

TECH TALK

MONTHLY

YOUR MONTHLY DOSE OF
TECH & BUSINESS NEWS



Monthly update from
Mark

Have you ever wondered why hackers do what they do?

- Is it for notoriety?
- Do they feel that it's just harmless fun?
- Are they just bored/curious?

The answer might be a combination of all of the above, but nowadays being a hacker (the criminal kind - or "Black Hat") can also be quite the profitable profession.

Yes, you read that right, being a malicious hacker is actually a job.

And you might think to yourself, well, "I don't need to worry about that, my business is too small". And oh-boy do we wish you were right. It would certainly make all of our lives easier, but unfortunately, that's not the case.

If you have a computer, you have processing power and data; both of which cyber-criminals need in order to obtain their goals. Be it to use your machine as a "zombie" device or to encrypt your data to finance their operations, everyone is a potential target

That's why we are so serious about making sure that all of our clients have proper cyber-security protections in place, in order to reduce the possibility of them being the next target.

If you have any questions on how we can help protect you from the bad-guys on the internet, gives us a call and we'll be happy to provide you with some answers (and peace of mind).

Until then, stay safe,



WHAT'S INSIDE?

02

TOOLS & TECHNIQUES TO
INCREASE YOUR TEAM'S
PROFICIENCY AND
PRODUCTIVITY

03

WHY SMALL BUSINESS
SHOULD SHIFT TO
CLOUD COMPUTING
INFRASTRUCTURE



DID YOU KNOW?

**In 2008 there were already
more devices connected to
the internet than
people on Earth.**

Crazy, huh?

Phrixus Technologies

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



2

ENHANCE THE PROFICIENCY OF YOUR TEAM USING THESE TOOLS & TECHNIQUES

Are you looking for a solution to increase the proficiency and abilities of your Team? Read on to learn how you can help improve the skills and abilities of your Team. Learn how to better lead your team by teaching them to efficiently manage their tasks. If you understand the abilities and weaknesses of each Teammate you can provide them with the appropriate support. These tools and techniques will help your Team improve their proficiency:

ASSIST YOUR TEAM

When you manage a Team, you need to evaluate each Teammate's tasks and performance. Your goal should be to understand and accommodate the Team's expectations. You should give responsibilities to your Teammates based on their abilities and trust them. When you empower your Team, they will make an effort to not disappoint you.

MATCH SKILLS AND TASKS

Knowing your Team's individual behavior and skills is key. You need to understand the individual capabilities of each Teammate and the type of tasks they can handle. You need to ask yourself, 'who's the best person on the Team to perform this task?' You can use a project management tool, such as Asana or Workzone, to manage the projects and assess each of your Teammates performance.

COMMUNICATE WITH THEM

Communication is key to a proficient workforce. Instead of depending on emails, bring your employees together using collaboration and communication tools such as Slack or Microsoft Teams. Also, encourage your Team Members and praise them in front of others when they perform better. This is important to motivate them and improve their performance.

CLARIFY THE GOALS

Your team will never perform well if they have no idea about where the company/department is going. So, keep your business goals clear and let the Team know what the big picture is. When the team knows what the Goals are, they can prioritise better based on what needs to get done and when. If something changes, let your Team know so that they can adjust their focus as needed.

The best way to ensure that your goals are clear is through the SMART technique. SMART stands for SPECIFIC, MEASURABLE, ATTAINABLE, REALISTIC, and TIMELY elements.

OFFER BENEFITS & INCENTIVES

Remember, motivation can only take a Team so far. When an employee does a good job, recognise their efforts. Appreciating your employees will boost morale, encouraging them to work harder. Incentives and benefits are the best way to do this.

GIVE PROPER TRAINING

Focus on training your Team in new ways to perform their tasks. Narrow down problem areas and look for tendencies. Involving your Team in figuring out solutions to long term problems will make training more likely to stick with them for a long time.

