

TECH TALK MONTHLY

YOUR MONTHLY DOSE OF
TECH & BUSINESS NEWS

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Monthly update from Mark

Do you make a technology strategy ahead of time, or do you tend to address things only as they come up? Your accounting person starts complaining about how slow and problematic the system has become. So, you figure that it's time to replace it.

Doing technology ad hoc isn't the best way to ensure you have an efficient and productive IT-enabled workflow. So much of how a business operates depends on technology. If you want your business to run well, you need to plan and strategize your IT.

This means thinking ahead for the types of applications your business needs. You want to ensure your systems are fully integrated to enable automation. Digital security is also a big consideration when choosing technology components.

If you'd like a roadmap and expert guide to get you started, we can help. We schedule these in with our clients to be conducted in their Business and IT Strategic Reviews, if your last one was over 12 months ago please contact me to schedule your next one

Until then, stay safe,

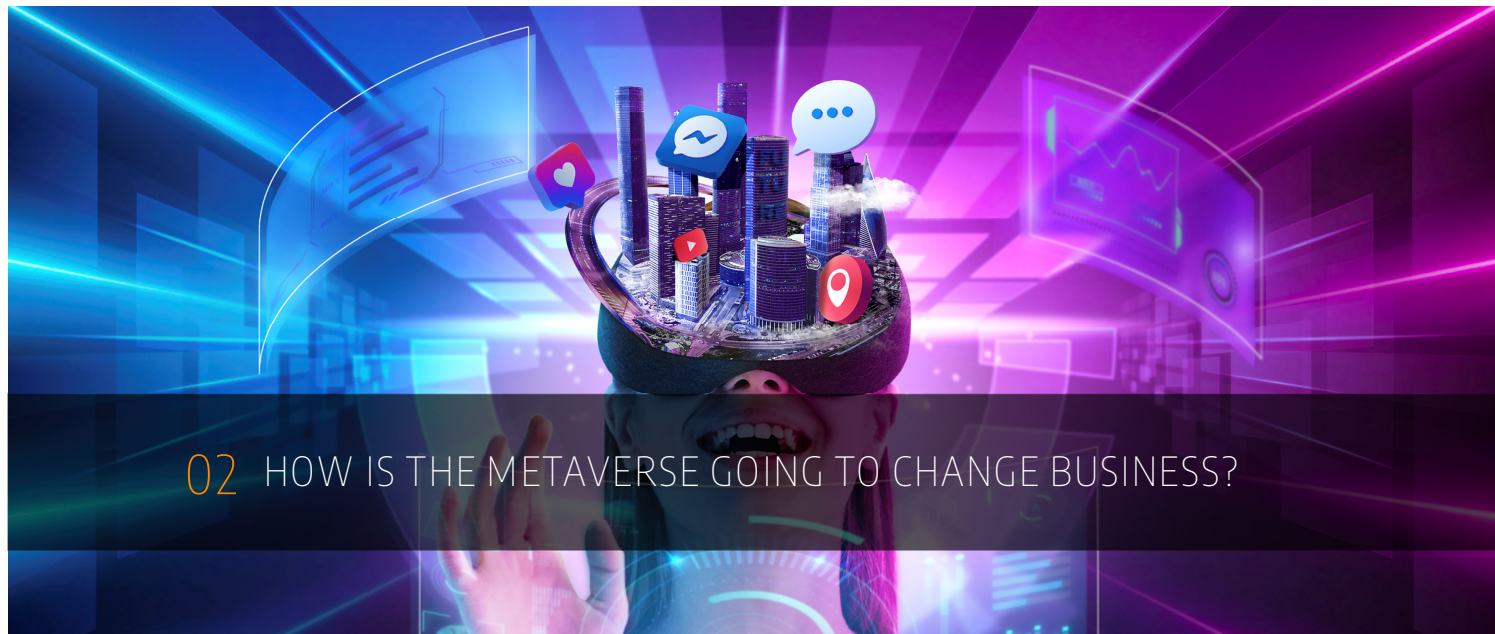
DID YOU KNOW?



Linux is named after lead developer Linus Torvalds

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02 HOW IS THE METAVERSE GOING TO CHANGE BUSINESS?

The new buzzword around town is “metaverse.” But what does that actually mean for businesses? Is it just something that social media companies need to be concerned about?

According to people like Apple’s CEO Tim Cook, the metaverse is coming. He stated that “Life without AR will soon be unthinkable.” Whether that’s a short-term or long-off prediction, companies need to be ready.

First comes the understanding of what the metaverse is. Metaverse is a general term – hence why it’s not capitalised like a proper name. The metaverse refers to a collective upgrade of the internet to a 3D virtual environment. This would be a world interconnected between various sites. These sites would reflect the immersive games that you see today.

Did Facebook/Meta invent the metaverse? No.

