

TECH TALK

MONTHLY

YOUR MONTHLY DOSE OF
TECH & BUSINESS NEWS

WHAT'S INSIDE?

02

WHY IT PROFESSIONALS ARE
TERRIFIED OF RANSOMWARE

03

WAYS TO BOOST STAFF MORALE
WHILE WFH



MONTHLY UPDATE FROM CLIVE

So here we are then, well into the autumn, and most of us with considerably different businesses than we had this time last year.

What a year it's been!

What was new and scary back in the early spring has now become routine, and almost dull for some. It's a cliché, but we're looking at our "new normal" right now, aren't we?

And the way we're doing business today is going to be how it's done for at least the next year ... maybe longer.

So, how's business going for you? Have you adapted and pivoted? Are you surviving, or maybe even thriving?

However you're doing, my team and I are giving you virtual back slaps right now. See, we don't just supply our clients. We genuinely **partner** with them. We feel their highs and lows too.

It's a source of huge pride for me every day to be so closely involved in other people's businesses.

If you don't have that kind of close partnership with your IT support company, we really should talk. Give me a call any time on 01263 823812

Until then, stay safe,

Clive Sanham, Managing Director - PCSimple Ltd

DID YOU KNOW?



In 1956, the 5MB hard drive on IBM's new 305 RAMAC computer weighed over a ton.

It was built to help businesses with accounting. And went on to be the first electronic data processing system for the Olympic Games in Rome, in 1960.

I wonder how many Olympic weightlifters they needed to move it around...

PCSimple Ltd

3 Barford Road
Sheringham
Norfolk
NR26 8EG

www.pcsimple.net



facebook.com/PCSimple/



linkedin.com/company/pcsimple/



instagram.com/pcsimpleltd/

01

WHY IT PROFESSIONALS ARE TERRIFIED OF RANSOMWARE

If you want to scare someone who works in IT, start talking to them about ransomware.

There are few things as scary for IT professionals as the prospect of their systems locking up with hackers demanding money to return things back to normal.

When discussing it, you may notice them breaking into a sweat and starting to fidget as they contemplate one of the most terrifying cybersecurity threats computers face.

How does ransomware spread?

There are several ways that ransomware can get into computers.

Email is one of the most common ways in. Hackers will send bad files that can trigger a ransomware infection when opened and quickly spread across your network.

Another favourite way to spread ransomware is to send bad URL links that download ransomware when they're clicked. This 'drive-by downloading' can happen without anybody noticing that anything has happened until it's too late.

These bad files and links are not always easy to spot. Cybercriminals are getting increasingly sophisticated in the ways they try to persuade people to do what they want them to do.

A growing trend is for cybercriminals to pose as trusted people, like a client, a colleague, or a friend, and ask you to do something urgently before you have the time to think things through.

DON'T LIVE IN FEAR



If you want to keep ransomware off your computers, getting the right IT Partner is a smart move to make. We can help you to significantly reduce the risks.

Working with the right IT Partner company will offer your business the level of protection you need to do your work without the fear of ransomware putting a stop to your business.



This isn't a modern crime. Ransomware's been around for years

Ransomware dates to the late 1980s when payment was often sent by cheque through the mail!

Now, modern hackers normally demand payment in cryptocurrencies that make them much more difficult to track.

Two infamous ransomware attacks

WannaCry

The WannaCry ransomware attack took over the news when it spread widely in 2017. More than 200,000 computers in over 100 countries were left useless. The ransomware exposed weaknesses in critical IT systems, like those in hospitals and factories.

One of the worst-hit victims was the UK's NHS. Operating theatre equipment, MRI scanners, and other computers essential for hospitals were left useless, and patients suffered.

NotPetya

NotPetya is less well known than WannaCry, but the financial costs are estimated to have been far higher. Mainly spread among businesses due to the early infection of a major financial software vendor, the cost of this ransomware is estimated to have been around £7.8 billion.

