



**2018-1** > In This Edition:

Windows 7 - End of Life

- New Employee Security Training Program
- What is Outlook's Focused Inbox?
- Client successfully opens call center and improves business



# From the Desk of **Curtis Glassen**

It's been a long time coming, but "the download" newsletter is finally here! We hope to continue to release these on a regular basis, and include information our clients will find useful.

2018 was a year of great change and growth for our company. We have invested heavily in our team and added a few new faces this year. We continue to provide our team and clients with the best tools available and added: a service delivery vehicle, professional call handling, updated client security systems, and replaced our managed online backup system to name a few. All of these changes were made to provide a great experience to our clients, and to keep our clients protected



and up to date in the constantly evolving world of technology.





# Windows 7 - End of Life

It's hard to believe it's already been 9+ years since Windows 7 was released. Many businesses clung onto it's predecessor Windows XP as long as they could, as many of their software companies rushed to update their software to allow compatibility with the newer operating systems.

By the time the software companies caught-up, Windows 8 had been released and was VERY poorly received. Not only were there major bugs with Windows 8, the newly released software updates and upgrades to allow compatibility with Windows 7 - would not work with Windows 8. So instead of moving from Windows XP to Windows 8, many businesses decided to upgrade to Windows 7.

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## We Value Your Feedback!

As we grow, we want to ensure we continue to stay in touch with our customer's needs and expectations.

We're truly committed to providing a "WOW" experience for our customers, but the only way we'll ever be able to improve or create this sort of experience is by receiving feedback from you!

We would be thrilled if you'd take a quick moment to fill out our 6 question survey: www.glassen.net/feedback



## Windows 7 - End of Life

-Fortunately Windows 8 and 8.1 are behind us, and a Windows 10 has turned out to be a great platform.

With hard deadlines looming ahead - we must make sure all of our customers know about the risks and the reasons they should be abandoning the aging operating system.

Mainstream support ended January 13th 2015

Extended support ends January 14th 2020

## END OF SUPPORT MEANS HUGE SECURITY RISKS

In January of 2020, Microsoft will officially discontinue all support for the operating system, including the release of important security updates. As a result, companies running Windows 7 will no longer receive security updates and be

Microsoft Windows Version Timeline					
August 1995	Feb 2000		Jan 2007	Oct 2012	July 2015
95 98	2000	XP	VISTA	7 8 8	1 10
June 1998		Oct 2001	Oct 2009 Oct 2013		013

left vulnerable to attack. Without continued support these attackers can infect a computer and put your business and financial data at serious risk.

## ANTIVIRUS AND APPLICATIONS

Because Microsoft is discontinuing support, software companies will be following suit. Software such as antivirus, accounting systems, and other important business software will no longer be released to work and operate on retired operating systems. Because of this, businesses may get "stuck" on an older version of software they are running and will be unable to update their software. Software companies will soon also discontinue their support on the old versions of their software.

## **HOW TO UPGRADE**

Higher hardware requirements, rebuild labor costs, and required downtime often make it not possible or not cost effective to upgrade Windows on existing computers, especially if the computer is over five years old and past it's expected life cycle. Most often, it is more cost effective to replace the computer. We will soon be addressing this upcoming deadline during your next quarterly MMS meeting. If you do not have quarterly meetings with us - feel free to reach out to us directly to discuss futher.



After sitting down with us to tailor the system to our needs, the team at Glassen was able to quickly implement our new 3CX system. Like a custom suit, this new system fits us perfectly and has helped us increase revenue, dramatically decrease labor expenses, and best of all - deliver better customer service

## CUSTOMER SPOTLIGHT: Full Service Car Wash: Hales Corners, WI

FSCW (Full Service Car Wash) has a total of 5 full service car washes located in Wauwatosa, Brookfield, Hales corners, West Bend, and Grafton.

Along with their management duties, each store manager was tasked with handling an immense amount of calls pertaining to questions, and booking client appointments for their detailing services. The growing volume of calls had begun to become problematic for the busy store managers.

