

Your monthly newsletter, written for humans not geeks

TECHNOLOGY INSIDER



SEPTEMBER 2023

Planning digital transformation? Don't forget your people

Have you heard of the term "digital transformation"? It's where you introduce new technology across every part of your business, to help you sell more, deliver better customer service and more efficient/profitable.

That word 'transformation' sounds impressive, doesn't it? It's like your business is a caterpillar, ready to emerge from its cocoon as a dazzling, tech-savvy butterfly.

But hold on a minute, let's not forget about the most important part of this metamorphosis – your people.

Yes, you read that right. It's not technology that should be at the heart of any digital transformation... It's people.

Businesses often make the mistake of getting caught up in the whirlwind of "cool new tech" and forget about the human element. How many times have you heard of a company rolling out a major new software system, only for their employees to struggle with the change?

The truth is, that the success of any digital transformation hinges on your team's buy-in. You can have the most cutting-edge technology in the world, but if your people hate using it, it's going to fail.

So how do we put people first in digital transformation? It starts with communication.

Your team needs to understand why change is happening and how it will benefit them. This isn't just a one-time announcement, but an ongoing two-way conversation.

Next, you need champions. These are individuals at all levels of the business who are enthusiastic about the change and can help others get on board. Enthusiasm is contagious!

And finally, you need to break down silos. The digital world thrives on collaboration, and your business should too. If departments are working in isolation, you're not harnessing the full potential of your team or your technology.

Let's not forget about the role of AI in all this. Generative AI systems, such as ChatGPT, have been making waves in the media, highlighting the importance of the human element in the digital transformation debate. After all, technology should serve people, not the other way around.

The pace of technological advancement is dizzying, no doubt about that. But amidst all the change, one thing remains constant - the importance of putting people, processes and culture at the centre of your digital transformation.

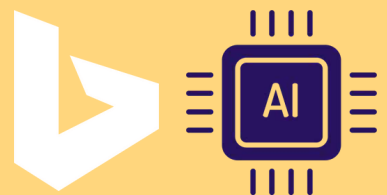
If we can help you with any kind of technology project, get in touch.

DID YOU KNOW...

Bing AI is getting a
'no search' feature

Microsoft's Bing AI is going to become even more sophisticated with the addition of a new 'no search' feature. This will let the Bing chatbot generate answers independently, without needing to search the internet for data.

That should speed up responses. It's another feature to add to the growing suite of Bing capabilities that Microsoft has been steadily developing.



Microsoft Teams: The Ultimate Tool for Online Meetings

Microsoft Teams is a powerful collaboration platform that can be used for a variety of purposes, including online meetings, presentations, and events. Some of the benefits of using Microsoft Teams to host meetings include:

Seamless Communication

Microsoft Teams makes it easy to communicate with everyone involved in a meeting. You can chat, voice call, video call, or share files and presentations with everyone in real-time.

Collaboration

Microsoft Teams makes it easy for multiple people to work together on documents and share files. The whiteboard feature is great for brainstorming and planning.

- **Breakout rooms:** You can create breakout rooms during meetings to allow participants to break off into smaller groups to discuss specific topics. This can be a great way to facilitate collaboration and brainstorming.
- **Polls and quizzes:** You can create polls and quizzes during meetings and presentations to engage participants and get feedback.
- **Record and playback meetings:** You can record your meetings and presentations so that you can watch them back later or share them with others.

Security

Microsoft Teams is a secure platform that meets the needs of businesses of all sizes. Your data is protected by industry-leading security features, and you can rest assured that your meetings and presentations are private.

Scalability

Microsoft Teams can scale to meet the needs of any organization. Whether you have a small team or a large enterprise, Microsoft Teams can help you stay connected and productive.

If you are looking for a powerful and versatile collaboration platform for your online meetings, then Microsoft Teams is the perfect choice.



Handy Tools

To help you unlock the value of Microsoft Teams for better meetings, try the following handy tools.



[Watch our short instructional video.](#)



[Download a copy of our 'Host a Meeting in Microsoft Teams' cheat sheet.](#)

Improve your organisation's communication and collaboration with Microsoft Teams. To learn more about Microsoft business applications, [contact us today.](#)

8 in 10 businesses were targeted with phishing in the last year. Was yours?

Despite all the buzz about high-tech threats like ransomware and malware, good old phishing has held on to its title as the number one trick in a cyber criminal's toolkit.

Phishing is when someone tries to trick you into giving them your personal information, like your password or credit card number. They do this by sending you emails or text messages that look like they're from a real company.

According to the latest annual cyber breaches survey, 79% of businesses were targeted with a phishing attempt in the past year. And if your employees aren't trained in cyber security awareness, 1 in 3 of them are likely to fall for a phishing attack.

Scary.

You might be thinking, "Sure, it's bad, but it can't be that bad, right?" Well, let's break down the consequences of a successful phishing attack.



The impact on your business

Let's set the scene: one of your employees clicks on a bad link in an email. Next thing you know, sensitive company data is in the hands of cybercriminals. You're looking at potential financial loss, damage to your reputation, and one giant headache.

The impact on your employees

There's more... it's not just your business that takes a hit. The employee who clicked that link? They're probably feeling as guilty as a dog caught stealing a steak from the dinner table. This can lead to stress, decreased productivity, and even increased employee turnover.

Turn lemons into lemonade

As a business owner, how you handle these incidents can make a big difference. Pointing fingers and placing blame? That's a one-way ticket to a toxic work environment.

Instead, why not turn these incidents into learning opportunities? This way, you're fostering a culture of understanding and open communication. Remember, everyone makes mistakes – it's how we learn from them that counts.

How can we show phishing who's boss? One word: training. Regular cyber security awareness training can significantly reduce the risk of phishing attacks being successful. And it can help protect you from a whole host of other cyber security risks too. It feels like a no-brainer.



Q: How do I back up my data?

A: Backing up data can save your business from a catastrophe, so make sure you do it! Basic backup can be as simple as connecting an external drive and copying important files. However, you must then remember to do it. The most robust solution is using software that updates all your files securely to the cloud, all the time. We can suggest a service if you want.

Q: Our network is slow... can we speed it up?

A: A slow network is frustrating and can halt productivity. To speed it up, you can upgrade your hardware, optimise router settings, limit bandwidth-hungry apps, and regularly update network drivers. Again... we can help!

Q: Do my staff need USB cameras when working from home?

A: Most current laptops have great cameras built-in, so probably not. However, the better the image and sound, the better they can communicate. It might be worth investing in cameras, USB microphones and lighting for staff who speak to clients or prospects on video calls.

Break Language Barriers



You can use **Microsoft Translator** to translate text in real-time in Word, PowerPoint, and Excel. This is a great way to collaborate with people who speak other languages or to read documents in a different language.