This attack impacted computers around the world. But around 80% of the cases are estimated to have been in Ukraine.

02

WAYS TO BOOST STAFF MORALE WHILE WFH



Keeping your team happy when they're all working from home requires some planning. Managers and business owners traditionally develop their leadership skills while working with people who are in the same building.

Now there's less casual conversation and pretty much all interactions are virtual, bosses need to come up with fresh ways to keep up the morale of their staff.

Here are a few things to keep in mind.

Keep the dialogue flowing

When working remotely, some people get worried about bothering colleagues and wasting their time. With so many added pressures outside of work, more and more people are thinking twice before setting up calls unless there is a good reason for them to do so.

This is a huge contrast to many office environments, which hum with the constant buzz of people talking.

It'll pay off to foster an online environment where conversations between your team can flow as naturally as possible.

Make time for social calls, not just work ones

People are in a whole variety of different situations when working from home.

While some are kept busy at their large home with kids and an active social life, others may be stuck in a house-share or small flat, and previously relied on working in an office for most of their social interactions.

Make time to arrange team calls that everybody can attend and take part in.

You could arrange a weekly quiz, virtual drinks after work, or even a staff book club. If you use your imagination, you'll come up with many ways to keep your team interacting with each other as they work remotely.

Encourage people to start setting up groups for different topics they're interested in. Maybe add a section on the staff intranet page to encourage people to make these groups available to anyone who is interested in joining the conversation.

Keep an eye out for each other

If you notice that somebody who reports to you has a significant change in behaviour, reach out to them to check they're ok. Don't just ignore it.

If something's wrong, there may be something you can do. It may be a case of pointing them in the right direction for specialist help with whatever issue they're facing.

More than ever, people experiencing difficulties when working from home don't know where to turn for help. It's not as simple as knocking on their manager's door or popping into HR for advice.

Maintaining a flexible and compassionate approach to work is important during this pandemic as your team adjust to new lifestyles and new ways of working.

Offer learning opportunities

A great way to boost morale is to offer your staff opportunities to learn new skills.

As well as giving them new enthusiasm for their work and fancy new certificates, offering your staff training courses will also give your business a more qualified team.

It's an investment worth making.

Encourage breaks

When working from home, it can be easy to forget when the work is meant to stop.

Without the physical commute between the office and the home, turning off from work can be tricky if you have a lot on.

Don't let your staff burn out. It's not good for business and can be avoided by sharing the stance from the top and encouraging a work/life balance.



WE LOVE REFERRALS

The greatest gift anyone can give us is a referral to your friends. Referrals help us keep costs down so we can pass the savings to our clients.

If your friend ends up becoming a client, we'll gift them their free first month of service (for being a friend of yours) AND we'll gift you a £10 Amazon Gift Voucher.

Simply introduce me via email to info@pcsimple.co.uk and I'll take it from there. I personally promise we'll look after your friend's business with a high level of care and attention (just like we do with all our clients).



NEED A LAUGH?

The computer programmer got stuck in the shower because the instructions on his shampoo bottle told him to lather ... rinse ... repeat.



TECHNOLOGY TRIVIA

Spam email has been bothering us all since before the World Wide Web was invented.

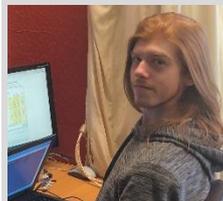


The first ever recorded junk/spam email was sent by a marketer called Gary Thuerk. He sent out 400 emails to users of ARPANET (an early version of the internet) in 1978, trying to sell something.

The first person to email me at info@pcsimple.co.uk and tell me what Gary was trying to sell gets a £10 Amazon Gift Card!



MEET THE TEAM



**MATT
WINDOWS**

Matt is PCSimple's Senior Technician and Workshop Manager, responsible for computer diagnosis and repairs.

In his spare time, Matt enjoys e-sports and any activity that involves computer technology.

We're lucky to have such a talented, hard-working man on our team.

