



"Insider Tips To make Your Business Run Faster, Easier And More profitably"

What's New

Is your mobile website stressing people out?

Of course, page-load times can affect conversion and brand perception. But did you know they also affect user heart rate and stress levels? According to a 2016 study on mobility by Ericsson, page-loading delays lead to an average 38% jump in heart rate. Remember the last time you watched a horror movie? It's about that stressful... Not how you want your visitors to feel. To keep your page loads painless and your visitors happy, make sure your website is mobile-friendly. It needs to be quick and easy to navigate and engage with. You have a lot at stake in your website – and making it stress-free for visitors could make a big difference. -HubSpot Blog

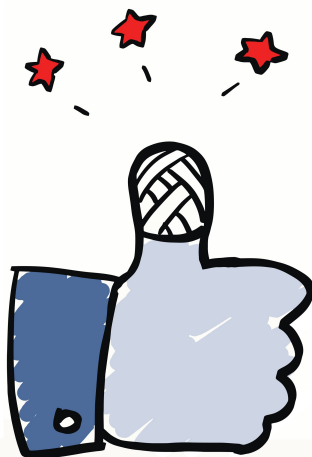
July 2016



A message from the owners...

"As a business owner, you do not have time to manage the technical & operational issues. That is where we have your back! Call us and put an end to your IT problems finally & forever!"

Dale & Mark,
Class Computing



5 Ways To Spot A Social Engineering Attack

"I'm not going to make payroll – we're going to close our doors as a result of the fraud."

Unfortunately, that statement is becoming more common among smaller businesses, according to Mitchell Thompson, head of an FBI financial cybercrimes task force in New York.

The FBI reports that since October 2013 more than 12,000 businesses worldwide have been targeted by social engineering-type cyberscams, netting criminals well over \$2 billion. And those are just the reported cases. Often, due to customer relationships, PR or other concerns, incidents go unreported.

These unfortunate events were triggered by a particularly nasty form of cyberattack known as "social engineering."

Social engineering is a method cyber con artists use to lure well-meaning individuals into breaking normal

security procedures. They appeal to vanity, authority or greed to exploit their victims. Even a simple willingness to help can be used to extract sensitive data. An attacker might pose as a coworker with an urgent problem that requires otherwise off-limits network resources, for example.

They can be devastatingly effective, and outrageously difficult to defend against.

The key to shielding your network from this threat is a keen, ongoing awareness throughout your organization. To nip one of these scams in the bud, every member of your team must remain alert to these five telltale tactics:

1. Baiting – In baiting, the attacker dangles something enticing to move his victim to action. It could be a movie or music download. Or something like a USB flash drive with company logo, labeled "Executive Salary Summary 2016 Q1," left where a victim can easily find it. Once *continued on page 2*

these files are downloaded, or the USB drive is plugged in, the person's or company's computer is infected, providing a point of access for the criminal.

2. Phishing –

Phishing employs a fake e-mail, chat or website that appears legit. It may convey a message from a bank or other well-known entity asking to “verify” login information. Another ploy is a hacker conveying a well-disguised message claiming you are the “winner” of some prize, along with a request for banking information. Others even appear to be a plea from some charity following a natural disaster. And, unfortunately for the naive, these schemes can be insidiously effective.

3. **Pretexting** – Pretexting is the human version of phishing, where someone impersonates a trusted individual or authority figure to gain access to login details. It could be a fake IT support person

supposedly needing to do maintenance...or an investigator performing a company audit. Other trusted roles might include

police officer, tax authority or even custodial personnel, faking an identity to break into your network.

4. **Quid Pro Quo** – A con artist may offer to swap some nifty little goody for

information... It could be a t-shirt, or access to an online game or service in exchange for login credentials. Or it could be a researcher asking for your password as part of an experiment with a \$100 reward for completion. If it seems fishy, or just a little too good to be true, proceed with extreme caution, or just exit out.

5. **Tailgating** – When somebody follows you into a restricted area, physical or online, you may be dealing with a tailgater. For instance, a legit-looking person may ask you to hold open the door behind you because they forgot their company RFID card.

Or someone asks to borrow your laptop or computer to perform a simple task, when in reality they are installing malware.

The problem with social engineering attacks is you can't easily protect your network against them with a simple software or hardware fix. Your whole organization needs to be trained, alert and vigilant against this kind of incursion.

