TECH TALK

MONTHLY

YOUR MONTHLY DOSE OF
TECH & BUSINESS NEWS

Monthly Update from Mark

Feeling overwhelmed by the daily grind? Wish you had more hours in your day? You're not alone. The good news? Artificial intelligence isn't just for big corporations anymore.

Think about it: scheduling meetings, responding to routine emails, even basic data entry can eat up valuable time. AI-powered tools, many surprisingly affordable, can automate these tasks. Imagine freeing up hours each week to focus on what truly matters – growing your business.

From smart scheduling assistants to AI-powered writing tools, the possibilities are vast and accessible. You don't need a massive budget to leverage the power of AI for increased efficiency.

Ready to explore how your business can benefit from affordable AI solutions and reclaim valuable time? Reach out at mark@phrixus.com for a personalised discussion.

Until then, stay safe,

DID YOU KNOW?

Dropbox was the first cloud storage platform, launched in 2008. It revolutionised file storage and sharing, paving the way for modern cloud computing.

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Running a small business means wearing a lot of hats. These hats go from managing operations, handling customer inquiries to keeping everything running smoothly. There's a solution that can lighten the load, AI-powered automation. Thanks to technological advancements, these tools have become more accessible and cost-effective than ever, allowing small businessowners to automate tasks they previously had to handle manually.

Smart Ways to Automate Daily Tasks and Free Up Your Time

1. Automate Customer Support Without Losing the Personal Touch

- Use AI Chatbots for First- Line Support. AI-powered chatbots, like Tidio or Chatfuel, can handle frequently asked questions, schedule appointments, and collect customer information automatically.
- Smart Email Assistants. AI tools like Zendesk AI or Freshdesk can read incoming emails, categorise them, and even suggest replies. Some go a step further and can automate responses.
- AI-Enhanced Customer Feedback. AI tools like Survicate or Qualaroo can analyse customer feedback in real-time, spotting trends and highlighting areas for improvement automatically so you can act faster.

2. Streamline Scheduling and Calendar Management

- Let AI Handle Your Calendar. AI-powered tools like Calendly and Reclaim.ai can automatically suggest meeting times, taking into account everyone's availability, time zones, and preferences.
- AI-Powered Appointment Booking. If you offer services or consultations, tools like Acuity Scheduling let clients book appointments directly from your calendar.
- Optimised Time Allocation. AI tools like TimeHero or Trello use data and patterns from your calendar to suggest the most efficient way to allocate your time for various tasks.

3. Supercharge Your Marketing – Without Hiring an Agency

- Create Content with AI Writing Tools. AI writing tools like Jasper AI, Copy.ai, and ChatGPT can generate blog posts, social media content, and email campaigns quickly and efficiently.
- Automate Social Media Posts. Social media management platforms like Buffer or Later use AI to suggest the best times for posting, automatically queue content, and even generate hashtags.

- AI-Driven Analytics for Better Decision-Making. AI tools like Google Analytics and HubSpot can analyse the effectiveness of your marketing campaigns in real-time, providing insights into what's working.

4. Financial Tasks Made Easier

- Use AI Accounting Tools. Tools like QuickBooks Online and Xero automate tasks such as categorising expenses, reconciling accounts, and generating reports.
- Automate Invoice Generation and Payment Reminders. Tools like Wave and Zoho Books let you generate invoices automatically and send payment reminders.
- Financial Forecasting with AI Insights. Tools like Fathom or Float forecast revenue, track expenses, and aid data-driven financial decisions.

5. Internal Team Collaboration & Workflow Automation

- Automate Repetitive Team Task. Tools like Zapier and Make.com connect your apps and automate workflows.
- AI Note-Taking & Meeting Summaries. Tools like Otter.ai and Fireflies.ai transcribe meetings and generate notes automatically.
- Streamlined Project Management. Tools like Asana or Monday.com help you assign tasks, track deadlines, and monitor project progress.

Ready to integrate AI into your business?

If you're overwhelmed by daily tasks, consider AI-powered automation. You don't need a massive tech budget to start.

