

MONTHLY

TECH TALK

YOUR MONTHLY DOSE OF
TECH & BUSINESS NEWS

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DID YOU KNOW

The first computer mouse was invented in 1963: it was made of wood and only had one button!



Monthly update from Mark

Running a business can feel like a constant battle against the clock and the budget. But technology can be a hero when it comes to your bottom line. By using tech strategically, you can slash those operational costs faster than you can say "efficiency upgrade."

We're talking about things like automating repetitive tasks to free up your team's time, or using cloud storage to ditch expensive physical servers. Even simple stuff like video conferencing can save you a ton on travel expenses. It's all about working smarter, not harder, and letting technology do the heavy lifting. So, embrace a well-planned tech setup and watch your business costs shrink like magic!

Need some help? Reach out to us at mark@phrixus.com to schedule a chat.

Until then, stay safe,

Mark

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TECH-SAVVY WORKSPACES: HOW TECHNOLOGY DRIVES OFFICE PRODUCTIVITY

02



Gone are the days of paper-laden desks and rows of filing cabinets. The modern office is a hub of innovation. Technology plays a starring role in this transformation.

Is your company leveraging technology as well as it could? This article dives into the ways technology fuels office productivity.

Boosting Efficiency: Technology as a Time-Saving Ally

The core benefit of technology in the office is its ability to save valuable time. Here are some key ways tech streamlines workflows:

Automation Powerhouse

Automating repetitive tasks frees up your team's time for creative thinking, strategic planning and complex problem-solving.

Cloud-Based Collaboration

Cloud storage platforms allow teams to access and share documents seamlessly, ensuring everyone is working on the latest iteration.

Communication Revolution

Messaging platforms and video conferencing tools provide instant communication. This enables brainstorming sessions and remote team collaboration.

Enhancing Accuracy: Technology Mitigates Errors

Technology saves time. It also reduces errors that can derail projects and waste valuable resources. Here are some ways you can leverage tech to do this.

Data Accuracy Champions

Spreadsheet formulas eliminate the risk of human error in manual data entry. Project management software tracks deadlines and dependencies. These tools provide a single source of truth for project information.

Data Analytics for Informed Decisions

Data analytics tools provide insights that promote a data-driven approach, allowing teams to make informed decisions based on real-time information.

Fostering Teamwork: Technology Bridges the Communication Gap

Technology empowers effective communication and collaboration, essential for a productive team environment. Here's how it

can do that:

Remote Work Enablement

Cloud-based tools and video conferencing apps allow teams to collaborate regardless of location, fostering a diverse workforce.

Knowledge Sharing Made Easy

Internal wikis and knowledge-sharing platforms allow teams to create a repository of company knowledge. This reduces the time spent reinventing the wheel.

Project Management Made Simple

Collaborative project management tools have many features that ensures everyone is on the same page, ensuring smooth project execution.

Creating a Tech-Savvy Workspace: Considerations for Implementation

The benefits of technology in the office are undeniable. But successful implementation requires careful consideration.

Choose the Right Tools.

Choose tools that integrate seamlessly with your systems and workflows.

Cybersecurity is Paramount.

As your reliance on technology increases, so does the need for robust cybersecurity.

Digital Divide Awareness.

Ensure technology adoption doesn't leave anyone behind. It should not create barriers.

Change Management.

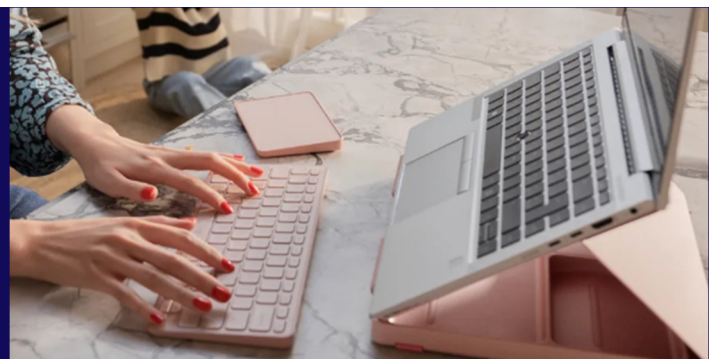
Prepare to manage change within your team. The extra help getting over road bumps makes a world of difference.

