

COMPUTER concepts

APRIL 2024 NEWSLETTER

Your Locally Owned Apple Authorized Service Centers
Apple: Service & Sales - Windows: Service & Sales
Williamsburg - Yorktown

Computer Concepts' mission is to provide efficiency, insight, and expertise to help you meet evolving technology requirements.

Contact the Computer Concepts Apple team in our Williamsburg and Yorktown stores for help with all your Apple devices and software.



ARRIVAL OF SPRING BRINGS SPRING CLEANING

Now is the time to start the Spring Cleaning of your home, yard, and vehicles. And don't forget the annual cleanup of your computers and their peripherals. Something as simple as cleaning the dust out of your computer and having it checked for continued functionality is important. You'll be glad you did.

**COMPUTER CONCEPTS
VOTED BEST COMPUTER SERVICE IN 2023**



Computer Concepts Williamsburg
competed in Va. Gazette's Campaign

CC Williamsburg Has Won Every Year
Since 2009



Computer Concepts Yorktown
competed in the Daily Press Campaign

CC Yorktown Has Won Every Year
Since 2015

***COMPUTER CONCEPTS WILLIAMSBURG AND YORKTOWN
STORES WON VIRGINIA MEDIA'S "BEST OF"
CAMPAIGN 2023 FOR BEST COMPUTER SERVICE.
We will be competing again in 2024.***

**COMPUTER CONCEPTS IS AN
APPLE AUTHORIZED SERVICE CENTER**

**COMPUTER CONCEPTS CONTINUES TO BE
AVAILABLE TO SUPPORT YOUR APPLE
PURCHASE AND SERVICE NEEDS!**

***Did you know that the two
Computer Concepts stores and
the Virginia Beach Apple store are the
only Authorized Apple Service Providers
in the entire 757 Tidewater Area!***

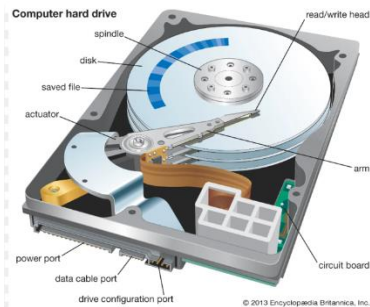


Computer Concepts Locations Accept Apple Care Warranty Repairs!



COMPUTER CONCEPTS COMPUTER TECH ADVICE

COMPUTER HARD DRIVES



Computer Hard Drives were the Storage Device of choice for many years. These drives consist of rotating disks where the data is stored. These drives have a normal life expectancy of 3-5 years. **Once they start to fail, your ability to recover the data can become difficult to recover or could be completely lost.**

If your computer has a Hard Drive, your Computer Concepts Tech Team suggests that you should backup your data periodically on an external Hard Drive. The external Hard Drive backup of your data is located outside your computer and connected to the computer by cables.

A copy of your data that is stored on your main computer is not considered a backup. Why? If your computer crashes the original information and the Copy will be lost as well.

Hard Drive Backups provide additional availability to your data and they are generally easy to move from place to place.

If you consider updating your existing Hard Drive, our Techs suggest you look into a Solid State Drive. Their benefit is no moving parts and much faster retrieval time for data.

**ATTENTION BUSINESS OWNERS!
COMPUTER CONCEPTS IS FINALIZING ITS
MANAGED SERVICES PROVIDER PROGRAM**

Every business or organization prioritizes the effectiveness of its operations. But not every business has the resources to maintain this. Small businesses struggle behind larger businesses that have the latest equipment and technology. A Managed Service Provider can help you in this situation.

A Managed Service Provider (MSP) is an outsourced company that is contracted to remotely manage or deliver IT services such as networks, application infrastructure, or security management to a client company or organization. By assuming full responsibility for those services, an MSP determines proactively what technologies and services are needed to fulfill the client's operational and security needs including periodic security compliance certifications.

Besides offering cyber solutions to detect vulnerabilities and threats, an MSP also provides the resources to stop threats before they become detrimental to the organization. An MSP also provides proactive cloud hosting, virtualization, and backups.

Computer Concepts will provide a full MSP or tailored MSP services to assist with your Apple and Cyber Security needs.

**Computer Concepts
Managed Services Program
will include the following four apps:**



Businesses are becoming more dependent on technology requirements that ensure their critical automation network is current and fully functional.

