



# New Scam!!

## (Actually, old scam new twist)

QR Codes are becoming more common, especially after we used them extensively for restaurant menus post-COVID. While QR codes make things super easy, they also present HUGE risks for security. Here is an example e-mail a customer of ours recently received:

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Now, there are quite a few hints that this isn't legitimate. These include the actual sender not being from Microsoft, no legal paragraph at the bottom of the E-Mail and the general vague feeling to the whole thing. Also, a more technical person would recognize the "</strong>" verbiage as actual HTML code that should not be in there, but I digress.

The point is, you may receive something like this from Microsoft, or your bank, or an application you use, etc.

**DO NOT scan this with your phone, unless you are 100% sure of its validity**

It's going to take you somewhere bad and it's going to ask you for your credentials. Then the bad guys can use those credentials to access your E-Mail, app or bank account.

**ALWAYS** go directly to the site in question, manually and login there.

**NEVER** click an E-Mail link to get you there and never trust E-Mail links in general! If Microsoft felt it was important enough to E-Mail you, then if you were to log into their site instead, they should alert you there as well. That is the safer approach. QR codes just make it feel more "real," but all they are doing is using another trick to get your personal information.

As always, if you have your Office 365 and E-Mail through Aeros, then all you need to do is call us. We will let you know if something needs to be done with your account.



# Are you shopping for a Managed Service Provider?

In today's technology-driven world, businesses rely heavily on managed service providers (MSPs) to support their IT infrastructure and ensure smooth operations. Choosing the right MSP is crucial, as it directly impacts your company's efficiency, security, and overall success. While it may be tempting to opt for the cheapest quote when selecting an MSP, it's essential to tread carefully. There are several things to be cautious of when considering a cheaper service provider quote:

## 1. Hidden Costs

One of the most common pitfalls of opting for a cheaper MSP is the presence of hidden costs. While their initial quote may appear attractive, these providers often charge extra for services that are essential for your business, such as software updates and security patches. These hidden expenses can quickly accumulate, making the supposedly affordable choice more costly in the long run.

## 2. Limited Expertise

Cut-rate MSPs may lack the expertise and experience necessary to handle complex IT challenges effectively. Skimping on skilled professionals can lead to subpar service, longer downtime, and potentially irreversible damage to your business's reputation. Investing in an MSP with a proven track record ensures that your IT infrastructure is in capable hands.

## 3. Reduced Service Quality

Cheap MSPs often struggle to provide the same level of service and responsiveness as their more expensive counterparts. Inadequate staffing and resource constraints can result in slower response times, prolonged downtime, and frustration for your employees and customers. Maintaining high service quality should be a top priority when choosing an MSP to ensure your business's continued success.

## 4. Security Risks

Security is a paramount concern in today's digital landscape. Cheaper MSPs may cut corners when it comes to cybersecurity, putting your company's sensitive data at risk. Insufficient security measures, outdated software, and lax monitoring can leave you vulnerable to cyberattacks, data breaches, and potential legal consequences.

## 5. Contractual Obligations

Many budget-friendly managed service providers often require their clients to sign long-term contracts. While this might seem like a cost-effective way to lock in lower rates initially, it can pose significant risks in the long run. Contracts can bind your business to a specific provider, limiting your flexibility and making it challenging to switch to a better-suited MSP if your needs change or if you are dissatisfied with their services.

At Aeros, we focus on building relationships over contracts with our clients. If you are ever dissatisfied with our services, you can cancel them. If you are looking for an MSP that cares about the success, safety, and security of your business and its IT needs, we are that company.

Please, don't hesitate to reach out to us with any questions or for a free consultation.

*Building Relationships in West Michigan since 1976!*



**A DIFFERENT WAY TO I.T.**



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