Logitech Casa Pop-Up Desk

The Casa Pop-Up Desk allows you to choose a comfortable and focused work area within your home.

When your workday is over, simply fold it away.

This compact kit includes a laptop stand, wireless keyboard, touchpad, and storage space—all neatly packed into a beautiful fabric case, available in three colors that complement your home decor.



UNIFIED SMART HOMES: HOW MATTER IS SETTING THE NEW STANDARD

Is your smart home turning into a smart mess? Do your smart office devices speak different languages? You're not alone. The current smart home and office technology landscape is riddled with incompatibility issues. This forces you to juggle several apps and deal with frustrating setup processes.

But fear not, there's a light at the end of the tunnel.

A new standard called Matter is here to unify the smart tech world. As a homeowner or business owner invested in smart technology, "Matter" matters. Let's break down what this means for you.

Matter to the Rescue: The Unifying Force

Matter is a standardised language for smart devices. It was developed by a group of leading

tech companies in the smart home space. This standard helps ensure smart devices can all communicate, regardless of brand.

Here's how Matter benefits you.

Goodbye, Compatibility Issues

Matter-certified devices will work together flawlessly. This means your smart lights will finally talk to your smart lock. Your office thermostat can play nice with your security system.

Hello, Easy Setup

Setting up new devices becomes a breeze. No more deciphering complex protocols or struggling with different apps.

Peace of Mind with Security

Matter prioritises strong encryption and device security.

This keeps your smart home or office safe from potential security threats. Not all manufacturers place security first. Just looking for "Matter-certified" on a label makes it easier to choose wisely.

Future-Proof Technology

Matter is designed to adapt and evolve. This ensures compatibility with new devices and technologies as they emerge.

What Matter Means for Your Smart Space

As Matter adoption increases, you can expect:

- **More Choices:** A wider range of Matter-certified devices will hit the market, allowing you to pick the best options for your needs.
- **Simplified Management:** Imagine controlling your smart home or office from a single app.

Matter makes this dream a reality.

- **Enhanced Security:** Robust security features built into Matter provide peace of mind. You can have confidence your connected space is protected.

Embrace the Future of Smart: How to Get Ready for Matter

- **Stay Informed:** Keep an eye out for Matter updates and announcements. This can help you learn which devices are becoming Matter-certified.
- **Invest Wisely:** Consider opting for Matter-certified devices when replacing existing ones.
- **Be Open to Change:** Prepare to embrace Matter-based solutions. This helps you build a more unified and convenient smart home or office experience.

04

PHISHING 2.0: HOW AI IS AMPLIFYING DANGER AND WHAT YOU CAN DO

Phishing has always been a threat. Now, with AI, it's more dangerous than ever. Phishing 2.0 is here. It's smarter, more convincing, and harder to detect.

A recent study found a 60% increase in AI-driven phishing attacks. This is a wake-up call that phishing is only getting worse.

Here's how AI amplifies the threat of phishing:

- Creating realistic messages
- Personalised attacks
- Better targeted spear phishing
- Phishing is automated
- Deepfake technology

The Impact of AI-Enhanced Phishing

- **Increased Success Rates:** AI makes phishing more effective. More people fall for these sophisticated attacks.
- **Harder to Detect:** Traditional phishing detection methods struggle against AI-enhanced attacks.

- **Greater Damage:** AI-enhanced phishing can cause more damage. Personalised attacks can lead to significant data breaches and the consequences can be severe.

