

The DIGITAL MINDSET

INSIDER TIPS TO MAKE YOUR BUSINESS RUN FASTER, EASIER AND MORE PROFITABLE



“Our Mission:”

Honor God, Serve People, Protect Businesses

*This monthly publication is provided courtesy of Sean Priddy,
President of Alexaur Technology.*

ARE YOU HAVING REGULAR Technology Business Reviews?

If not, your business could be flying blind.

Technology shouldn't be an afterthought - it should be a competitive advantage. At Alexaur Technology Services, we believe the best IT support goes beyond putting out fires, it's about giving you the tools, insides, and planning you need to stay secure, productive, and positioned for growth.

That's why we offer regular technology business reviews (TBRs) - dedicated strategy sessions that help you align your IT with your business goals.

These meetings, aren't just about checking boxes. They're about **asking the right questions, identifying risks before they become problems, and mapping out your next move.**

Why You Need Regular TBRs - Especially Now

Cybersecurity threats are evolving faster than ever.

Regulatory standards are changing. Your business is growing and shifting. But when was the last time you stopped to evaluate how technology is keeping up?

Too many businesses take a “set-it-and-forget-it” approach to IT - until something breaks. But by then, the damage is already done: downtime, lost, revenue, reputational harm, or worse.

What's New:

New Email Phishing Tactic: Calendar Invites

Why This Route: Sending via a calendar invite with an attachment bypasses some of the email security. The hackers are also expecting to catch you off guard thinking “If it's on my calendar, it must be legit. Let me click on this link and get this taken care of.”

Our recommendation: Delete the email and do not respond to the invite.

⚠ Microsoft Subscription Renewal Failed – Immediate Action Required

Organizer Microsoft Billing Services <customer.73914648@admin.microsoft.com>

Time Wednesday, June 18, 2025 4:00 AM to Tuesday, June 24, 2025 12:00 PM

Location Microsoft Online Billing Support (View Attached Portal 📎)

Respond

 Microsoft365_Online_Services_Portal_Ref(76820).htm
7 KB

A TBR keeps you ahead of the curve by helping you:

✓ **Identify Vulnerabilities Before They're Exploited**

From unpatched systems to missed updates and aging hardware, we review your risk posture and help prioritize what needs attention now.

✓ **Confirm Backups Are Working and Tested**

Backups are only valuable if they work when you need them. We verify your backup strategy, test the restore process, and adjust if needed – whether you use local or cloud solutions.

✓ **Evaluate Employee Cyber Hygiene**

One careless click is all it takes. We will discuss the latest phishing attempts, employee training, and whether multi-factor authentication is in place.

✓ **Optimize Network Performance**

We review network slowdowns, outdated hardware, and application bottlenecks that might be slightly costing you time and productivity.

✓ **Ensure Regulatory Compliance**

Whether you fall under HIPAA, PCI-DSS, or other frameworks, we help you stay on top of evolving requirements so you're never caught off guard.

✓ **Build a Smart IT Budget**

We help you forecast for upcoming technology needs – hardware nearing end-of-life, software, licensing renewals, or scaling infrastructure to match growth – so you're never surprised by unexpected expenses.

✓ **Stay Ahead of Technology and Cyber Trends**

The tech landscape shifts fast. We keep you informed on new tools, threats, and opportunities so you're not playing catch-up while your competitors move forward.

TBRs Aren't Just a Check-In – They're a Strategic Roadmap

Your business has goals. Your technology should support them. A regular TBR is your chance to assess, recalibrate, and plan with experts who understand both your operations and the evolving digital landscape.

If you haven't had a sit-down with us, it's time.

We're here to help you stay protected, productive, and positioned to thrive.



Let's schedule your next Technology Business Review. Call our office or email your account manager to get one scheduled!

Cartoon of The Month!



"Unfortunately, not only have they stolen your identity, they're also living your best life."

Know Someone Struggling With IT? GET MONEY By Sending Them Our Way!

At Alexaur Technology Services, we believe referrals are the greatest compliment - and they come with **real rewards**.

When you refer a business that becomes a client, we'll thank you with a **CASH REWARD**. It's our way of saying thank you for spreading the word.

You already know the peace of mind that comes with reliable, worry-free IT support. Why not help someone else experience the same- and enjoy a little something in return?

Share the peace of mind. **Get rewarded!**

alexaur.com/referral-program/

Helping others has never been more worthwhile!

The Hidden Cost of Waiting

WHY YOU CAN'T AFFORD TO DELAY YOUR WINDOWS 10 UPGRADE

If you're still running Windows 10 on your business machines, let's cut to the chase: The clock is ticking.

On October 14, 2025, Microsoft is officially ending support for Windows 10. That means no more security patches, no more bug fixes and no more technical support.

But here's what business owners really need to understand: The cost of waiting isn't just about someday needing to upgrade.

It's about what waiting could cost you in the meantime.

"We'll Deal With It Later" Is An Expensive Strategy

We get it – upgrading every machine in your business isn't exactly your idea of a fun budget item. It feels easy to delay...until something breaks. But here's what procrastination actually costs:

1. You're Operating Without A Safety Net

Once Microsoft discontinues Windows 10 updates, every new vulnerability becomes your responsibility. Hackers love outdated systems because they're easy targets. It's like locking the front door but leaving the windows wide open. **One breach could cost you thousands – or worse, your entire business.**

2. Software And Hardware Compatibility Issues

Many business apps, such as accounting tools, CRMs and industry-specific platforms, are already phasing out support for Windows 10. If your systems stop working mid-project or crash during a client demo, what's that worth? And it's not just software. New printers, peripherals and even security tools may stop playing nicely with your outdated OS.

3. Lost Productivity

Outdated systems are slower, they crash more frequently and they frustrate your team. Even small lags add up over time, dragging down efficiency, morale and your ability to compete. If every employee loses 10 to 15 minutes a day to tech hiccups, what does that cost you over a month?

4. Emergency Upgrades Are Always More Expensive

Waiting until your systems crash or your team is locked out doesn't just create stress – it creates panic-spend mode:

- Emergency hardware orders
- Rush IT labor fees
- Business interruptions while machines are replaced

A little planning now saves a lot of scrambling – and money – later.

5. You're Risking Compliance Violations

If your business handles sensitive data or is subject to regulations (HIPAA, PCI-DSS, etc.), using unsupported systems could result in fines or lawsuits. Many regulatory frameworks require up-to-date security – Windows 10 won't meet those standards come October.

What Smart Business Owners Are Doing Now

They're getting ahead of the deadline, not just by upgrading devices, but by using this transition to:

- Audit what devices need to go
- Tighten up cybersecurity protections
- Plan smarter for IT spend in 2025
- Streamline tools and software

How To Make The Transition Easy

Here's what we recommend: Run a compatibility check – Not all machines can run Windows 11. Find out which ones need to be replaced.

- Audit your apps – Make sure your essential tools are ready to run on Windows 11 or newer environments.
- Budget for hardware now – Don't get stuck in a supply chain crunch later.
- Partner with an IT provider – We can handle the transition from start to finish – no downtime, no surprises.

Don't Wait Until October To Panic

Waiting until the last minute will cost you more – in money, stress and missed opportunity. We're helping small businesses make the upgrade the smart way: planned, smooth and optimized for future growth.

[Book a FREE Assessment](#) and we'll help you identify what needs upgrading, what can stay and how to build a transition plan that won't disrupt your business before the deadline.

