

TECH TALK MONTHLY

**YOUR MONTHLY DOSE OF
TECH & BUSINESS NEWS**



MONTHLY UPDATE FROM Mark

I was talking to a client the other day, and he asked me what the business technology trends would be for this year.

Great question. I think there are three main areas that will see big developments.

Flexibility: Last year taught everyone how important it is to be able to access any data from anywhere, on any device. That'll continue this year. There are so many things a business like mine can do to help a business like yours be more flexible.

Automation: We have so many clever tools available to us these days, including ways to get more done in less time thanks to automation. You'd be surprised at the automation available to you in software you probably already have.

Security: Sorry to keep banging the drum about this one, but it's horrifying how much cyber-security attacks increased last year. Without any doubt, that's going to continue to accelerate this year. Every business must now treat cyber-security with the same level of importance as the physical security of their buildings. Too many businesses still do the digital equivalent of leaving their doors and windows open.

I'd always love to talk about your business. You can reach me at mark@phrixus.com or 02 9457 6416 (ext 401)

Until then, stay safe,

Mark

WHAT'S INSIDE?

02

**THREE WAYS THAT
TECHNOLOGY HAS
TRANSFORMED
BUSINESSES**

03

**HOW DO YOU KNOW
WHEN YOUR IT
SYSTEMS ARE DUE
AN UPGRADE**

DID YOU KNOW?



'Teh' was the first word to ever be autocorrected. The process was a bit more clunky than it is these days, with people needing to press F3 and the left arrow to replace 'teh' with 'the'.

Phrixus Technologies

PO Box 266
Berowra NSW 2081
Phrixus.com
02 9457 6416



NEWS FROM THE COALFACE



INSTANT CUSTOMER SERVICE



A REVOLUTION IN ADVERTISING



REMOTE WORKING DURING THE PANDEMIC



01

THREE WAYS THAT TECHNOLOGY HAS TRANSFORMED BUSINESSES

Breakthroughs in technology have torn apart old ways of working, as new alternatives have become impossible to ignore.

Here are three examples of ways that technology has transformed businesses everywhere.

INSTANT CUSTOMER SERVICE

1

As new methods of communication have emerged, businesses have been able to significantly increase the quality of the customer service they offer.

Instead of relying on face-to-face meetings or telephone calls to answer customer questions, businesses can now help through immediate online channels like live chat.

This is convenient for many customers, as they can talk at the exact moment they need help. It allows them to get immediate answers to their questions without needing to navigate telephone menus or book an appointment.

AI chatbots enable customers to get answers to their questions without humans involved. By allowing questions to be asked in natural language, chatbots offer a way for businesses to help their customers 24/7. And can significantly reduce the demands on customer service staff.

A REVOLUTION IN ADVERTISING

2

Google and Facebook have completely changed the face of advertising.

By giving businesses the ability to deliver highly targeted ads, Google and Facebook give businesses the tools they need to deliver the right message, to the right person, at the right time. And then analyse the results with an extreme level of precision.

Far from being confined to global brands with huge marketing budgets, this technology has given businesses of all sizes access to the same advertising venues and tools that huge businesses use.

The amount of money that businesses need to invest in advertising has reduced, with small businesses able to run campaigns that get results for only a few dollars.

REMOTE WORKING DURING THE PANDEMIC

3

How do you think businesses would have coped if the pandemic had arrived in 1990 instead of 2020?

Technology has enabled millions of businesses to keep running at a time when it's been impossible for much of the world to physically meet.

Tools like Microsoft Teams have made it easy for colleagues to collaborate and work together. With real-time messaging and countless options for video calls, people can work well as a team regardless of where they're based.

Cloud computing has made it easy to access the software and data everyone needs to do their jobs, often from whatever device they can get their hands on.

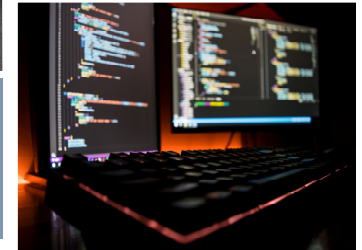
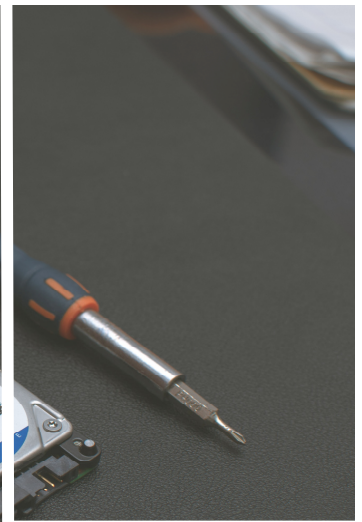
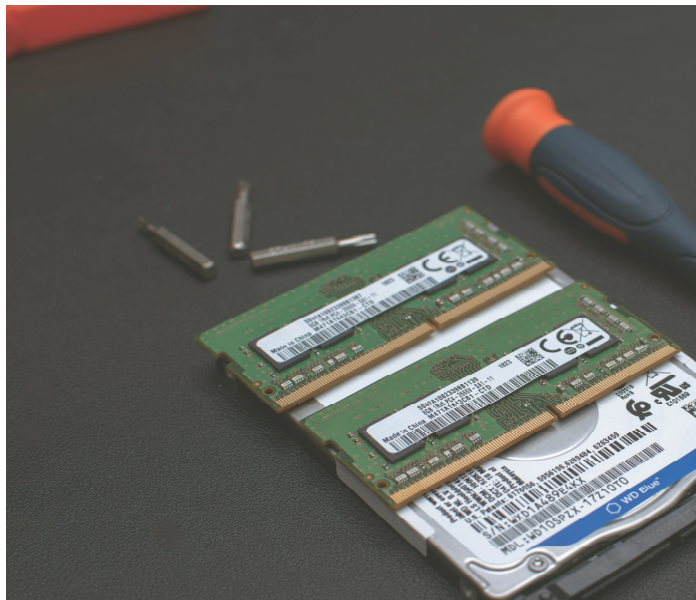
Some problems are difficult to spot. They bubble under the surface without getting noticed until it's too late.

