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*PCS Tech News
third quarter
newsletter edition
2020*

— July August September

**PCS WELCOMES YET ANOTHER
NEW ADDITION TO THE TEAM!**

**KEITH L'ABBE
IS VERY EXCITED
TO JOIN PCS!**

**BRINGING WITH HIM 20 YEARS OF
TECHNICAL SALES EXPERIENCE!**





**How confident are you that your business is prepared for a disaster?
Here are some questions that you should have answers for already:**

1. Do you have a plan if your Internet goes down?
2. What is your plan if your server crashes during the day?
3. How confident are you that your backup (s) are working?
4. How will you recover from a ransomware attack?

Have you ever thought about the overall costs of downtime compared to the cost of a good backup solution for your business? If you have done the math, then you would know that a backup solution is far cheaper than the cost of downtime that your business could sustain.

At PCS, we work with you to ensure that you are prepared for any disaster that may happen at your business. We make sure all those hard questions are answered, and that your business is prepared should such a situation occur. Call PCS at 724-942-1337

“ From Our Customer *Todd Fuller - Brenlove & Fuller, LLC*

We have PCS - so I am confident we are good. To your point though David, WE went down. PCS brought us back. It was not cheap. But I also quantified the lost time and productivity. The cost of coming back up was nothing compared to cost of going down. That was 2013. We hired PCS to make sure it never happened again and it has not. When the Pandemic hit, PCS stayed with

us, accelerated some planned changes and came up with innovative short term solutions to do so. It's not the money you save - though that is significant. It's what you stand to lose - not just in money but in lost time, productivity and potentially lost confidence of others (for us - our clients) who rely on you.

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WHAT IS A

MANAGED SERVICES PROVIDER?

A Managed Services Provider (MSP) is a company that offers a computing framework platform for organizations to remotely manage a customer's IT infrastructure. The services may also extend to managing the end-user systems, either on a proactive basis or under a subscription model. Basically, the organization allows the MSP to monitor their servers, firewalls, Exchange servers, routers or switches, and Active Directory servers from a centralized console. MSP's help ensure systems run smoothly, stay secure and up-to-date, and deal with the day-to-day technical issues so that customers can remain focused and productive on core business matters.

Pittsburgh Computer Solutions (PCS) has been providing IT Services and Support since 1998, adding Managed Services to their list of offerings in 2011. Complimentary to Managed Services are the following services and solutions PCS specializes in:

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- | | |
|-----------------------------|-----------------------------------|
| •Managed Services | •Cloud Solutions |
| •Backup / Disaster Recovery | •Network Cybersecurity / Security |
| •VOIP | •Technology Assessments |
| •Hardware | •Compliance / Audit |
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Consider Managed Services ...for Peace of Mind

It is important to have a handle on your IT infrastructure and your goals for your business's cyber security, back-up, applications and equipment. But if "IT" isn't YOUR business, make sure you leave the on-going management and monitoring to a team you trust and that can be your technology business consultant.

Having a managed-service contract with a reputable IT partner enables you to keep a proactive pulse on all of your technology needs and provides a layer of oversight, guidance and analytics that can give you peace of mind and allow you to handle the business of your business (whatever that may be) while your IT team focuses on the technology that supports it. Contact us today and let the experts at PCS help your business determine the right mix of Managed Services offerings for your business' unique needs.



Pittsburgh Computer Solutions

Mobile App Overview

Modern business communications that follow you.

- Keep your personal number private
- Never miss an important call
- Record calls with the click of a button
- Quickly access personal and enterprise contacts
- Join conference bridges with a single click
- Available on Android or iOS

The Modern Office

The modern office enables employees to work from wherever they are. Whether they're in the office, at home, or on the road, they can make and take calls as if they were right at their desks. This trend toward more flexibility at work is growing, in fact, industry specialists predict that the U.S. remote worker population will increase to 105.4 million in 2020. According to a recent Gartner study, 43% of workers spent some of their time working remotely. Your competitors are implementing solutions that allow them to rise to meet the increasing employee demands for flexibility while improving productivity and the customer experience. Maintain your competitive edge by adopting the latest technology for your business and consider the following reasons why utilizing a mobile app is a no-brainer:

Never Miss an Important Business Call:

Clients and colleagues can easily reach busy employees anytime through one business number that will automatically ring their mobile app. Eliminating the necessity to track down employees on multiple numbers, The Mobile App improves and streamlines communications, and seamlessly connects a distributed and fast-moving workforce. Gain the latest communication tools for your staff so they never miss a business opportunity.