The idea of connected 3D immersive worlds has been around for decades. Several online gaming companies have staked a territory in the metaverse. But their applications are less interconnected.

What’s one of the best representations of the early metaverse? It’s a short-lived software called Adobe Atmosphere. This 3D immersive experience included interconnected online worlds.

It also gave people the ability to chat with others. It was a bit before its time but shows how the concept of the metaverse has been around for a while.

The metaverse is getting attention now because technology has advanced. It has begun to catch up to the needs of such a world. This includes fast internet connections and immense processing power. It also includes a delivery method for 3D that works on most PCs.

Are we there yet? Not quite. But the metaverse is picking up steam. Recently, Microsoft announced a partnership with Meta. This partnership is to bring Microsoft 365 apps into the metaverse. This means collaboration in an entirely new way. Microsoft notes that 50% of Gen Z and millennials expect to do some of their work in the metaverse in the next two years.

How Does the Metaverse Impact Your Company?

With companies like Microsoft looking at the future of AR/VR, it could be a reality soon.

You can expect the metaverse to touch your own company in some way in the next few years. Here’s a preview of what it may impact.

Where to Advertise

When the internet was first introduced, companies didn’t immediately realise its potential.

Now, most companies wouldn’t consider operating without a website. It’s a necessity for driving leads and converting sales.

If the metaverse takes off as a new 3D iteration of the internet, it could be just as important.

This means exploring metaverse-type advertising in virtual worlds.

Also, potentially creating your own VR site or showroom.

How to Service Customers

As the popularity of social media took off, companies realised customers used it to reach out.

Seventy-nine percent of consumers expect companies to respond to a social media message. And they expect that response within a day.

To address that need, many businesses have a social media presence. The metaverse may be the next step. If people begin hanging out there, they will expect to interact with businesses in that space. Just like they do now with social networks.

This means companies need to be aware of how customers may be

using the metaverse as it grows. Adding a question about metaverse use to a year-end customer survey could be a way to be proactive on this topic.

Employee Training

One of the touted benefits of the metaverse is its ability to enable more immersive training. This could greatly increase training capabilities for everyone from doctors to forklift operators.



NEBULA CAPSULE 3 LASER

Portable projectors are no longer a thing of science fiction or a concept of a distant future. The Nebula Capsule 3 is around the size of your average tall canned beverage and can project an image with stunning 1080p resolution.

With its 52Wh battery, you can watch movies for up to 2.5 hours on a single charge (or plug in for longer use). And with a fully fledged Android 11.0 OS you have all of your favorite streaming service loaded right on the device!

03 MOBILE MALWARE HAS INCREASED 500% - WHAT SHOULD YOU DO?

Cybersecurity researchers uncovered an alarming mobile statistic. During the first few months of 2022, mobile malware attacks surged by 500%.

For years, mobile phones have become more powerful. They now do many of the same functions as a computer. Yet, people tend to secure their computers better than they do their smartphones.

This is a behavior that needs to change. Over 60% of digital fraud now occurs through mobile devices. That makes them highly risky if proper safeguards aren't followed.

Use Mobile Anti-malware

Yes, your mobile phone needs antivirus/anti-malware too! Malware can and does infect smartphones and tablets. Ensure that you have a reliable mobile anti-malware app installed.

Don't Download Apps from Unknown Sources

Only download mobile apps from trusted sources. Do not download outside a main app store. Trusted app stores include places like:

- Apple App Store
- Google Play
- The Microsoft Store
- Amazon Appstore

Don't Assume Email is Safe

Many people prefer checking email on their phone rather than PC because it's so handy. But they have a false sense of security about the safety of emails when viewed on a mobile device.

It's difficult to hover over a link without clicking when on a smartphone. If you see something questionable and want to check the link, open the email on your PC where you can do that.

Beware of SMS Phishing (aka "Smishing")

In March of 2022, text spam outpaced robocalls. Unwanted text messages rose by 30%, ten percent higher than robocalls. Many of those spam texts are smishing.

Be on the lookout for text messages that don't quite make sense.

For example, getting a shipping notification when you haven't ordered anything.

Remove Old Apps You No Longer Use

Go through your device and remove old applications that you are no longer using.

There is no reason to keep them around, potentially leaving your device at risk.

Keep Your Device Updated

Speaking of updates, you also need to keep your device's operating system updated. Are you using the current version of Android or iOS? Not installing updates can mean your phone has vulnerabilities. These vulnerabilities allow hackers to breach your data.

Use a VPN When on Public Wi-Fi

Public Wi-Fi is dangerous. Most people understand that, but many connect to it out of necessity. Reduce your risk by using a VPN app.

Mobile Security Solutions to Prevent a Data Breach

Don't wait until your phone is infected with malware to secure it properly. It's only a matter of time before you are the next victim.