Other problems hit you straight in the face, normally at the worst possible time.

KERPOW!

When it comes to your business's IT, you need to keep an eye out for each of these, as things can get nasty if you don't stay on top of things.

Keeping your IT updated is a good start, but it isn't enough on its own. How do you know what to look out for? Let's look at some of the main culprits.



02 HOW DO YOU KNOW WHEN YOUR IT SYSTEMS ARE DUE AN UPGRADE?

THE SLOW CREEPERS

Slow computers are a big one, and they're quite tricky to spot because they gradually slow down over time.

This means that people using them gradually adjust to degrading levels of performance without necessarily being aware that's happening.

The same is true for software. As staff get used to using slow and buggy tools, it gets normalised and the IT gremlins become accepted as part of their daily life.

It's always worth fixing slow devices and processes. Speeding them up will let your staff be more productive. And give morale a boost too.

OUT-OF-DATE IT

Another thing that can be difficult to spot is when warranties run out.

On top of official warranties, IT systems also have a separate lifespan for how long vendors will continue to offer updates. Pushing this to the edge can significantly impact features, compatibility, as well as security.

Your customers don't have much patience for slow or clunky processes. It can be difficult to measure how much business you lose on the back of this, so frequently auditing your systems is key to avoiding missed opportunities.

OLDER IT THAT CAN'T BE SCALED SO EASILY

If your IT systems aren't scalable, there's a real risk that your business will need to start turning down work because you're not able to handle swings in demand.

It's worth bearing in mind that there's a far greater chance of experiencing big changes in consumer behaviour in 2021, both during and in the aftermath of this pandemic.

Also, if you're running out-of-date IT systems, you're living with the risk that you won't be able to quickly adopt new ways of working, as technology changes your industry.



So, what can you do?

An important first step is to have an IT strategy in place that acts as a foundation for your business.

Instead of reacting to problems as they come up, an IT strategy will help you plan for future scenarios. As well as acting as a solid foundation to help your business make the best possible decisions about the future.

A good IT strategy creates a technology roadmap for getting your business up to speed, and keeping it there.

I am currently scheduling our Managed IT clients' Business and IT strategy meetings, please contact me to find out when yours is scheduled?



WE LOVE REFERRALS

The greatest gift anyone can give us is a referral to your friends. Referrals help us keep costs down so we can pass the savings to our clients.

If your friend ends up becoming a client - we'll gift them their free first month of service (for being a friend of yours) AND we'll gift you \$500 cash

Simply introduce me via email to mark@phrixus.com and I'll take it from there. I personally promise we'll look after their business with a high level of care and attention (just like we do with all our clients).

Our online store is available 24/7 shop.phrixus.com

For competitive prices and to order your printer consumables feel free to check it out!



SharePoint



OneDrive



Teams

Sharing documents with external people

Our team have noticed many businesses have what is known as **'Shadow IT'** This is when staff have taken it upon themselves to find a solution that is not supported by their organisation or managed by Phrixus Technologies. Most often it is not backed up or audited so you have no control over it and is a security risk.

An example is Dropbox, all clients have access to Microsoft Teams/Sharepoint/OneDrive or Google GSuite and the sharing should be performed from these platforms where you can maintain who can access your data.

If you have any questions please contact our helpdesk or see the article in the URL below:

<https://docs.microsoft.com/en-us/sharepoint/external-sharing-overview>



NEED A LAUGH?

How many programmers does it take to change a light bulb?

None. It's a hardware problem



TECHNOLOGY TRIVIA



In 1973 Martin Cooper, a Motorola employee, made the world's first-ever mobile phone call.

Can you guess which city he made it from?

The first person to email me at **mark@phrixus.com** and give a correct answer gets a \$50 Amazon Gift Card

The differences between a device PIN and account password

We often have questions about how to login to your Microsoft 365 joined laptop or PC.

When you purchase a system from us we have it fully configured to your account with all data and emails fully synced and ready for you to work with as soon as you receive it.

When you receive the laptop and login with your Microsoft 365 main account password you will also be prompted to set a PIN number (minimum 6 numbers) You may also be asked to setup a fingerprint or face recognition. These 3 systems to access your laptop are only for accessing your DEVICE in a similar way you protect your mobile phone with a PIN. If you have multiple systems you may have different PIN numbers for each. If you forget you can always change the login option to use you Microsoft 365 password instead as this is the master password—Please always make sure you remember this password as it is the most important one of all.