For more on social engineering as well as other similar cyberthreats you need to protect your network from, get our latest special report on this crucial topic:

The Top 10 Ways Hackers Get Around Your Firewall And Anti-Virus To Rob You Blind

Don't let your organization be caught like a sitting duck! You've worked way too hard to get where you are today to risk it all due to some little cyberhack you didn't know about.

Call me directly at **(312) 262-3930**, or e-mail me at your convenience **sales@classcomputing.com** and get your copy of this crucial preventive guide today – before your company becomes yet another social engineering statistic.

“The problem with social engineering attacks is you can't easily protect your network against them.”

Help Us Out And We'll Give You A Brand-New iPod For Your Trouble



We love having you as a customer and, quite honestly, wish we had more like you! So instead of just wishing, we've decided to hold a special “refer a friend” event during the month of July.

Simply refer any Fire District or Company with 10 or more computers to our office to receive a FREE Computer Network Assessment (a \$397 value). Once we've completed our initial appointment with your referral, we'll rush YOU a free iPod Nano of your choice as a Thank You (or donate \$100 to your favorite charity ... your choice!). Simply call us at **(312) 262-3930** or e-mail us at **sales@classcomputing.com** with your referral's name and contact information today!

Your Crystal Ball For Hiring

Shiny New Gadget Of The Month:



Finally: An Easy Way To Control The Family Net

Got kids aged six to 16?

Circle With Disney is a new device that helps make Internet struggles at home a thing of the past. Imagine: no more negotiating with kids to get off the web and come to dinner (or get their homework done).

This 3½-inch white cube with rounded corners (it's not exactly a circle...) lets you control Internet usage around your house with a tap on your iPhone. (Android compatibility coming soon.)

With presets by age group, or custom controls, Circle helps you restrict who in your family surfs what, and when. It also tallies how much time each person spends on any site. You might even want to monitor your own Facebook or Pinterest time (or maybe not...).

Circle also lets you put your whole home network on pause, sets up in about five minutes and works with your router.

Just \$99 at MeetCircle.com may be all you need to win your family back from the web – at least for a few minutes a day.

I don't know if what I'm about to share with you is impressive or pathetic...

First, a brief history, to earn your trust. I studied in graduate school 20 years ago with the Father of Management, Peter Drucker. He estimated that managers make hiring mistakes 50% of the time.

This topic of hiring talented teams always intrigued me. My father was an industrial psychologist, so I had been around this topic for my whole life. In 1998 I finished my PhD dissertation on this topic of evaluating various methods for hiring. I had read about 50 years' worth of research and noted some interesting findings, like "Don't ask hypothetical questions." As it turns out, candidates give you hypothetical answers. Yet today, so many leaders pose hypothetical questions to their candidates – "How would you do this? How might you do that?"

During my PhD dissertation study, I found that, consistent with the field of research, there were a few key things that really worked in interviewing: 1) to have a specific set of criteria in mind (scorecard), 2) to collect not a little, but a lot – hundreds of data points – on a candidate's accomplishments and failures from their actual past experiences, and 3) then scoring candidates on a consistent set of criteria (apples to apples).

These "past-oriented interviews," as I called them in my PhD dissertation, were the most valid and reliable predictor of a candidate's future performance on the job (as opposed to "future-oriented" or hypothetical interview formats). I wanted to share this important insight with the world. To give leaders a

crystal ball.

An interview process, if done right, gives you a crystal ball.

For the last 20 years, my colleagues and I have used this approach to evaluate over 15,000 candidates for leadership jobs in all industries. We have taught thousands of people how to use this method for hiring – business leaders, entrepreneurs, as well as government leaders, including three sitting US governors, and top brass in the military. It works. Clients who follow our methods achieve a 90% hiring success rate. And you can too. (Come to my SMARTfest event and I'll teach you how!)

And this approach follows a very simple structure of collecting highs and lows from a candidate's education years, then asking five questions about every job: What were they hired to do? What did they accomplish that they were proud of? What were mistakes in that job? Who did they work with and how were they viewed? And why did they leave that job?

This is straight out of our book *Who*, which has been – since its publication in 2008 – the #1 top-selling and most-acclaimed book on this topic in the world. And this topic, hiring talented teams, has become the #1 topic in business, if you look at any recent survey of what's on the minds of CEOs and investors.

