

TECH TALK

MONTHLY

YOUR MONTHLY DOSE OF
TECH & BUSINESS NEWS



Monthly update from Mark

The onset of the COVID-19 pandemic rendered many business practices obsolete.

- Face-to-face brainstorming sessions...
- Team building activities...
- Even the entire concept of the office...

But the global crisis also accelerated the adoption of certain technologies that might be worth holding on to even as the world recovers.

This includes cloud computing.

From remote collaboration to virtual classes, cloud-powered applications are creating some semblance of normalcy through these tough times.

The cloud used to be such an obscure concept. After all, it was difficult to imagine an intangible, centralised location on the internet that stores data and hosts business processes.

But recent years have proved the numerous benefits of 'moving your business to the cloud.'

Nowadays, almost all big corporations and multinational companies transact their business processes over the cloud.

Call me on 02 9457 6416 Ext 401 or email at mark@phrixus.com to find out how we can help your business leverage the power of cloud services.

Until then, stay safe,



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DID YOU KNOW?

YAHOO!



stands for

**Yet Another Hierarchical
Officious Oracle**

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HOW DISTRIBUTED CLOUD COMPUTING ENHANCES USER EXPERIENCE 02

As cloud technology is gaining popularity, businesses are encountering challenges such as security and reliability. This explains why the cloud market, edge computing, multi-cloud, and hybrid cloud are staging the ground for distributed cloud computing.

New generations are ready to move on from traditional methods and technologies to the cloud. This is possible once businesses access the distributed cloud computing technology to enhance user experience and other tasks.

WHAT IS DISTRIBUTED CLOUD COMPUTING?

Distributed cloud computing is a technology that provides businesses with better knowledge about the market to fulfill customers' needs with in expensive IT systems. There are three origins of the distributed cloud:

- Public cloud
- Hybrid cloud
- Edge computing

BENEFITS OF DISTRIBUTED CLOUD COMPUTING

Public cloud providers distribute services in different locations. The facilities are available to organisations that require low latency computational abilities. This will help control the consistency in the location to manage the public and cloud infrastructure through a single channel.

Distributed cloud computing will provide major benefits with improved performance. This is possible after eliminating the latency problems and reducing the risk of control plane inefficiencies or global network outages.

With the distributed cloud, you can create cloud networks, storage, and compute in a shared environment. These storage networks are available in different zones. Some experts call these zones substations, which makes a lot of sense after understanding their qualities. For instance, you can use the nearest branch of the local post office to avail their services.

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Distributed cloud will increase compliance. This will ensure that the data is available in a specific location where customers can easily avail benefits.

The system will reduce the risk of network failure as the data is available in local and semi-local subnets. Different compute zones will be available with an increasing number of locations.

DISTRIBUTED CLOUD COMPUTING AND ENHANCEMENT OF USER EXPERIENCE

Distributed cloud computing tools enable businesses to process data in real-time. They can also manage their data and create a data foundation. They can enhance the user experience by driving new and innovative strategies with accuracy, consistency, and relevant data. Distributed cloud computing solutions allow businesses to customise their solutions to develop long-term customer relationships and offer faster, seamless services. With this advanced version of cloud computing, they can enhance their responses to discover customer preferences.

DISTRIBUTED CLOUD COMPUTING AND FUTURE

Technology experts are planning the future of distributed cloud computing by keeping in mind the business sector's needs and interests and similar industries. They focus more on cloud strategy, which concisely provides faster and better solutions to businesses.

Technology plays a vital role in enhancing business performance. However, businesses still need a solution so they can simplify their complicated IT structures. To drive better outcomes, businesses require an IT solution such as distributed cloud computing to simplify their tasks and activities and facilitate their customers with a better user experience.



NEBULA COSMOS MAX

Whether you want to indulge in a Prime Video binge or watch the big game via the ESPN app, and With Dolby Digital Plus and Sound Dimension, Cosmos's speakers have been optimised to deliver 360° of true 3D audio.

Watch your favorite movies, sports events, games, and more in astonishing quality with Cosmos Max's 1500 ANSI Lumen (4500 Light Source Lumens) 4K UHD image. Find it at <https://us.seenebula.com/>

TOOLS THAT EVERY BUSINESS SHOULD HAVE



Technology is expanding its roots across all domains of the business world. Similarly, technology is making a massive impact on the hiring process. By integrating an AI-based recruitment tool, recruiters access candidates' profiles and get an easy platform to post job applications. Modern AI technology is growing popular and making recruitment tasks effective and efficient.

You can seek help from Artificial Intelligence technology to find a perfect candidate. Numerous tools are available online for this purpose. This software is perfect for hiring managers and recruiters as it improves their processes. Developers use these AI tools for numerous algorithms, such as Google algorithms, to predict customer searches. Similarly, this artificial intelligence algorithm also helps businesses recruit qualified candidates quickly. Here are some of the ways AI helps in recruitment tasks:

SOURCING CANDIDATES

AI reduces your time to find and recruit a potential candidate. Your recruiters no longer have to browse through LinkedIn profiles, attend career fairs, and post jobs online to find eligible candidates. With artificial intelligence, you can automate these tasks and find candidates while focusing on other tasks.

COMMUNICATION

Artificial Intelligence facilitates you with better communication with the candidates. Businesses use Chatbots for customer services. Now you can use the same technology to reach qualified applicants, allowing you to gather their information and call them for an interview. These advances enable you to analyse candidates' personalities to help you choose a better candidate.

