

# COMPUTER concepts

## JUNE 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.



Congratulations to all students graduating at every level from Kindergarten to advanced College Level Degrees! For those starting High School or College later this year, take some time to think about what IT hardware you may need for your new school year.



**FATHER'S DAY IS JUNE 16TH  
DON'T FORGET YOUR DAD!**



**As the School Year 2023-2024 comes to an end, we need to congratulate all our students. It's time for their Summer Brake for the preparation of their new School Year or other life activities.**



**Computer Concepts Won Coastal Virginia Magazine's GOLD Award for Best Information Technology Company in 2024**

**The Computer Concepts Team Sends Their Appreciation to Everyone Who Voted for Us**

**COMPUTER CONCEPTS  
IS COMPETING IN 2024's  
"VIRGINIA MEDIA'S BEST OF COMPETITION"  
FOR COMPUTER SERVICES**



**Computer Concepts Williamsburg competed in Virginia Gazette's Campaign.**



**Computer Concepts, Yorktown, competed in the Daily Press Campaign.**

**CC Williamsburg**  
**Won Every Year Since 2009**  
**To Vote:**  
**In Your Internet Browser**  
**Go To :**  
**WWW.VirginiaMedia.Com/Best of**  
**Select:**  
**Williamsburg**  
**Select:**  
**Service & Education**  
**Select:**  
**Computer Service**  
**Vote For:**  
**Computer Concepts**

**CC Yorktown**  
**Won Every Year Since 2015**  
**To Vote:**  
**In Your Internet Browser**  
**Go To :**  
**WWW.VirginiaMedia.Com/Best of**  
**Select:**  
**Yorktown/Poquoson**  
**Select:**  
**Service & Education**  
**Select:**  
**Computer Service**  
**Vote For:**  
**Computer Concepts**

**Voting is being conducted online starting June 1, 2024, through June 25, 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**



Now is the time to start the **Spring Cleaning** of your home, **yard, vehicles, and other equipment.**

**Don't forget the cleanup of your Computers, Printers, and your other tech gear as well. Something as simple as turning off your computer and blowing the dust out could provide continued functionality. It could extend the life of your computer.**

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

**Every business or organization prioritizes the effectiveness of its operations. However, not every business has the resources to maintain its functionality. A small business typically falls behind a larger company with newer equipment and technology.**



**A Managed Service Provider can help you in the race to keep up with the bigger companies.**

**A Managed Service Provider (MSP) is an outsourced company 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**

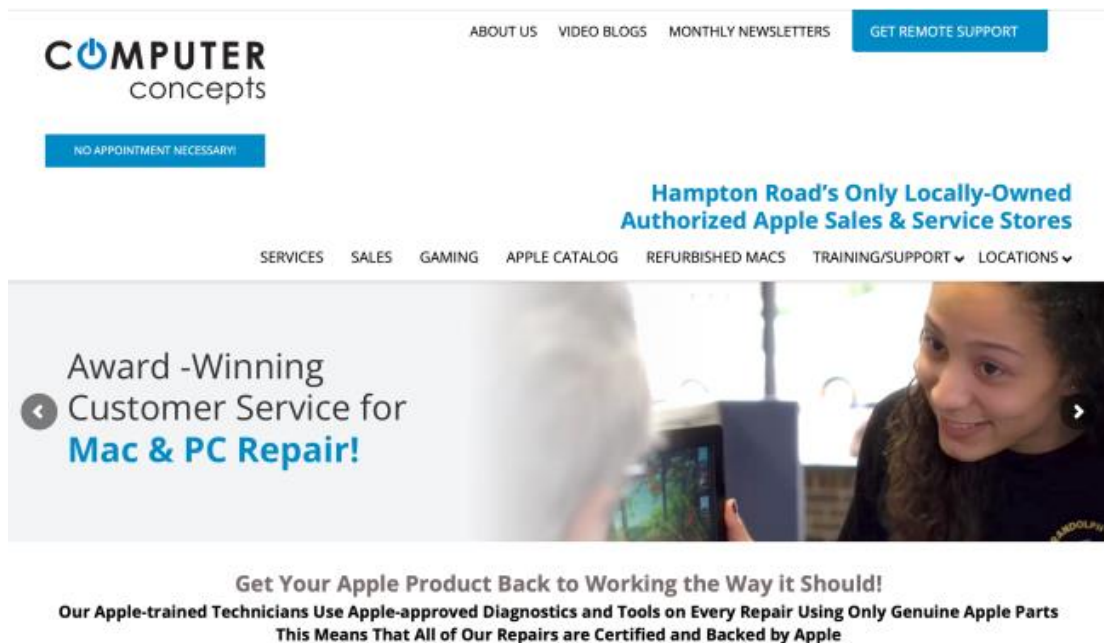
**Access Files anywhere through the Web, IOS, or Android.**  
**Wherever you are, your Files will always be with you.**

**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](http://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 M4 CHIPS

Apple has announced M4 chips featuring groundbreaking technologies that deliver dramatically increased performance and unleash new capabilities for Mac. These chips are now available in the iPad Pro

## 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, Graduations 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.**

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## GET A 10% DISCOUNT ON SERVICE



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 current students.

**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 and Procedures. 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.**

**COMPUTER CONCEPTS LLC**

**WILLIAMSBURG**  
4324 New Town Ave, Ste A  
757-564 3996

**YORKTOWN**  
4328 George Wash Mem  
Hwy  
757-873 1580

<https://www.mycomputerconcepts.com>