For businesses utilizing an Apple-based network, managing iOS and macOS devices can be a daunting task.

Apple continues to make periodic updates to each of its Operating Systems. Addigy can remotely schedule and deploy these system updates to your macOS, iOS, iPadOS, and tvOS devices keeping them up-to-date and fully functional.

Addigy remotely monitors your Apple products for security problems, device performance issues, and anything that might reduce end users' productivity.

As the use of Apple Devices becomes more common in homes and workplaces the risk of cyber threats continues to rise. Addigy can keep your data and devices safe.

As an Addigy partner, Computer Concepts can remotely manage security services for your network to help improve your digital operations.

SECURITY COMPLIANCE



THE **FTC SAFEGUARDS RULE IS DESIGNED TO ENSURE THAT COVERED ENTITIES MAINTAIN SAFEGUARDS TO PROTECT THE SECURITY OF SENSITIVE CUSTOMER INFORMATION.**

Any company that receives, maintains, processes, or has access to a client's covered customer information, is required to have "appropriate safeguards" in place to protect them. Covered entities are directed to ask service providers about their information security program, annual risk assessments, and associated data security safeguards in place.

Documenting these answers and whether these safeguards are subjected to testing and continuous systems monitoring is required.

All must be compliant by 2025.

**This Service can be provided by
Computer Concepts**



Backblaze

**World's Easiest
Cloud Backup**

Backup Your MAC or PC

Get Peace of mind when your files are backed up securely in the cloud.

Access Anywhere

**Access Files anywhere through the Web, IOS, or Android.
Wherever you are, your Files will always be with you.**

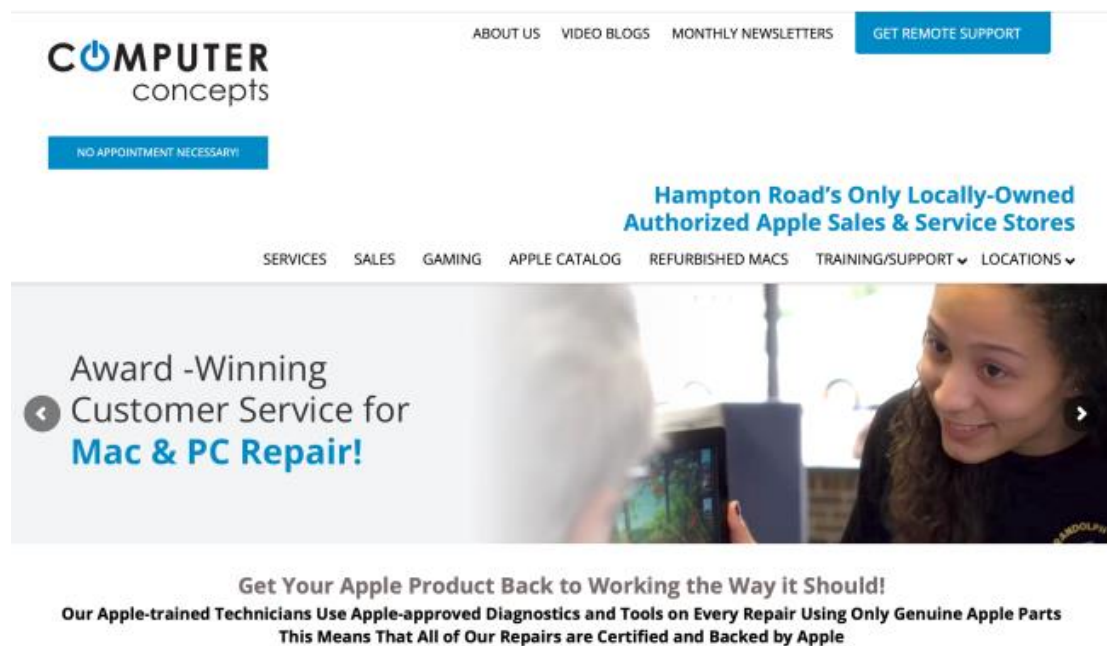
Backblaze will give you Peace of Mind



Peace of Mind is what every computer owner wishes for. This is what every computer owner is looking for. Watchman monitors the overall health of your computer including the system, its hard drive, backups, malware, and other components. Watchman does not allow access to your personal data. Computer Concepts will be offering the WATCHMAN service in our Managed Services Program.