CANDIDATE EXPERIENCE

Most candidates don't receive a good response from recruitment teams. Sometimes, they fail to receive a response, once they send the resume and job application. This can create a negative candidate experience, affecting your business credibility in the market. If you want to hear from the candidate, you can provide a positive experience by automating an AI-based recruitment tool to your business.

SCREENING APPLICATIONS

Artificial intelligence can sort all the resumes from candidates so you can make a better decision based on qualification and skills. It isn't possible for humans to analyse and sort all the job applications accurately and quickly.

With AI, you can screen hundreds of resumes and search for the best candidate with relevant past experience and other qualities, reducing the time it takes to review applications.

REDUCE BIAS

Other than improving the candidate experience and saving your time, you can use artificial intelligence to reduce bias in the recruitment process. When you use the workforce to hire candidates, there are high chances that the recruitment teams give biased responses. So with AI recruitment tools, you can diversify your teams, neglecting all racial, religious, and gender biases.

In conclusion, business owners are still unsure if they should adopt AI-powered recruitment tools for their business. They are struggling to trust artificial intelligence and consider the workforce better than these advanced technologies. However, it is essential to understand that artificial intelligence is not a competition. Rather, it is a tool to facilitate and streamline arduous tasks.

04 HOW HOOTSUITE CAN MANAGE YOUR SOCIAL MEDIA CAMPAIGNS

Marketing has changed a lot since technology took over our business sector. We no longer require traditional marketing techniques to promote the product and services as social media platforms engage people on the internet. Today, most popular platforms on the internet, such as Facebook and Instagram, focus on social media marketing for business.

Various tools are available to increase the audiences' engagement and business exposure. Hootsuite is one of the most popular Social Media Management Systems out there. It allows you to track your social media marketing on different channels. Below, you will find some benefits of Hootsuite to manage your social media campaigns.

- Hootsuite enables you to manage different social media channels from one platform.
- The tool provides multiple access for your social media team, decreasing human error.
- You can also manage customer service from this platform.
- Generate complete insights with information such as top referrers, number of clicks each day, etc.
- Post and schedule your posts on different platforms at once.

05 TIPS TO HOST A BUSINESS MEETING UTILISING ZOOM

- Plan your meetings with a scheduling app.
- Create recurring meetings with saved call settings. This helps avoid repetitive adjustment of the tool. Saving your settings saves you a lot of time for you to meet with the same group multiple times.
- Keep track of the participants by saving the list of people who attend.
- Collect information from the audience by providing registration forms.
- Record the session and share it with people who cannot make it to the meeting.
- Create an interesting waiting room for the audience.
- Learn some useful keyboard shortcuts.

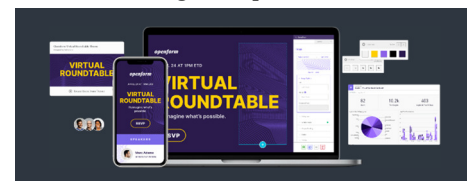
07 IMPROVE THE CONVERSION RATE OF YOUR ECOMMERCE WEBSITE

If you want to drive more people to your eCommerce website through paid ads, content marketing, affiliates, you miss an opportunity if they leave without purchasing.

This highlights the importance of optimising your website to increase sales engagement. When a visitor takes action on your website, it falls under an eCommerce conversion. In this article, we will discuss how you can increase the conversion rate on your website:

06 TIPS FOR USING SPLASH TOOL FOR EVENT MANAGEMENT

- Register your business on Splash at <https://splashthat.com/>
- Choose the best program depending on the nature of your event
- Customise your branding and bring new ideas to the table
- Promote your business event on popular marketing channels
- Manage all the arduous tasks and organise the event smoothly
- Control your expense by tracking costs and budget
- Generate valuable insights and improve the event management process



- Design an attractive and engaging website.
- Create simple and easy navigation
- Personalise your platform
- Utilise social media eCommerce tools
- Offer different discount options
- Implement cross-sells, upsells, and downsells
- Allow guest checkout
- Offer multiple delivery and payment options



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).



NEED A LAUGH?

An SEO couple had twins.
For the first time they
were happy with
duplicate content.



TECHNOLOGY TRIVIA

Each month you have a chance to win a \$50 Amazon Gift Voucher by being the first person to email us with the answer to our Technology Trivia Question of the Month!



The question this month is:

What popular films series is celebrated on May 4th?

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

Well done again to Donna for winning the trivia question last month

Microsoft Phone Link (Formerly Your Phone)

For Android phone users there is a great application called Phone Link which is included with Windows 10 and 11, I now use this daily and it means I rarely have to pickup my phone as I can perform all functions from the laptop.

The Phone Link experience starts on your Windows PC and the Phone Link app. From your PC, you can connect to select Android and Samsung devices with the Link to Windows app that's either preinstalled on your device or that you can download from the Google Play or Samsung Galaxy Store.

This link between your Android device and PC gives you instant access to everything you love. Read and reply to text messages with ease, view recent photos from your Android device, use your favourite mobile apps, make and receive calls, and manage your Android device's notifications right on your PC.

All you need is:

- ◆ A laptop/PC running Windows 10 or 11
- ◆ An Android device running Android 7.0 or later
- ◆ Your phone and PC both connected to the same WiFi