Protect Your Business:

Calls are directed right to an employee's smartphone without revealing any of their personal information. This helps ensure that business calls continue to be routed to the right resource, regardless of where employees are. It also provides business continuity so that calls go to someone in your company versus an individual that might have left to work for someone else (i.e. the dreaded competitor.) The Mobile App also makes it easier to manage "bring your own device" (BYOD) work environments.

Stay Ahead of the Competition:

The Mobile App supports the virtual business office, enabling employees to connect seamlessly anywhere they need to conduct business.

Leverage an Investment You've Already Made:

You've already invested in a phone system for your business, right? Why not extend all the benefits you've already gained by making the same features available through your mobile phone? Not only can your employees make and receive calls placed to their corporate phone number via their mobile device, they can leverage important communication features, such as:

- One click to join conference calls
- Extension dialing to coworkers
- Corporate and personal phone directories at an employer's fingertips
- Access to company international distance and dialing plan
- Management of what device rings when someone calls an employee's business number
- Listen to and manage voicemail
- View recent calls
- Manage virtual attendant settings

Now more than ever, businesses need to become more versatile on how they communicate with their clients. Having a robust system in place will allow you to always stay in touch with your clients no matter where you or your employees may be. And with PCS maintaining your IT services, we can provide service for everything with our first class support!

Call us today to schedule an appointment to discuss how our phone system could benefit your business. 724-942-1337



the feature detects and prevents any kind of noise - including both persistent and intermittent noises

Unlike Google Meet, Zoom has been offering its Noise Cancellation feature for users since 2018.

Zoom not only lets you suppress background noises but also lets you control how aggressive you want the cancellation to work for you during meetings or switch it off if you don't want either of them.

Persistent noises are those sounds which are constantly being heard like the sound of fans and audio conditioners. Intermittent noises are those sounds that could be repetitive and random but not usually occur at regular intervals. This includes keyboard sounds, sounds of doors closing, dogs barking, tapping, and chair movement.

By default, Zoom enabled noise cancellation or suppression from the time you install its app on your desktop or smartphone. You can, however, manually enable it yourself or decide how aggressive you want it to work on your meetings by following the steps below.

Step 1: Open the Zoom client on your desktop (Windows or Mac).

Step 2: Click on your profile picture on the top right corner of the window and select the Settings option.

Step 3: On the left sidebar, select the Audio tab and inside this screen, click on the 'Advanced' option at the bottom right.

You will now be taken to the noise cancellation settings screen for Zoom. Here you can tweak how you want to control noise suppression for different sounds.

