

The Tech chronicle

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This monthly publication provided courtesy of Craig Covington co-owner Canon Capital Technologies

Our Mission:

To enhance our customers quality of life and the health of their business



Are YOU Prepared For The End Of Windows 7?

If you're one of the estimated 40%+ of businesses still running the outdated Windows 7 platform, consider this your wake-up call: time is nearly up for this tried-and-true operating system. On January 14, 2020, Microsoft will end support for Windows 7. That means no more updates, security or otherwise, will be offered by the company from that date forward.

The clock's been ticking on Windows 7 ever since Microsoft ended mainstream support back in 2015, and while it's important to note that Windows 7 will still technically be usable after next January, this upcoming shift will spell trouble for users who've stuck it out to the platform's bitter end.

If you're running a business, this is a risk you can't afford. It's time to contact your IT provider and make preparations to upgrade, preferably well in advance of the January 14 deadline. Whether you're planning on seamlessly transitioning to Windows 10 or moving on to an alternative

operating system, this is a task that needs to be at the top of your list.

DON'T BE LEFT VULNERABLE

Since Windows 7 will continue to work after January 14, you may wonder why you can't just stick it out and keep using the platform. The answer is you *can* - but you absolutely shouldn't. In fact, the risks and problems this decision would pose to your business make an upgrade less of a decision and more of an eventuality.

Cybercriminals are certain to flock to the operating system after support ends, eager to pick off easy targets left vulnerable by the lack of ongoing security updates. In addition, Windows 7 will become progressively more unstable as modern hardware continues to outpace the software.

Modern software is already not being designed with Windows 7 in mind. This includes old software that's been upgraded since the world moved on from the operating system in 2015. As

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technological progress continues at breakneck speed, more and more key programs will become unusable in Windows 7.

The same goes for hardware. Tech equipment advances exponentially year by year. In order to take advantage of these massive improvements, you'll need an operating system equipped to handle these new capabilities and features. What's more, as the hardware progresses, it may become incompatible with Windows 7 altogether.

However, these are small concerns when compared to the future security of your network. As time goes on, new vulnerabilities are discovered in even the most well-designed operating systems. To fight against hackers, developers continuously search for ways to remove these security gaps and they release them in the form of patches. With every annoying update you're forced to install on your machine, you're staving off would-be opportunists on the hunt for their next victim.

After Windows 7's end of life these security updates and

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patches will dry up. That means that any users still on the platform – and there will be a lot of them – will be exposed to the increasingly crafty exploits used by hackers. Cybercriminals, attracted to the lowest-hanging fruit, will come in droves for Windows 7 users, eager to pick at the scraps.

Staying on an operating system after it's no longer supported is like leaving the digital door open on your business – don't do it!

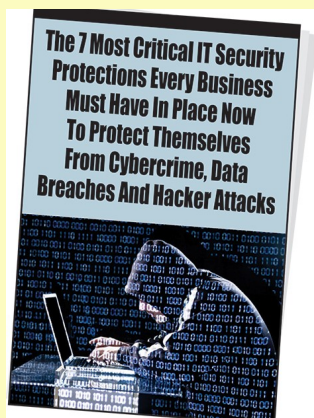
TIME IS RUNNING OUT

Of course, we're still at least six months out from the Windows 7 end-of-life date. That may seem like a lot of time. When it comes time to actually make the transition though, you'll need all the time you can get. Upgrading dozens, hundreds or even thousands of PCs is more laborious than you probably realize. And with so many other companies scrambling to do the same toward the end of the year, IT providers are likely to get bogged down with service requests.

Instead of putting it off to the last minute and potentially leaving yourself vulnerable, contact your IT provider as soon as possible to initiate the upgrade process. You'll leave yourself ample time to iron out any issues as they arise without the added pressure of an imminent deadline.

When your business is on the line, it just doesn't make sense to delay. Don't risk losing everything you've worked so hard to build. Make preparations to leave Windows 7 behind today!

