

MTC TECH TALK

*For Humans
Not Geeks!*

Your resource for the latest technology updates and opportunities for your success.

Don't Let The Dog Days Of Summer



Wreak Havoc On Your Technology

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Anything

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Heat and technology don't mix. We're talking about things like PCs, servers and everything inside of them. A lot of manufacturers try to make sure the heat generated by hardware has a way to escape, but it's not always enough. And what about heat from the outside? This is where problems can really get out of control.

Right now, we're in the dog days of summer. The temperatures are high and air conditioners are running at full capacity to keep us cool. As you run your business, your technology is running and generating its own heat, as well. If it can't keep cool, the end result can be disastrous.

Why Every Business Should Take Heat Seriously

Smaller devices like laptops, tablets and more compact

desktop computers are especially susceptible to heat damage simply because they are not as efficient at removing heat internally. As they heat up, their performance degrades. If they get hot enough, it can cause irreparable damage. Most devices will automatically shut down if they get too hot - you want to avoid getting to that point as much as you can.

Overheating can also cause damage to specific components. There have been reports of graphics cards catching on fire due to heat and heat-caused electrical issues. Heat can also destroy CPUs. While CPUs are designed to withstand the high temperatures created by processing data, they have their limits. If the computer is forced to overwork as it tries to stay cool, the end result can be a melted CPU!

To make matters worse, as heat intrudes on your devices, they will struggle to function correctly. For example, you may even start to notice slowdowns when using your laptop. Programs may take forever to load, and they may even freeze, leaving you without a way to work!

For any business, this can be devastating. When you're dealing with clients and customers, the last thing you need is for your systems to fail. Suddenly, productivity falls through the floor, and you're left scrambling as you try to figure out what to do next. It can bring your business to a standstill.

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But it doesn't end there! If your systems overheat – either due to internal issues (such as inadequate heat dissipation), external issues (summer temperatures) or a combination of both – you could lose valuable data. Heat is a common cause of data loss. Heat can damage hard drives and solid-state disk drives. If you don't have an off-site backup (whether it's local or cloud-based), that data may be lost forever.

And if you lose that data, it can be incredibly costly to get your business back up and running. It's not only data lost, but also it's time and money lost. It can be as devastating as a data breach or cyber-attack and can leave you with few options.

What Can You Do?

First, it's important to assess your cooling needs. Does your business have adequate air conditioning? If you have a data or server room, does that have adequate air conditioning? Look at individual devices – do they have adequate cooling or do they need to be supplemented?

Second, assess your data security needs. Do you keep all of your data on-site? In the event of an emergency, and if your data is compromised, do you have a contingency plan? Do you regularly back up your data?

There are a lot of questions to consider, but they're all important. Your data and the health of your business is top priority. If you have questions about your technology cooling needs – as well as data protection and backup – consider partnering with a managed services provider (MSP) or an experienced IT services firm. They can help you solve all of these problems and get you through the dog days of summer like it's nothing!

Your Tech Tip of the Month 6 Reasons Why



Most small and medium-sized companies don't have an internal team with exclusive expertise in maintaining IT infrastructure, cloud computing, data backup, or cybersecurity. For these businesses, engaging with an outsourced IT Provider (MSP) makes perfect sense. But what about those companies that do have a small in-house IT staff to handle things? Can they benefit from the services of an outsourced MSP? Absolutely!

In this tech tip we give you 6 reasons why your in-house IT staff can benefit from adding outsourced support: <https://bit.ly/16-reasons-why-inhouse-it-needs-support-from-MSP>

Get More Done Without Hiring More People



Increasing productivity in your business can be tricky.

Think about your average week. How long do you or your people spend logging information when you've spoken to clients or taken on new business? How many emails or calls does it take to arrange a meeting at a time to suit everyone? And how about the time you spend creating presentations and fiddling around looking for suitable images, then finding the right place to put them in the slides?

All these little things add up. And as well as being time wasters, they're probably causing a lot of frustration too. That can lead to

demotivated employees.

Fortunately, there are literally hundreds of solutions to help you cut down or remove much of this wasted time.