COMPUTER CONCEPTS IS IN THE PROCESS OF UPDATING ITS WEBSITE

Go to [MYCOMPUTERCONCEPTS.COM](https://mycomputerconcepts.com)



Our WEBSITE is being updated. Please check out the new "Apple Catalog" selection in the center of the page that will direct you to the catalog of Apple Products we offer. You will see the page below. Simply select the catalog type of item you want additional information on and the desired information page will open.

2024 COMPUTER CONCEPTS APPLE PRODUCTS CATALOG



APPLE ANNOUNCES ITS NEW M3 CHIPS



Apple has announced M3, M3 Pro, and M3 Max chips featuring groundbreaking technologies that deliver dramatically increased performance and unleash new capabilities for Mac.

These chips are now available in Macbooks and iMacs

ACIMA Leasing Services

COMPUTER CONCEPTS has teamed with ACIMA Leasing Services to allow Time payments on your purchases.

Text ACIMA directly.

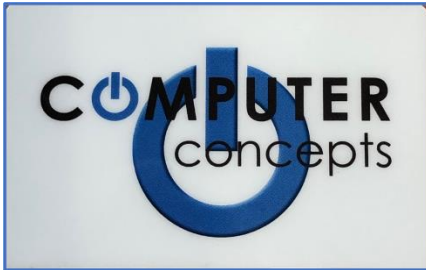


WILLIAMSBURG



YORKTOWN

GIVE COMPUTER CONCEPTS GIFT CARDS! *EVERYBODY LOVES TO RECEIVE A GIFT CARD!*



Computer Concepts Gift Cards are available in each of our stores and redeemable at each of our store locations.

Our cards are the perfect choice for Anniversaries, Birthdays, Holidays, and other occasions when you're just

not sure what to give.

Gift cards are available in any dollar amount you might need.
Everyone Loves to Receive a Gift Card!

GAMERS



All Gamers want the best experience they can wring out of their systems. They are always searching for new ways to improve their systems by swapping components and adding new accessories to improve their gaming experience and their competitive edge. Don't hesitate to ask us how to build your Gaming skills and make your Gaming Experience even better.

RECYCLE YOUR OUTDATED "IT" HARDWARE FOR FREE

Help Save The Environment

Anytime is the right time to clean, service, or replace your current computer hardware. Wondering what to do with your old IT, "Information Technology," equipment?

Many IT items contain Hazardous Waste that must be processed by a registered Hazardous Waste professional before being discarded.

Computer Concepts accepts broken and too-old computer products dropped off at our stores for free. Our Recycler company picks up those broken products and renders the hazardous materials safe for the environment.

Computer Concepts does not charge for damaged, and inoperable equipment dropped off at our stores for recycling.

TIME WITH A TECH



Computer Concepts has implemented a "Time With A Tech" service in each of its stores.

This service will allow you to meet with one of our technicians to have your computer questions answered and technical issues solved in a One-On-One session. One of our classrooms is shown.

Time With A Tech is available in 15-minute Increments. Each increment or portion thereof costs \$25; however, the minimum charge for one of these sessions is \$50.

Valued Customer Cardholders may use the \$25 credit as authorized by their card.

GET A 10% DISCOUNT ON SERVICE



current students.

Computer Concepts gives a 10% discount on computer services to Seniors, Military Members, First Responders, and Teachers to honor their service to our country. We also offer a 10% discount on computer services for all our

DON'T FORGET TO ASK FOR YOUR DISCOUNT!

COMPUTER CONCEPTS IS AUTHORIZED TO SELL AND REPAIR APPLE COMPUTERS AND OTHER APPLE PRODUCTS

Since 2008, Computer Concepts has established itself as a quicker and more personalized alternative to the Apple Store.

Computer Concepts is your Apple Authorized Reseller and Service Provider in Hampton Roads.

Our company provides the industry's highest quality parts, customer experience, sales, and repair. We offer service on your Apple devices, covered under Apple Care.

Our techs also repair Out-of-Warranty Apple computers and tech gear.

Important Notice

There are stores that "fix" Apple products, but they won't be using Authorized Apple Repair Parts. Using Non-Apple repair parts can cause problems in Apple computers and could void your computer's warranty.

**Computer Concepts technicians also repair
Windows PC computers and Chromebooks.**

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<https://www.mycomputerconcepts.com>