FSCW came to us for a solution to this problem.

We worked with FSCW to design and implement a 3CX VoIP phone system that allows them to centrally handle all of their calls in a streamlined, professional, and efficient manner. The automated attendant and call queue features were then setup to allow their call center staff to handle large amounts of calls during peak hours. Instead of losing calls or needing to put their current call(s) on hold to pick up another call - additional incoming calls are "queued up" and ring through once the call center staff ends their first call.

~ Tyler Leikam, Vice President - FSCW



#### CUSTOMER REFERRAL PROGRAM:

## Have a Great Meal On Us!

We continue to meet most of our clients through word of mouth and referrals. We'd love an opportunity to help out even more businesses, as we've done for you.

And to show our appreciation for your referral, we'll send you a \$200 Gift Card to your favorite restaurant for each business that becomes a client! Please contact us directly to discuss further.

## HELPDESK TECH TIP: Outlook - Focused Inbox

"Focused Inbox" is a feature considered by many to be an invaluable feature of the new Outlook for Office 365. This feature is automatically enabled on all mailboxes and intelligently presorts your email. Important emails will be put in "Focused" and the rest in "Other". As a result, this makes the email experience MUCH better. The emails that matter come through - and the clutter is put to the side, allowing you to focus!

## **HOW DOES IT KNOW?:**

The system analyzes how you interact with your email and the email's content to determine whether you'd likely ignore the message or not. Messages that are likely to be ignored, are automatically moved to the "other" inbox – leaving your inbox to contain only messages of high importance.

# WHAT IF AN IMPORTANT MESSAGE ENDS UP IN THE "OTHER" INBOX?:

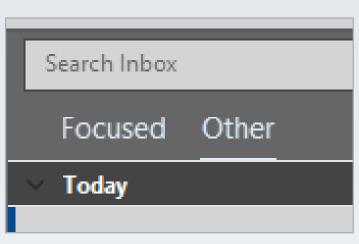
It's rare, but if Outlook gets it wrong – simply right-click on the message in the other inbox and select Move to Focused, or Always Move to Focused. Selecting "Always move" will train the system so it doesn't make the mistake in the future.

## I ALSO HAVE A JUNK EMAIL FOLDER, WHAT'S THE DIFFERENCE?:

Unfocused is different because it contains emails from valid sources. For example, newsletters that you've signed up for aren't considered spam – but could be a lower priority.

## WHAT ABOUT MY PHONE AND TABLET? :

The feature is available on your mobile devices too! If you'd like to use this timesaver while away from the desk, you'll need to install the Outlook App. This app does a much better job with email than the built-in apps found in Apple or Android phones.



#### Photo: What's this "Other" Inbox??

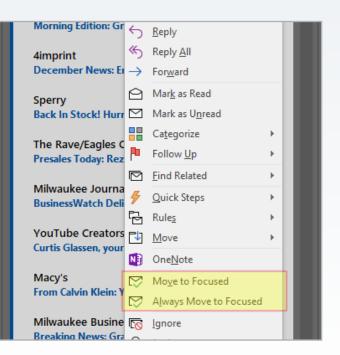


Photo: The Focused Mailbox is Trainable



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## SERVICE SPOTLIGHT: NEW! - Employee Security Training

Over the last several years, data breaches have turned from front page news - into an almost normal occurrence.

Employees are your first line of defense! Unfortunately, human error causes a majority of the breaches. To help our clients, we have decided to address this growing issue and now offer employee security training.

Our FREE security awareness training program focuses on phishing, ransomware, and business email compromise scams.

Training is done with online video, and concludes with a pass/fail test at the end.



Photo: "Ransomware" is a very common threat today.

**in** Glassen-Technology-Services

We respect your privacy as well as the environment. If you no longer wish to receive this newsletter, please contact us at *info@glassen.net* and we will remove you from our mailing list.

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