# TECH TIPS
## TECHNOLOGY INSIGHT THAT BUILDS BUSINESS

**HODGSON** CONSULTING & SOLUTIONS

## Inside This Issue

## August 2021

This monthly publication provided courtesy of Robert Zehnder President of Hodgson Consulting & Solutions.

### Our Mission:
To eliminate every technical frustration, obstacle and inefficiency for companies with multiple locations and/or a remote workforce.

# Don't Let The Dog Days Of Summer Wreak Havoc On Your Technology

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 in an attempt 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.

*Continued from pg.1*

Programs may take forever to load, and they may even freeze, leaving you without a way to work!
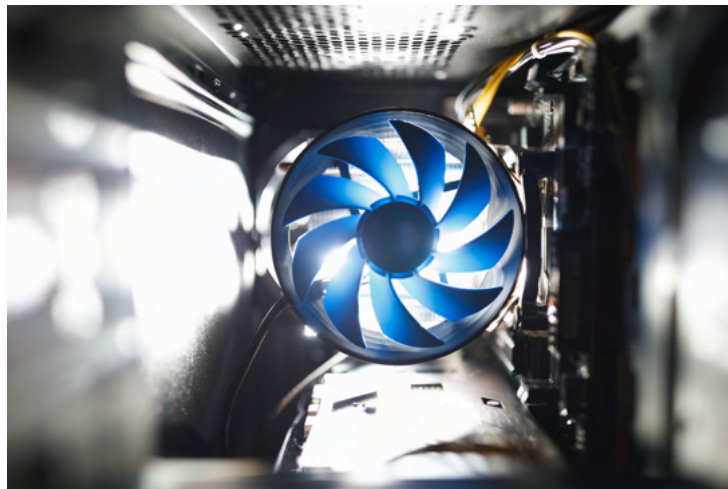
For any business, this can be devastating. When you're dealing with clients and customers, the last thing you need is for your systems to fail. Suddenly, productivity falls through the floor, and you're left scrambling as you try to figure out what to do next. It can bring your business to a standstill.

*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?

> ## "If the computer is forced to overwork as it tries to stay cool, the end result can be a melted CPU!"
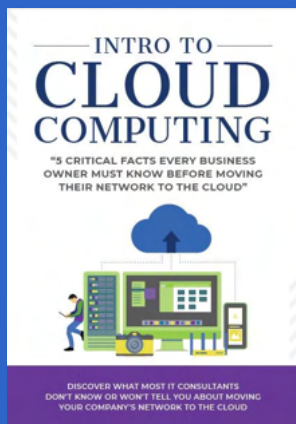
First, it's important to assess your cooling needs. Does your business have adequate air conditioning? If you have a data or server room, does that have adequate air conditioning? Look at individual devices – do they have adequate cooling or do they need to be supplemented?

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!

## 5 Critical Facts Every Business Owner Must Know Before Moving Their Computer Network To The Cloud

**INTRO TO**
**CLOUD COMPUTING**
"5 CRITICAL FACTS EVERY BUSINESS OWNER MUST KNOW BEFORE MOVING THEIR NETWORK TO THE CLOUD"

DISCOVER WHAT MOST IT CONSULTANTS DON'T KNOW OR WON'T TELL YOU ABOUT MOVING YOUR COMPANY'S NETWORK TO THE CLOUD

**If you need to upgrade your current computer network and are considering cloud computing to save money and simplify IT, the insights provided in this report will arm you with the right information and questions to ask to avoid getting "sold" a solution that doesn't work for you.**

To Gain Instant Access To Our Free Report visit:
www.hodgsonconsulting.com/moving-to-cloud/

# CONGRATULATIONS KARLA ZEHNDER

**Karla Zehnder**
Chief Executive Officer

**HODGSON** CONSULTING & SOLUTIONS

We would like to formally congratulate our CEO, Karla Zehnder, who was recently honored at the 2021 C-Suite of the Year Awards. Karla embodies hard work, dedication, and continuous improvement. It's these qualities that make her more than deserving of this honor. The C-Suite Awards honors C-level leaders for their business and civic contributions to their organizations and to the Chicago community.

Karla has a passion for teaching, speaking , and training. As such, she uses those skills to host seminars and webinars for business owners; detailing key information to help propel their businesses forward. Karla is passionate about sharing the knowledge she has gained over the years with other business owners and considers herself a forever student. Over the past two years, Karla has personally studied, tested, and become accredited with multiple compliance certifications in order to be the best resource possible to Hodgson Consulting clients and prospects. This accreditation has led her to create and directly oversee a Compliance Division at Hodgson Consulting & Solutions that adheres to NIST and CMMC guidelines. The Compliance Division identifies risks that an organization faces and advises how to avoid or address them.

Mark your calendars! We have TWO (2) very exciting webinars coming up that you don't want to miss! We highly recommend that all IT Managers join us as we discuss improving productivity and security awareness training with other industry experts! The perspective and information that will be provided is invaluable. So mark your calendars and be prepared to join us on the following dates:

**UPCOMING EVENTS**

August 19

September 16

More information to follow!

## ■ Android Has A Big Problem And You Need To Know About It

Android is the most popular mobile platform in the world. Because of this, it's also the target of countless hackers and cybercriminals who want to break into the platform and exploit its users.

As Android ages, fewer people upgrade to the latest version of Google's mobile operating system. They don't upgrade because their devices don't support the latest updates or their phone manufacturer (or service provider) is slower to roll out updates to its users. These updates are critical to keeping users safe from outside intrusion. However, these problems are only the tip of the iceberg for Google. Many phone makers – particularly Chinese phone makers like Xiaomi, Oppo, Vivo and Huawei – are either in the process of adopting a new operating system that is not Android or thinking about it. It could mean Android's dominance

is starting to fade, and we could be looking at a future with a little less Google in our lives. *Forbes, May 14, 2021*

## ■ TikTok And Small Business: A Match Made In Digital Heaven?



Many businesses overlooked TikTok as little more than another distraction, but new data suggests small businesses can seriously benefit from the popular app. As reported and covered
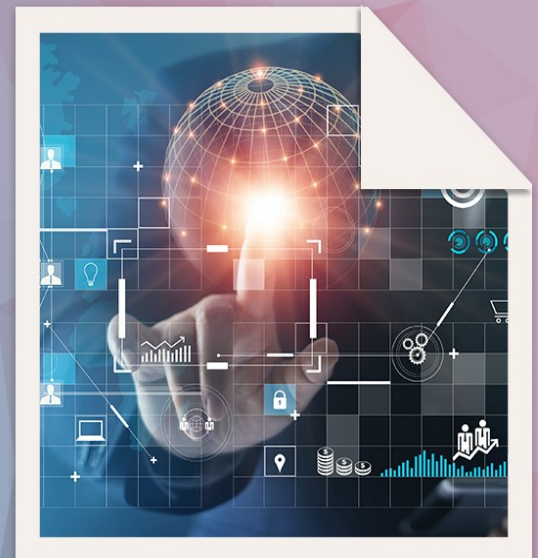
by Inc., the app has transformed into a major marketing tool for businesses. It allows them to connect with customers and potential customers across various demographics.

A lot of the success comes down to TikTok's algorithmic approach, which is fine-tuned to give businesses a huge advantage with their marketing. There is a learning curve, but a number of businesses that have embraced the short video format have been able to make connections they just haven't found on other social media platforms. If it isn't something you have looked into yet, it may be worth exploring.
*Inc., May 4, 2021*

Only 52% of insider threats are detected within one day.

2020 Insider Threat Report