Rapport Builderz**, approached this differently. She valued understanding the "why" behind customer purchases, leveraging this insight to establish her business and introduce the **AlikeAbility™** system.

Nancy's innate knack for grasping customer needs propelled her success in sales. She further honed this skill by uncovering the Platinum Rule - Treating Others The Way They Want To Be Treated.

By applying this principle to her understanding of customer behavior, Nancy was able to tailor her approach to resonate with each individual client, ultimately boosting her sales.

From a young age, Nancy had a deep interest in psychology and a keen understanding of human behavior. Through her studies, she honed her understanding of the human psyche, which now enables her to help salespeople through her company, Rapport Builderz.

Nancy empowers salespeople to establish genuine connections with prospects by crafting clear and compelling messages that resonate without being pushy, using the AlikeAbility™ approach. This approach goes beyond demographics and identifies the ideal buyer persona through a combination of four personality styles.

By understanding their core values, motivations, and challenges, salespeople can create messaging that deeply resonates with their target audience. Imagine being able to directly address their needs at networking events or through marketing materials, attracting a wave of perfectly matched prospects who are ready to connect.

Don't settle for just generating more leads. Instead, invest in building genuine connections that convert into loyal customers. Contact Nancy Zare [<https://nancyzare.com>] today and discover how to transform your sales approach.