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TECHNOLOGY INSIDER



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OF ALL BUSINESSES HAVE
EXPERIENCED AT LEAST ONE BREACH
OF THEIR DATA

Your monthly newsletter,
written for humans not geeks

Uh-oh... virtually all businesses have been affected by this. Has yours?

A report recently found that a massive 98% of all businesses have experienced at least one breach of their data stored in the cloud, over the past 18 months.

What? That's almost ALL businesses.

Has yours been affected? A breach could be something as small as an employee losing a device that's still logged into a cloud account... right up to a hacker getting full access to your data.

This is why every business should prepare an incident response checklist. It's your way of thinking through in advance what you'll do when a problem happens.

This will help you minimize damage. And recover from any breach, quickly.

Here are several things that must go in your plan:

- **Key people:** Who will be responsible for actioning the plan? Which people will play crucial roles once the plan has been triggered?
- **Internal communication:** Keep a list of everyone who needs to be notified, as well as details of how their job will be impacted
- **Alternative communication methods:** If your email or VoIP goes down, how will you let your clients know that there may be a service impact?
- **Document:** Record all of the details of the issue, and the actions your people have taken. This should include identifying the nature of the breach

There's a lot that goes into this kind of plan. Can we help you think through all the implications and pull together your plan?

DID YOU KNOW?



Did you know... 65% of people reuse passwords?

While 92% of people know it's a risk to reuse passwords, 65% of them still do it anyway.



The problem with reusing passwords is when one account is compromised; many other accounts can be too. Hackers will try email and password combinations they know have worked elsewhere.

The answer is giving everyone a password manager. This will generate random passwords for them, remember them, and even auto fill them.

WHY SMALL BUSINESSES SHOULD SHIFT TO CLOUD COMPUTING INFRASTRUCTURE

Cloud Computing is the delivery of on-demand resources typically delivered from a Data Centre and delivered on a Pay-As-You-Use model. It can include:

- Applications
- Security Management
- Data Backup & Continuity
- Processing Power
- Networking Functionality
- And much, much more

Here's 5 Benefits Businesses see from Cloud Computing:

1. REMOTE ACCESS

Your team can quickly and securely access company apps and documents from anywhere in the world as long as they have a tablet or a laptop with a good internet connection. Perfect for the post-COVID environment.

2. LOW PHYSICAL BUSINESS COST

A Cloud Computing Infrastructure can eliminate the need for small businesses to manage complex physical and onsite IT infrastructure. It especially reduces costs when it comes time to upgrade a system.

3. IMPROVED COLLABORATION

Real-time file sharing allows workers and managers to collaborate on the same document/files securely from anywhere at anytime. With the ability to comment on each other's input and make changes on the fly.

4. CLOUD COMPUTING SECURITY

Reputable Cloud Computing providers invest tens of millions of dollars annually on advanced security measures, protecting your data better than you can yourself.

5. BUSINESS CONTINUITY

A power outage or disaster at your physical office doesn't mean that your team won't have to stop work. They can simply shift to working from home (or their favorite café) until things are back to normal.

NEW IN MICROSOFT 365

Automatic live transcription of calls in Teams

Got an important Teams meeting? When you start recording, you also now turn on live transcriptions. The text appears next to the meeting, including the speaker's name and a time stamp.

That's fun! We dare you to use long complicated words to see if you can fool it.

INSPIRATIONAL QUOTE OF THE MONTH

"I have not failed. I've just found 10,000 ways which won't work."
Thomas Edison

Tech Fact#3

Apple's first logo showed Isaac Newton sitting under a tree. Steve Jobs hated it and commissioned the iconic apple with a bite out of it

Tech Fact#1

Before the iPhone, Apple was originally designing an apple-shaped flip phone

Tech Fact#2

There are approximately 5.6 billion Google searches a day. 7% of these searches are people Googling the word 'Google' 🤔

FUN TECH QUIZ

Winner gets to choose the office playlist today

Get your thinking hats on...

1. In the computer world, what does a 'trojan' refer to?
2. POP3 is an old protocol for what?
3. You've heard of the term RAM for computer memory – but do you know what the acronym stands for?
4. What three letter word can't you name a file or folder in a Windows computer?
5. What's the name of the device used to enter characters into a computer?

The answers are below.

- 1) Malware, specifically a trojan horse
- 2) Sending and receiving emails
- 3) Random Access Memory
- 4) CON, PRN or NULL among others. Because they're reserved for specific system tasks
- 5) A keyboard (yes, this was a trick question)

HOW FLEXIBLE IS YOUR TECHNOLOGY BUDGET?

We've all become a lot more flexible in business over the past couple of years. We've had no choice, right???

But while you and your team have got used to different working arrangements, has that flexibility moved over to your budget?

Here's a great quote: "Budgets tell us what we can't afford, but they don't keep us from buying it." 😊

As you create your IT budget for 2022 – if that's something you do in your business at this time of year – you may fall into the trap of trying to keep your expenses low.

But the sad fact is that, whether budgeted for or not, a ransomware attack or another critical incident will cost you a lot of money. As you may know, cyber-attacks are rising at

a rapid rate. And this year we've seen some of the most significant incidents ever.

It's crucial for you to do whatever you can to avoid an attack on your business. But also, to plan for what happens if you are attacked. Because this can reduce the financial and reputational impact.

If you're working with an IT support partner, it's a good idea to get them involved in your IT budgeting. They'll be able to give you an expert view on the right things to consider and include in your plan. We do strategic technology reviews with many of our clients to stay up-to-date with their growth plans and guide them appropriately.



Business gadget of the month

How often do you have battery anxiety with your mobile phone? It's common; especially these days when more and more business is done on your phone.

We think this new IKEA creation is worth its weight in gold. The Sjömärke allows you to add wireless charging to almost any desk, meaning your phone charges when you put it down. And it only costs \$39.99. A bargain for peace of mind.



This is how you can get in touch with us:

EMAIL: hello@digitalguidance.com

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QUESTION

I've heard I can voice type on websites. Is that true?

ANSWER

Yes, if you're using Microsoft Edge in Windows 10 or 11. Turn it on by pressing the Windows logo key + H.

QUESTION

How do I schedule appointments in email?

ANSWER

In Outlook you can select Reply with Meeting in the Ribbon. This creates a new meeting request, with your email in the body of the meeting request.

QUESTION

I deal with clients in different countries. Is there an easy way to deal with time zones?

ANSWER

You can add multiple time zones in your Outlook calendar. Go to File > Options, click the Calendar tab, and Time zones, tick 'Show a different time zone' and give it a name. Repeat as necessary.