It's time to work smarter, not harder. Contact us for AI-powered solutions.

03 BEYOND THE PASSWORD: A SMALL BUSINESS GUIDE TO IMPLEMENTING MULTI-FACTOR AUTHENTICATION (MFA)

According to recent reports, nearly 43% of cyberattacks target small businesses, often exploiting weak security measures.

One of the most overlooked yet highly effective ways to protect your company is through Multi-Factor Authentication (MFA). This extra layer of security makes it significantly harder for hackers to gain access, even if they have your password.

What is Multi-Factor Authentication?

Multi Factor Authentication (MFA) is a security process that requires users to provide two or more distinct factors when logging into an account or system. The factors are something you know (like a password or PIN), something you have (like a mobile phone or smart card), and something you are (like fingerprints or facial recognition).

How to Implement Multi-Factor Authentication in Your Business

Implementing Multi-Factor Authentication (MFA) is an important step toward enhancing your business's security. While it may seem like a complex process, it's actually more manageable than it appears, especially when broken down into clear steps. Below is a simple guide to help you get started with MFA implementation in your business:

- Assess Your Current Security Infrastructure. Conduct a thorough review of your existing security systems and identify which accounts, applications, and systems need MFA the most. Prioritise the most sensitive areas of your business.

- Choose the Right MFA Solution. Choosing the right one for your business depends on your size, needs, and budget. Some popular options that can cater to small businesses include:

  - Google Authenticator
  - Duo Security
  - Okta
  - Authy

When selecting an MFA provider, consider factors like ease of use, cost-effectiveness, and scalability as your business grows.

Implement MFA Across All Critical Systems.

Once you've chosen an MFA provider, it's time to implement it across your business. Here are the steps to take:

- Step 1: Set Up MFA for Your Core Applications: Prioritise applications that store or access sensitive information, such as email platforms, file storage, and CRM systems.

- Step 2. Enable MFA for Your Team: Make MFA mandatory for all employees, ensuring it's used across all accounts.

- Step 3. Provide Training and Support: Offer clear instructions and training on how to set it up and use it.

Test Your MFA System Regularly

After implementation, it's essential to test your MFA system regularly to ensure it's functioning properly. Periodic testing allows you to spot any vulnerabilities, resolve potential issues, and ensure all employees are following best practices.

If you're ready to take your business's security to the next level, or if you need help implementing MFA, feel free to contact us. We're here to help you secure your business and protect what matters most.

04 DECODING CYBER INSURANCE: CHOOSING THE RIGHT POLICY

For small businesses navigating an increasingly digital world, cyber threats aren't just an abstract worry, they're a daily reality. Whether it's phishing scams, ransom-ware attacks, or accidental data leaks, the financial and reputational damage can be severe. That's why more companies are turning to cyber insurance to mitigate the risks.

How to Choose the Right Cyber Insurance Policy

Let's break down the steps to ensure you're selecting the best coverage for your organisation.

Assess Your Business Risk

Start by evaluating your exposure:

- What types of data do you store? Customer, financial, and health data, all require different levels of protection.

- How reliant are you on digital tools or cloud platforms? You may need more extensive coverage.

- Do third-party vendors have access to your systems? Vendors can be a potential weak point.

Your answers will highlight the areas that need the most protection.

Ask the Right Questions

- Does this cover ransomware and social engineering fraud?

- Are legal fees and regulatory penalties included?

- What's excluded and when? Understand the fine print to avoid surprises if you file a claim.

Consider the Coverage Limits and Deductibles

Ensure that the coverage limit aligns with your business's potential risks. Choose a deductible that your business can afford in case of an incident.

Review Policy Renewal Terms and Adjustments

Cyber risk is constantly evolving. Check the terms for policy renewal and adjustments. It's important that your policy evolves with your business needs.

Assess your risks, read the fine print, and ask the right questions. Combine insurance with strong cybersecurity practices, and you'll be well-equipped to handle whatever the digital world throws your way.

05 COMMON PITFALLS WHEN CHOOSING CLOUD STORAGE

• Ignoring Security and Compliance Requirements
Always evaluate a provider's security certifications and data encryption methods.