04

TRENDS IN DATA PRIVACY THAT MAY IMPACT YOUR COMPLIANCE

Data privacy has been a growing requirement ever since the internet age began. So much personal information is flying around through computer networks. Protecting it has become a mandate.

By the end of 2024, 75% of the world's population will have their personal data protected. It will fall under one or more privacy regulations. Privacy requirements hit all sized companies.

AI Governance

AI is running many of the algorithms responsible for keeping data protected. But what happens when there is a problem with the AI? This is the question that AI governance is working to address.

Consumer Privacy UX

A trend that we've seen over the last several months is putting more privacy power into the consumer's hands. Consumer privacy portals tell people what data is being collected, how it is collected, and what is done with it.

Increased Scrutiny of Remote Employee Monitoring

Monitoring remote employees opens a can of worms when it comes to data privacy.

Organisations need to ensure that they aren't encroaching on the rights of their staff.

Data Localisation

Increasingly, organisations look at where their cloud data is being stored because the location governs the privacy rules and regulations that it may fall under.

Privacy-Enhancing Computation (PEC)

Data privacy by design is a fairly new term. Using privacy-enhancing computation is a way that AI is helping cyber-security.

By using PEC as a built-in component of software and apps, developers provide value to clients. They address privacy concerns by making data protection more automated.

05

HAVE YOU HAD DATA EXPOSED IN A RECENT DATA BREACH

There's a reason that browsers like Edge have added breached password notifications. Data breaches are an unfortunate part of life. And can have costly consequences for individuals. Hackers can steal identities and compromise bank accounts, just to name a couple.

Cybercriminals breach about 4,800 websites every month with form jacking code. It has become all too common to hear of a large hotel chain or social media company exposing customer data.

- Microsoft Customer Data Breach
- 5 Million Records Exposed in a Student Loan Breach
- U-Haul Data Breach of 2.2 Million Individuals' Data
- Neopets Breach May Have Compromised 69 Million Accounts
- One Employee Computer Causes a Marriott Breach
- Shield Health Care Group Exposes Up to 2 Million Records

06

8 TECH CHECKS TO MAKE BEFORE YOU TRAVEL

Our technology inevitably comes with us when we travel. Most of us won't even travel to the end of the block without our smartphones.

When you go on a trip, not having your technology there when you need it can ruin your day.

Travel smarter and more securely by doing several checks before you go.

Use our handy tech travel checklist. It can save you from suffering from lost devices, missing chargers, or a data breach.

Don't leave your devices unprotected. This could mean a breach of your banking app or personal data.

- Check Your Apps
- Check Your Cords & Adapters
- Check Your Power
- Check Your Mobile Plan
- Check or Add a VPN
- Check Your Backup
- Check Your Device Security
- Check Your Double-Checks

07 7 MOST EXCITING APP ANNOUNCEMENTS AT MICROSOFT IGNITE 2022

If you follow Microsoft products, then you may know about Microsoft Ignite.

Held annually, it generates many exciting updates and announcements in the Microsoft world. Microsoft held its most recent event last October.

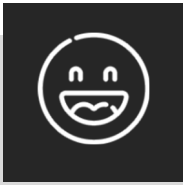
Out of the conference came a lot of Microsoft 365 news that can positively impact your business productivity. We'll go through the highlights below.

These may give you some ideas for

your next digital workflow upgrade.

- Teams Premium
- 360-Degree Intelligent Camera for Teams Meetings
- Cisco is Now a Certified Devices Partner for Teams Rooms
- Microsoft Places
- Hours & Location Feature in Outlook & Teams
- Loop App Private Preview
- Microsoft Clipchamp Video Editor





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).

The more you refer the more we will reward you!



NEED A LAUGH?

Why did the astronauts love using computers

Because they are into space-bar!



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!



Outlook Tip of the Month

We have received many support requests over the past month with people not liking the way Microsoft suddenly deployed a change to the way to use the navigation bar in Outlook by locating it to the left instead of down at the bottom of the folder tree pane.

If you want to revert back to it being located at the bottom:

In **Outlook**, go to **File > Options > Advanced**

And uncheck the box "Show Apps in Outlook"

Close and re-open Outlook and your navigation shortcuts will be along the bottom again.



Outlook panes



Customize Outlook panes.

Navigation...

Reading Pane...

☒ Show Apps in Outlook ⓘ

The question this month is:

What did Nokia originally sell?

The first person to email me at **mark@phrixus.com** and give a correct answer gets a \$50 Amazon Gift Card! Well done to Monique for sending the first correct answer last month.

Office Space available

As many of our clients are aware, our office is based in the business park in Mount Kuring-Gai just north of Hornsby in NSW.

With our techs all working from home we have a professional, secure, fully furnished office space to sub-let. The desks are all setup with dual screens and the internet is Business Grade Fibre 1000.

Contact Mark if you or know of anyone that may be interested?

