

JULY 2022

# TECHNOLOGY INSIDER



*Your monthly  
newsletter, written  
for humans not geeks*

## Hybrid working: Hate it or rate it?

**As a business owner or manager, what are your feelings about hybrid working (a mix of working remotely and in the office)?**

A lot of that will depend on how well it suits your business, and your own personal preferences about having people together in real life.

But also, on the tools you use for collaboration and productivity. We've seen a lot of our clients embrace Teams and other Microsoft 365 products. They've completely changed the way they work in a very positive way.

The flexible working debate rages on around the world. Recently a director at Apple quit due to a disagreement over being forced to return to the office for 3 days a week.

But here's some interesting news. A study on home working was carried out by researchers after Hurricane Harvey hit Houston, Texas (this was before the pandemic).

It looked at productivity before, during, and after a prolonged stretch of remote working.

Not only did it find that company and employee resilience may be enhanced by remote work. But it also discovered there was no overall drop in the level of output.

**If you're not totally satisfied with your hybrid working right now, maybe we can help. Would you like us to review the technology you're using to see if we can make life easier for you and your team?**

## DID YOU KNOW... about Meta Business Suite?

**Meta Business Suite helps businesses like yours connect with customers more easily. It's a centralized way to manage messages from Facebook, Instagram, and WhatsApp.**

And there are exciting new toys on the way.

The first will let you send promotional messages via Messenger to people who have opted-in.

There's also a new way to generate leads. On Instagram, for example, you'll be able to add a 'Get A Quote' button to your posts.

And import information directly from Meta into your CRM.

 **Meta**

## Technology update

**Business Email Compromise (BEC) attacks have grown into a \$43 billion a year industry.**

**That's where someone gets into your bank account or systems through your email. Cyber criminals are trying to get you to click a bad link so they can steal passwords or install software on your computer.**

**Between July 2019 and December last year, business losses due to email scams grew by 65%.**

**You can't use software alone**

**to protect your business. You need a blend of security tools and staff training.**

**Do you think your business could be vulnerable through email? Most are...**

**We can help. This is what we do. Call us.**



### WHO WILL BE THIS MONTH'S QUIZ WINNER?

**Place your bets now, please**

1. What year did Microsoft first start selling a computer mouse?
2. Which company altered its Handycam after its infrared "nightshot" feature was found to see through clothes during the day?
3. In mobile phones, what does SMS stand for?
4. What is the difference between http and https?
5. Which company owns Hotmail?

The answers are below.

1) 1983  
2) Sony  
3) Short Messaging Service  
4) The 's' in https means it is a secure connection now called Outlook  
5) Microsoft. Hotmail is kind of still going, although





## INSPIRATIONAL QUOTE OF THE MONTH

*"Change is the law of life and those who look only to the past or present are certain to miss the future."*

**John F. Kennedy**



**#1**

There are more than 5.1 billion active users on the internet, with Asia making up more than 50% of total internet traffic

**#2**

90% of the world's data was generated between 2019 and today

**#3**

Wearable technology is exploding. Global shipments are expected to be 489 million devices by next year

# TECH FACTS



## NEW TO MICROSOFT 365

### Never miss a notification again

Notifications can be annoying. But what makes them worse is when they're in different places. It's too easy to miss something important.

Now, Outlook is coming to the rescue with its 'notification pane'.

It stores all your notifications in one central location, so you'll never miss anything again.

You can also set your working hours and location for others to see. That means if you're working remotely, people will know when they can expect to hear from you.



# The way we use passwords is finally changing

**Passwords are annoying for most people. If you look at the best practice password advice, it's creating work for everyone:**

- Generate long random character passwords rather than using everyday words that can be guessed by cyber criminals' automated software
- Use a different password for every single application
- Never write passwords down or share with a colleague

This is why we tell our clients to use a password manager. It's a safe way to generate highly secure passwords, store them, and fill in login boxes so you don't have to.

Recently we've heard that tech giants Microsoft, Apple and Google have joined forces to kill off the password and introduce its replacement.

That's called a passkey.

It's very simple. To login to something, you'll use your phone to prove it's really you.

Your computer will use Bluetooth to verify you're sat nearby. Because Bluetooth only works a short distance, this should stop many phishing scams.

Then it'll send a verification message to your phone. You'll unlock your phone in the usual way, with your face, fingerprint, or PIN.

And that's it. You're logged in.

We could see this new no-password login being introduced to some of the world's biggest websites and applications over the coming year. Exciting!

**What do you think?**



**Q: I think I've clicked an unsafe link. What should I do?**

A: The faster you act, the less damage or data loss you'll suffer. Get in touch with your IT support partner immediately. It's always a good idea to have a response and recovery strategy in place for when this happens.

**Q: My external drive isn't showing up when connected**

A: First, make sure it's powered up! Then try it in a different USB port, and then a different device. This will let you know if it's the drive or your device that's the issue. You may need to manually enable it in Windows.

## Business gadget of the month

**This might not be for everyone, but if you use a mouse and like something unusual, check out the Logitech Lift.**

**It's turned on its side, meaning you hold it more like a coffee cup than a traditional mouse, which could help to alleviate wrist pain.**

**It also has a fantastic battery life and comes in colors other than black – including a lovely Rose.**



**Q: What's the best antivirus software for my business?**

A: Not all antivirus software is equal, and the best solution for your business may be completely different than it would be for the company next door. It depends on your infrastructure. We'd love to help with a recommendation, so get in touch.

**This is how you can get in touch with us:**

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