• Choosing Based on Price Alone
Weigh costs against features, customer support, and the ability to grow with your business.

• Overlooking Integration with Existing Tools
Ensure the cloud storage solution integrates seamlessly with your current ecosystem.

• Underestimating Scalability Needs
Look for storage providers that offer flexible plans, tiered storage, and enterprise-ready infrastructure.

• Neglecting Backup and Redundancy
Storing data in the cloud doesn't auto-matically mean it's backed up. Look for providers with built-in backup and redundancy features.

06 SIMPLE AND EFFECTIVE BACKUP AND RECOVERY PLAN

Every business runs on data: customer information, financial records, communications, product files, and more. Yet data security is often in the bottom of the to-do list.

Unsure where to start? Here are simple, effective backup and recovery plans that every small business can use:

1. **Know Your Storage Limits**
2. **Use a Cloud Service**
3. **Automate Your Backup Schedule**
4. **Test Your Recovery Plan**
5. **Keep a Local Backup for Fast Access**
6. **Educate Your Team**
7. **Keep Multiple Backup Versions**
8. **Monitor and Maintain Your Backups**
9. **Consider a Hybrid Backup Strategy**

07 ADVANCED REMOTE WORK SECURITY STRATEGIES

A secure remote workplace in 2025 is not defined by perimeter defenses. It's powered by layered, intelligent, and adaptable systems. Here are some critical upgrades and strategic shifts your business should adopt now to keep your remote team secure.

- Embrace Zero Trust Architecture
- Deploy Endpoint Detection and Response (EDR) Solutions
- Strengthen Secure Access with VPN
- Automate Patch Management
- Cultivate a Security-First Culture
- Implement Data Loss Prevention (DLP) Measures
- Adopt Security Information and Event Management (SIEM) for Holistic Threat Visibility
- Centralise Your Visibility with a Unified Dashboard
- Standardise Identity and Access Management (IAM)
- Use Automation and AI for Faster, Smarter Threat Response
- Run Regular Security Reviews and Simulations
- Build for Long-Term Agility, Not Just Short-Term Fixes

These advanced tactics not only keep your systems safe but also ensure business continuity, regulatory compliance, and peace of mind.

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.
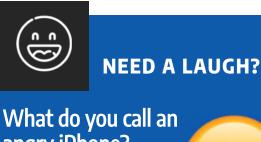
If your friend's business ends up becoming a client - we'll gift them their free first month of service (for being a friend of yours) AND we'll gift you $500 cash/gift voucher.
Simply introduce me via email to **mark@phrixus.com** and I'll take it from there. I personally promise we'll look after their business with a high level of care and attention (just like we do with all our clients).

NEED A LAUGH?

What do you call an angry iPhone?

Dead Siri-ous.

TECHNOLOGY TRIVIA

The question this month is:

What is the name of Google's Large Language Model?

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!

Domain Name price increase

Due to rising registry costs, fluctuations in exchange rates and general inflationary pressures, we want to inform you about an upcoming price change for multiple Top Level Domains (TLDs) effective **2nd July 2025**
The below lists the top 10 common domains and percentage increase that will occur.

TLD	Percentage Increase
.co.nz*	22%
.net	10%
.org	10%
.info	10%
.co	10%
.biz	10%
.asia	15%
.co.uk	10%
.sydney	10%
.melbourne	10%

Standard .com.au, .net.au and .au domains are not affected by this increase.

Windows 10 End of life Fast Approaching

I know we have been bringing this subject up for around 12 months but the End of Life for Windows 10 is **14th October 2025**. With most businesses still with plenty of Windows 10 systems on their network this is becoming an increasingly vulnerable security risk. The time to plan for these old systems to be either replaced or upgraded is rapidly running out.

Systems with an Intel CPU 8th Generation or above (approximately less than 6 years old) in most cases are eligible for the upgrade from Microsoft.

We have already been working through these upgrades with a lot of our clients so if you still have not had this discussion please contact us ASAP so we can assist with this.