FREE Report: The 7 Most Critical IT Security Protections Every Business Must Have In Place Now To Protect Themselves From Cybercrime, Data Breaches And Hacker Attacks



Three hundred sixty thousand NEW malware threats are being released every day, and businesses (and their bank accounts) are the No. 1 target. To make matters worse, a data breach exposing client or patient information can quickly escalate into serious damage to reputation, fines, civil lawsuits and costly litigation. If you want to have any hope of avoiding a cyber-attack, you MUST read this report and act on the information we're providing.

**Download your FREE copy today at
www.ccmgtech.com/cybercrime
 or call our office at (267) 381-2025.**

Tech Tip: Don't Use These Email Accounts for Your Business

Here's an opinion that's sure to be unpopular: your team shouldn't be using Gmail, Yahoo, or any other free email service as a business account. These accounts can damage your business' credibility, are more suspect to hacking, and your emails may be getting filtered out and not reaching your clients with consistency.

A business email may seem complicated, but it can benefit your team in a variety of ways.

- A proprietary e-mail address specific to your business lends your e-mails legitimacy and prospects are less likely to ignore them outright or even assume they're spam.
- Business enterprise emails are usually more secure, with added layers of security that free services don't offer.
- Once your business email is set up it's just as easy to use as a free service and you won't have to worry about cross mingling your personal and business emails.

It's easy enough to set up a company e-mail account and once you do, you'll never look back.

ConversionPipeline.com

What Keeps Them Coming Back?



In this era of intense competition and global communication, it's critical that your company figure out what your customers want, need, desire and expect. Everything should start with a definition of how you want your company to be remembered in the eyes of your customers. Once that's in place, ensure that everyone in your organization understands and strives to make that definition a reality.

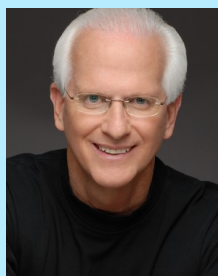
Lauren Freedman, president of the e-tailing group, once said, "Always keep in mind the old retail adage: Customers remember the service a lot longer than they remember the price." The human side of doing business is of paramount importance, especially in this age of advanced technology and e-commerce. Consider it an enormous opportunity for any company wishing to enlarge their market share. After all, only one company can be the cheapest, so all others must do something else to attract their customers. With that in mind, raising your level of customer service will boost your revenue and dominate your market.

Many companies fight their competitors the wrong way. They spend enormous sums on advertising, desperate to establish their presence in the marketplace, rather than simply *doing more* than their competitors. They overlook the principal factor that will drive customers to share what a great company you are. Take a look

at the demographics: millennials are now the largest group in America, and Gen Z will take that title by 2020. And what do more than half of these groups cite as the most influential factor for their purchase? Comments on social media.

Disappointed, displeased, and unsatisfied customers all happen because of one word: *less*. The company delivered "less" than expected, "less" than required, "less" than promised. "Less" is a disease caused by poor corporate culture, and eventually, it will kill any company, no matter how much they pour into advertising. If you want to succeed, you need to understand what your customers expect and do everything in your power to never deliver less than that. When you turn your customers' expectations into reality, everyone wins.

One of the most powerful statistics I've ever come across is from a study conducted by global consulting firm Bain & Company, in which they found that "80 percent of companies believe they deliver superior customer service, but only 8 percent of their customers say they do." With that in mind, go back to my first statement in this article: identify what your customers want, need, desire and expect; define how you want your company to be remembered; and make sure everyone in your organization is dedicated to making that definition happen.



Robert Stevenson is one of the most widely recognized professional speakers in the world. Author of the books How To Soar Like An Eagle In A World Full Of Turkeys and 52 Essential Habits For Success, he's shared the podium with esteemed figures from across the country, including former President George H.W. Bush, former Secretary of State Colin Powell, Anthony Robbins, Tom Peters and Steven Covey. Today, he travels the world, sharing powerful ideas for achieving excellence, both personally and professionally.