We want you to apply this concept to improve your hiring success rate from 50% to 90%. That's why we're giving you free access to the Who Interview Template at GeoffSmart.com/smartthoughts.



Geoff is Chairman & Founder of ghSMART. Geoff is co-author, with his colleague Randy Street, of the *New York Times* bestselling book *Who: The A Method for Hiring* and the author of the #1 *Wall Street Journal* bestseller *Leadocracy: Hiring More Great Leaders (Like You) into Government*. Geoff co-created the Topgrading brand of talent management. Geoff is the Founder of two 501c3 not-for-profit organizations. SMARTKids Leadership Program™ provides 10 years of leadership tutoring and The Leaders Initiative™ seeks to deploy society's greatest leaders into government. Geoff earned a B.A. in Economics with Honors from Northwestern University, an M.A., and a Ph.D. in Psychology from Claremont Graduate University.

WHEN WAS YOUR YEARLY SECURITY ASSESSMENT DONE?

CLASS COMPUTING can help you with this. Our proprietary **Security Assessment** helps you take the friction out of data protection. Contact us today at **(312) 262-3930** or email me at dschwer@classcomputing.com to take advantage of this offer (normally \$297), **FREE** through the end of July .

NOT READY FOR WINDOWS 10?

By Ryan Beaman

Microsoft has released Windows 10 and, for users with Windows 7 or 8, it's available for the low, low cost of free. Sounds like a sweet deal. But, maybe you're not ready for the jump quite yet. Maybe, you depend on software built for older platforms or just want to give them some time to work out any enviable bugs that naturally arise. Whatever your reasons for holding off, Windows still loves to remind you anytime you start up your computer or Internet Explorer that your upgrade is waiting. It nags and nags and nags, until you ignore it long enough and it starts to install itself. You might wake up in the morning to find

can be very evasive in the way it installs without your knowledge and, even though it's possible to roll back to your previous version, it's still buggy and time consuming.

So, how can all this be avoided? Microsoft has made a few different ways to keep that reminder in your face in the form of updates and changed to your registry. Luckily, there are two very helpful (and free) apps available to help you deal with all of them. The first app is at <https://www.grc.com/never10.htm>. **NEVER 10** is super easy. Just one button takes care of everything: the update files, the registry keys, even the 6 GB worth of installation files you didn't know downloaded to your computer. If you ever change your mind, just load the app again and the same button can reverse the whole process.

While **Never 10** is a great "one shot, one kill" solution, some might want a few more options. Perhaps, you're not ready to upgrade quite yet, but don't want to have to re-download the pre-mentioned 6 GB. Go to <http://ultimateoutsider.com/downloads/>; **GWX Control Panel** is available as an install file or as a more portable application file to keep on a flash drive and lets you disable or enable certain aspects of the Windows 10 nagging. It also provides handy information of any traces of the upgrade still lurking on your system.

Windows 10 has premiered with many mixed reviews so far, with most of the negative feedback stemming from the forced, secretive installs. However, there is no reason to pull the trigger until you're ready. These 2 apps will help you stay in familiar territory until you're ready to make the big jump forward.

your whole layout is different. It

Who Wants To Win A \$25 Gift Card?

The Grand Prize Winner of last month's Trivia Challenge Quiz is ... Chief Lambright, he was able to correctly answer the question from June:

Amazon was not the name Jeff Bezos originally selected for his Internet start-up company in 1995. What name was his first pick?

- a) Kagera b) Bookmeister c) Juggernaut d) Cadabra

The correct answer was **d) Cadabra**.

Now, here's this month's trivia question specifically for Fire & Rescue.

The winner will receive a gift card to **PANERA** or **PORTELLO'S**

Which of the following worldwide computer viruses caused an estimated \$5 billion worth of damage?

- a) Code Red b) ILOVEYOU c) Melissa d) Cryptolocker

E-mail Us Right Now With Your Answer
sales@Classcomputing.com

Microsoft.com has confirmed the Windows 10 free upgrade offer ends July 29, 2016. Our official policy is to run the software that came installed on your computer; Unless it was purchased in the last 6 months and there is a Windows 10 feature that will provide ROI. Maybe it is time for a new computer... Call to see what deals Lenovo, HP, Microsoft or Toughbook has to offer. **Toughpads** are selling well too; high-end, but sweet.