How to Protect Yourself

- **Be Skeptical:** Always be skeptical of unsolicited messages. Don't click on links or download attachments from unknown sources.
- **Check for Red Flags:** Look for red flags in emails. Be cautious if the email seems too good to be true.
- **Use Multi-Factor Authentication (MFA):** MFA adds an extra layer of security.
- **Educate Yourself and Others:** Learn about AI phishing tactics.
- **Use Advanced Security Tools:** Invest in advanced security tools.
- **Report Phishing Attempts:** Report phishing attempts to your IT team or email provider.
- **Enable Email Authentication:** Use email authentication protocols like SPF, DKIM, and DMARC.
- **Regular Security Audits:** This helps identify vulnerabilities in your systems.



05

7 IMPORTANT CONSIDERATIONS BEFORE BUYING SMART HOME TECH

Smart homes seem like something straight out of a sci-fi movie. They have lights that respond to your voice commands and thermostats that auto-adjust. Not to mention robot vacuums that clean your floors while you relax.

It's all very tempting. But before you rush out and buy the newest gadget, there are some crucial considerations. Here are 7 essential things to ask yourself before diving headfirst into new smart home tech.

1. Does it solve a real problem?
2. Is it compatible with other devices?
3. Is your Wi-Fi up to the challenge?
4. Privacy concerns deserve attention
5. Security matters: Protect your smart home
6. Is it future-proof?
7. Start small and scale up

07

AI DATA BREACHES ARE RISING! HERE'S HOW TO PROTECT YOUR COMPANY

AI is rapidly transforming industries. It offers businesses innovative solutions and automation capabilities. But with this progress comes a growing concern: AI data breaches. As AI becomes more integrated into our systems, the risks increase. The data it collects, analyses, and utilises becomes a target.

A recent study on AI security breaches found that in the last year, 77% of businesses have experienced a breach of their AI. This poses a significant threat to organisations.

The good news is that there are steps you can take to mitigate your risk:

- Data Governance
- Security by Design
- Threat Modeling
- Employee Training
- Security Patch Management
- Security Testing

Stay Informed.

Keep yourself updated on the latest AI security threats by subscribing to reliable publications and seeking out workshops on AI and security.

06

ESSENTIAL SECURITY PRACTICES FOR REMOTE WORKERS

The rise of remote work has redefined the modern workplace. Gone are the days of rigid office schedules and commutes. With this flexibility comes a new set of challenges – cybersecurity threats.

Below, we'll equip you with essential security practices for remote teams. You'll learn how to keep company data safe and secure, no matter your location.

- Secure your home Wi-Fi network
- Use strong, unique passwords for all accounts
- Protect devices with updates & anti-malware
- Secure communication channels with encryption
- Use safe browsing practices
- Engage in cybersecurity awareness training
- Take personal responsibility and be vigilant



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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's business 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).

Old (Pre 2007) Office formats

We have noticed many companies still using the old and unsecure office file formats such as .doc, .xls and .ppt

These file formats were replaced in 2007 and you should convert them to the modern format. This is easy to do as all you need to do is open them in the relevant office application and save as .docx, .xlsx or .pptx format.

Apart from being a more secure file format, they are also more reliable and can be recovered more easily, are a smaller file size and most importantly when saved in Sharepoint or OneDrive, they can be synced to file explorer.



NEED A LAUGH?

Why did the IT guy go to the hospital?



He touched the firewall!

TECHNOLOGY TRIVIA

The question this month is:

What is the name of the first AIpowered chatbot that first appeared in 1966?

The first person to email me at

mark@phrixus.com

and give a correct answer gets a \$50 Amazon Gift Card!



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!

Annual Commitment Licenses

In 2022 Microsoft introduced their new 'New Commerce Experience' (NCE) and with it came a price increase. However you can gain significant discounts (2 months free) if you are to purchase the licenses up front for the year.

We do have some clients switching to this payment method so if you wish to know more, please get in touch.

The option of the discounted annual commitment with monthly payments is also available but is not billed through Phrixus.