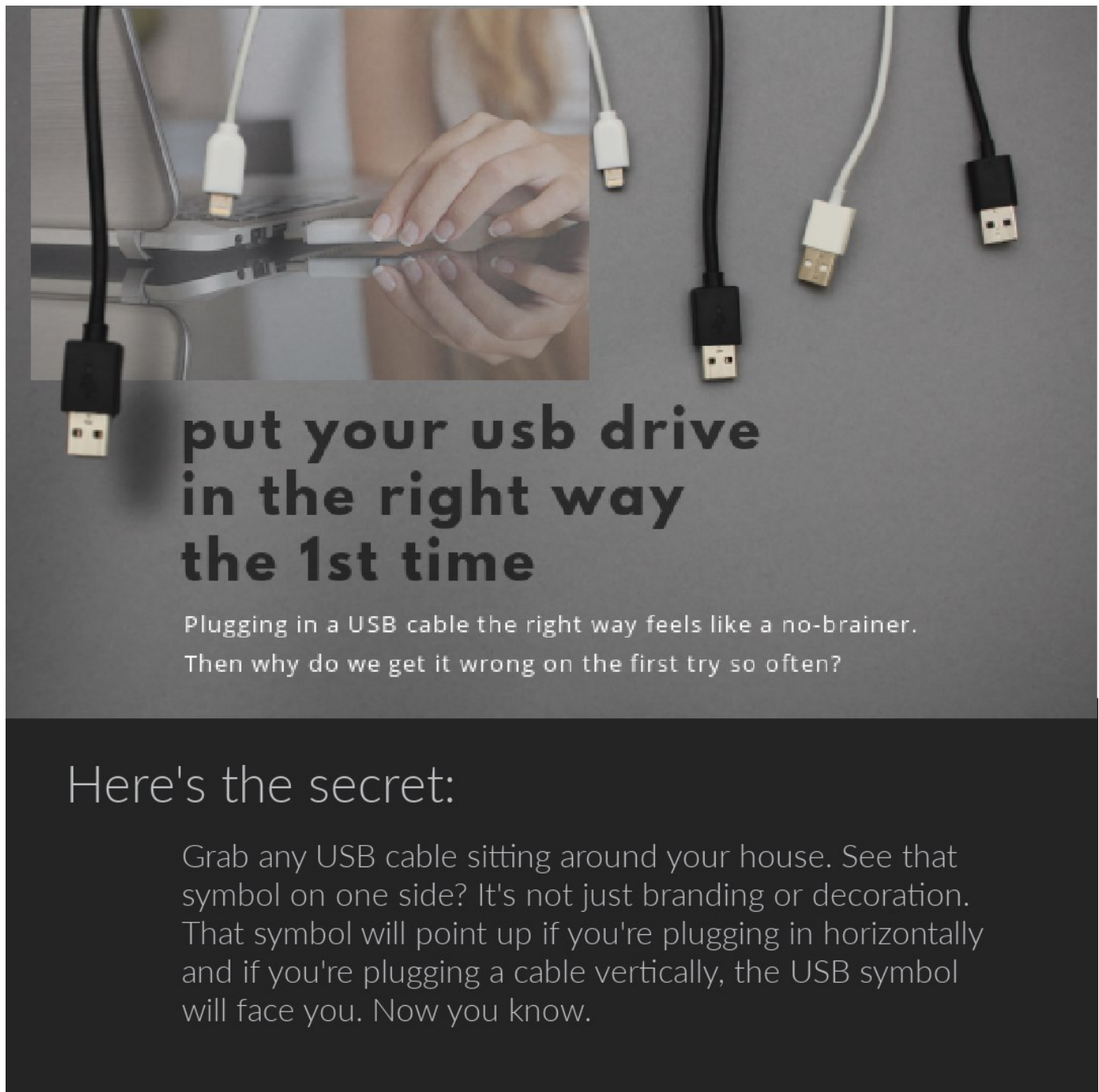
Step 4: Decide and manually change how aggressive you want background noise to be suppressed for all three of the following options:

Suppress persistent background noise: Simply enable this option by selecting 'Auto' from the drop-down

menu. If you want Zoom to suppress the sounds of fans and audio conditioners better, you can select either 'Moderate' or 'Aggressive' from the menu.

Suppress intermittent background noise: You can just enable this option by selecting 'Auto' from the drop-down menu but if you want Zoom to suppress sounds of keyboard clicks, doors, dogs, and tapping better, you can select either 'Moderate' or 'Aggressive' from the menu.

Echo cancellation: To remove Echo completely, select the 'Aggressive' option from the drop-down menu adjacent to this section.



Recover from technology



In our technology-overwhelmed world, the only way to properly recover from work is to set healthy boundaries on your technology.

For instance, a recent study found that constant smartphone use stops people from properly recovering from work (and life). In a sense, people are always “on” to distraction and connection. They never disconnect. Most people keep their smartphones on them constantly, and admit to experiencing withdrawals if they don’t have their smartphone for more than a few hours.

In the study, the experimental group, who became more conscious of their smartphone use, and took adequate breaks from it, were able to experience psychological detachment from work, relaxation, and mastery. Smartphone addiction is reflected in impulsive behavior, withdrawals, and impaired functioning.

One study found that the average person checks their smartphone over 85 times per day, and spends more than five hours browsing the web and using apps. Hilariously, people check their phones more than twice as much as they think they do. Thus, more often than not, people are unconsciously triggered to check their smartphones.