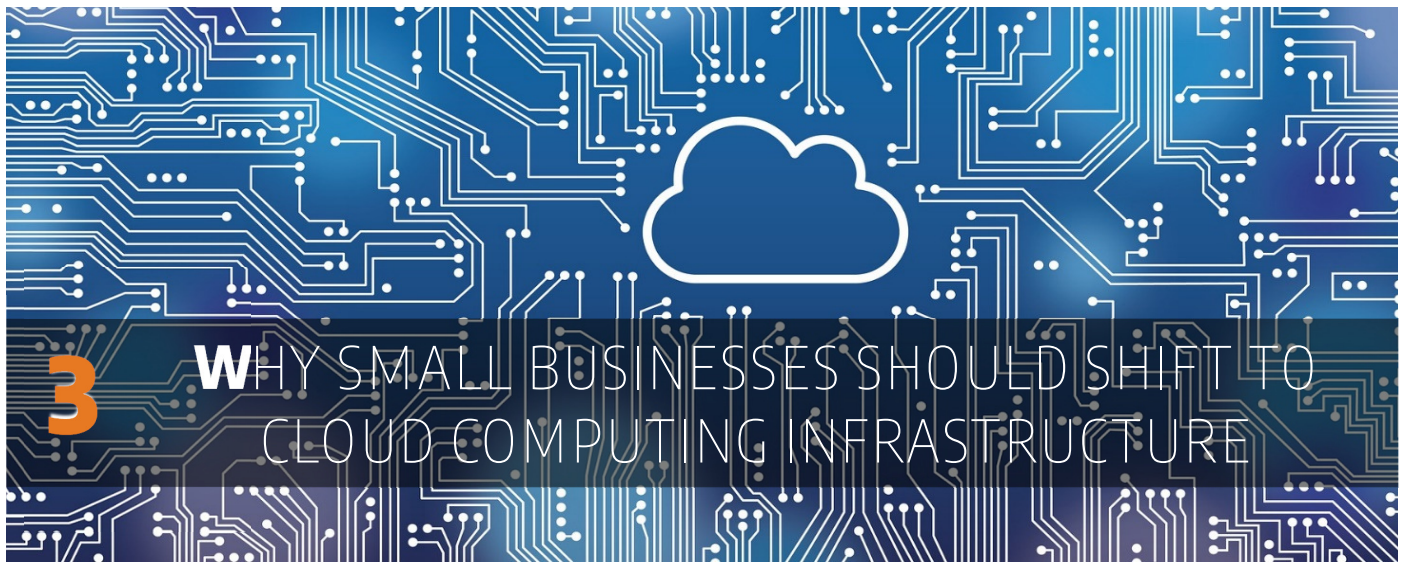


RAY-BAN LAUNCHES SMART GLASSES

Long worn by celebrated thinkers and dreamers, Ray-Ban has just released their own Smart Glasses, model called "Stories". They've integrated them with Facebook technology which we think is going to be wild experience.

Imagine seeing review data about a restaurant directly in your field of vision as you walk past! Is this taking Technology too far?

Check them out for yourself at <https://www.ray-ban.com/>



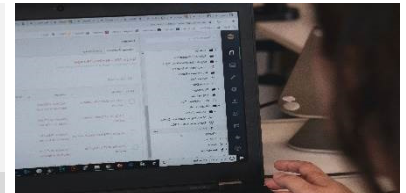
Cloud Computing is the delivery of on-demand resources typically delivered from a Data Centre and delivered on a Pay-As-You-Use model. It can include:

- Applications
- Security / Identity Management
- Data Backup & Continuity
- Computing & 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.



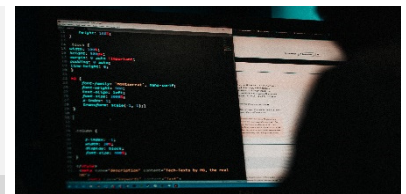
3. IMPROVED COLLABORATION

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

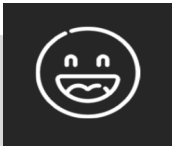
Reputable Cloud Computing providers invest tens of millions of dollars annually on advanced security measures, protecting your data better than you can yourself.



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.





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/gift voucher.

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).

Confused about what is a domain name and how to register one?

We often receive queries around domain names, DNS hosting and web hosting:

Domain Registrar: This is where you would register your domain name, there are many hundreds of domain registrars and the typical cost of a .com.au domain is \$34.95 for a 2 year period.

DNS Hosting (Name Servers): This is a database system containing the IP addresses and custom settings for the various services attached to your domain name to be directed to. It is where you would update the www record for your website when you change your web hosting provider. We always recommend the DNS hosting should always remain with the domain registrar. You should not have to pay anymore than \$15 per year for this service.

Web Host: The location of your website which in most cases will be different to the domain registrar.

NOTE: You never need to change DNS hosting providers when you update your website or move to a new web provider.

Phrixus Technologies partners with TPP Wholesale for both registrations and DNS hosting so you do not have to worry about managing this complex system and we will make sure the domain never expires.



NEED A LAUGH?

What do you call a computer that sings?



A-DELL

TECHNOLOGY TRIVIA



Do you know what obscure tech-related holiday is celebrated on November 30th?

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



Many thanks to everyone that voted for us in the local business awards, we are very pleased to say we have made it through as a finalist.

The winners will be announced at the presentation ceremony at Hornsby RSL on Wednesday November 24th 2021