

# MAKE **I.T.** EASY



Insider tips to make your business run faster, easier, and more profitably.

## BILLS REFERRAL GIVEAWAY

### Try This Experiment

Do NOT use your company computers for one day. No Internet, no applications, no email. Nothing. Can you survive? What would your business look like when you can't look anything up or help any customers?

Now extend that to 19 days! That's the average downtime after a ransomware attack. Yes, almost 3 weeks to recover. I am not kidding – that's the average!

So, take the time to meet with your IT professional and put together a disaster recovery plan.

### TECHNOLOGY BUSINESS NEWS

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- **Android Has A Big Problem**
- **TikTok: Not Just For Kids**

***SIDELINE CLUB TICKETS  
AUTHENTIC JERSEY  
SIGNED PLAYER FOOTBALL  
AND MORE!***

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### ***We Have Exciting News***

Just Solutions has been selected as one of the technology industry's top-performing providers of managed services in the 2021 Channel Futures MSP 501 rankings!

This wouldn't be possible without our hard working team and loyal clients. Thank you for your continued support.

### ***New Partnerships***

We are thrilled to announce our strategic alliance with **Net At Work**, a full-service technology and business consultancy.

We will be expanding our strategic conversations to include a complete range of business applications and services including ERP/Accounting, customer relationship management (CRM), HR/Payroll, Document Management, eCommerce, and Application Hosting.

## Android Has A Big Problem And You Need To Know About It

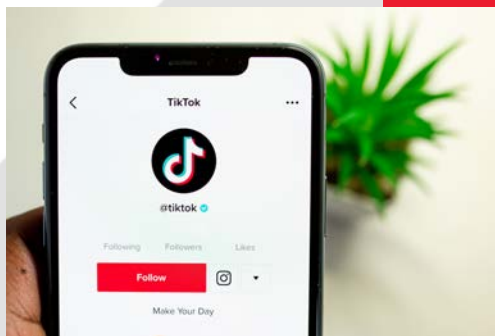
Android is the most popular mobile platform in the world. Because of this, it's also the target of countless hackers and cybercriminals who want to break into the platform and exploit its users.

As Android ages, fewer people upgrade to the latest version of Google's mobile operating system. They don't upgrade because their devices don't support the latest updates or their phone manufacturer (or service provider) is slower to roll out updates to its users. These updates are critical to keeping users safe from outside intrusion.

However, these problems are only the tip of the iceberg for Google. Many phone makers – particularly Chinese phone makers like Xiaomi, Oppo, Vivo and Huawei – are either in the process of adopting a new operating system that is not Android or thinking about it. It could mean Android's dominance is starting to fade, and we could be looking at a future with a little less Google in our lives. Forbes, May 14, 2021



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## TikTok And Small Business: A Match Made In Digital Heaven?

Many businesses overlooked TikTok as little more than another distraction, but new data suggests small businesses can seriously benefit from the popular app. As reported and covered by Inc., the app has transformed into a major marketing tool for businesses. It allows them to connect with customers and potential customers across various demographics.

A lot of the success comes down to TikTok's algorithmic approach, which is fine-tuned to give businesses a huge advantage with their marketing. There is a learning curve, but a number of businesses that have embraced the short video format have been able to make connections they just haven't found on other social media platforms. If it isn't something you have looked into yet, it may be worth exploring. Inc., May 4, 2021