We want to help you.

Let's talk about your business and the way you operate. Let's discuss the apps and software that you're currently using, and the way you're using them. We may be able to suggest ways that can help you simplify your processes.

Visit us at www.meetingtreecomputer.com/contact/ to book a no obligation 15-minute call.

Do You Have a Social Media Policy For Your Business?

It seems like we're spoiled for choice when it comes to social media. And it feels like a new platform pops up every other week. We've gone from MySpace back in the day, to Facebook and Twitter, to Instagram, Snapchat and TikTok. And there are countless other platforms available too.

As it's become more mainstream over the years, it's become another way for people to get themselves in trouble. Recently we've seen sports people punished for old tweets, and celebrities dropped by brands



because of inappropriate content. With that in mind, do you have a social media policy for your business?

Do you want your people to align themselves online with your business's core values? Or would you prefer they distanced themselves from the business?

Do you feel there's a need for a disclaimer if they do use your business name on their profiles, along the lines of 'opinions and beliefs are my own...?'

And how would you deal with an employee who made unprofessional or unacceptable posts, or who's been caught trolling or harassing someone online?

This is all a relatively new problem to deal with. We'd love to hear how you deal with social media in your business, or how you've tackled any problematic behaviour on social media before.

Drop us an email: info@meetingtreecomputer.com

3 Scary Questions to Ask About Your Data on Your Staff's Phones

More and more businesses encourage staff to use their own personal cell to access company data. It's very convenient and cost effective for everyone. Isn't that the point of having all your data and apps in the cloud? You can access anything anywhere, on any device.

But there are downsides. Any time someone accesses business data on a device that you don't control, it opens windows of opportunity for cyber criminals.

Here are 3 scary questions to ask yourself.

1. What happens if someone's phone is lost or stolen?

What's a pain for them, could be a nightmare for you. Would you be able to encrypt your business's data or delete it remotely? Would it be easy for a stranger to unlock the device and access the apps installed?

2. What happens if someone taps a bad link?

Lots of people read their email on their phone. If they tap on a bad link in a phishing email (a fake email



that looks like it's from a real company), is your business's data safe?

Despite what many people think,

phones can be hacked in a similar way to your computer.

3. What happens when someone leaves?

Do you have a plan to block their ongoing access to your business's apps and data? It's the thing many business owners and managers forget when staff change.

If you haven't already, create a cell phone security plan to go with your general IT security plan. Make sure everyone in your business knows what it is, and what to do if they suspect anything is wrong.

If you need a hand, don't forget that a trusted IT security partner (like us) can give you the right guidance.



If You Could Ask a Hacker Anything

Meet Will Hunt, the guy who penetrates networks for a living. The guy who could, if he wanted to, break into your computer system, steal your information, encrypt your data and leave you to pick up the pieces. The guy who has the skills of a hacker, but who's in

the business of helping you protect yours.

Curious how he does it? What hacking looks like behind the scenes?

Scan the QR code with your phone camera, let us know your questions and we'll make sure they get answered during our upcoming webinar!



This is how you can get in touch with us:

call: 845-237-2117 | email: info@meetingtreecomputer.com
website: www.meetingtreecomputer.com

I've lost my phone and it's on silent

Not a problem. Use another device to find it. For iPhones, log into iCloud.com and you should be able to see all your devices and their location. You can make the iPhone play a sound to help you locate it. If you're using Android, go to android.com/find to do the same.

The screen on my laptop keeps freezing

Don't worry. 9 times out of 10 this can be remedied by turning your laptop off and on again. However, if it's something that keeps happening, it may be an issue with the device's memory or corrupt files. Run a system check and a malware scan to see if they offer a solution. Better still get an IT professional on the case.

Pop-ups on my phone are driving me mad. Can I get rid of them?

Yes! On an iPhone, go to Settings, Safari, and turn on 'Block pop-ups'. On Android, open Chrome and the settings on the **right hand** corner. Select settings, then site settings and make sure pop-ups are blocked.

Submit Your Question Here:
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