This lack of consciousness is reflected in all other areas of most people’s lives — as we are holistic *systems*. No one component of your life can be viewed in isolation. If you spend several hours unconsciously using technology, how could you expect to be fully engaged in your work and relationships?

Here are some of the outcomes of unhealthy smartphone use:

- Increased depression, anxiety, and “daytime dysfunction”
- Decreased sleep quality
- Decreased psychological and emotional well-being
- Decreased emotional intelligence (this study also found that if parents are reflective and thoughtful about smartphone use, their children experience less detrimental effects)

- Increased stress (which lowers life satisfaction) and decreased academic performance (which lowers life satisfaction) among students

One study found negative effects of using laptops and cellphones within 1–2 hours of going to sleep. Specifically, the study found that individuals who **stopped** staring at screens 1–2 hours before sleep:

Experienced substantially higher sleep quality and less sleep “disturbances”

Increased ability to maintain enthusiasm to get things done while working

The authors/researchers of the study concluded simply by saying:

“We should restrict the use of mobiles and laptops before sleep for sound mind and good health.”



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Like work, proper boundaries must be set on technology, particularly smartphones if you want to live an optimal life. You need to recover from your technology and smartphones.

Rather than checking your smartphone, do something productive with your morning, which for most people is the best time for creative output and learning.

Many of the world’s most successful people avoid checking their cellphone, email, or social media for several hours *after they’ve woken up*. Instead, they engage in creative work, physical exercise, strategic planning and goal setting, and spending time with loved ones.

Instead, recover from your technology. Set a time at night when you’re done with your smartphone, social media, and email. Create other boundaries on technology so you can more deeply engage in your relationships and other areas of life *in the real world*.

Here’s some solid benchmarks which you can use to adjust your usage:

- Best practice to avoid technology for the first 30–60 minutes of waking
- Best practice to avoid mindless internet use as well as email and social media (i.e., inputs) for first 2–4 hours of waking
- Best practice to avoid smartphone use and internet for 1–2 hours before sleep
- Best practice to keep your smartphone away from your person when you’re with other people (leave it in your car, at home, or in a different room)

Get in the habit of not always having your cellphone with you, especially while you’re at home with your family. Very few people experience the gift of your *full and uninhibited attention*. Give them that gift. Keep your smartphone away from yourself as much as you possibly can. Your whole life will get better.



Keep your guard up when it comes to phishing, pharming, vishing and smishing

We can't escape the technological world we live in, so we must stay on top of it and be aware of our surroundings in order to stay safe and secure. The best ways to avoid becoming a victim of one of these attacks is to be aware of the emails you receive.

- ◆ Open only those that come from a sender that you know and trust.
- ◆ Don't click on any links embedded in emails that come from unrecognizable senders.
- ◆ Don't provide any personal information unless you confirm the requester's validity.
- ◆ Never answer a call and hand over personal information unless you're expecting the call and you know it is legitimate.



Today's cybercriminals are getting smarter. They're coming up with new methods of fraud every day. We must keep our guards up and remain aware.

Phishing is a message that prompts the victim to submit info such as usernames, passwords, birthdates, etc. The message is formatted to pass itself off as a legitimate request from a source such as a financial institution.

Pharming In this scam, malicious code is installed on a personal computer or server. This code then redirects clicks you make on a website to a fraudulent website without your consent or knowledge. Be mindful when entering financial information online. Look for the 's' in https and the key or lock symbol at the bottom of the browser. If the website looks different than when you last visited, be suspicious and don't click unless you are absolutely certain the site is safe.

Vishing is phishing by phone. Scammers will call you and attempt to get you to share personal information over the phone, and then either access your personal financial accounts, or create new ones in your name.

If you receive a call from someone claiming to represent a legitimate business or financial institution, ask for the caller's customer service center and business contact information. Then verify that info online. Many financial institutions have fraud divisions that this information can be shared with.

Smishing This is phishing by text message. Don't click on unsolicited links sent to you by text. Do not provide personal data this way, either. Your financial institutions will not do business with you this way.
