

JULY 2022



TECHNOLOGY INSIDER



Your monthly
newsletter, written for
humans, not geeks

Hybrid working: Hate it or love it?

As a business owner or manager, How do you feel about hybrid working environment (a mix of working remotely and in the office)?

A lot of that will depend on how well it suits your business, and your own personal preferences about having people together in real life.

But also, on the tools you use for collaboration and productivity. We've seen a lot of our clients embrace Teams and other Microsoft 365 products. They've completely changed the way they work in a very positive way.

The flexible working debate rages on around the world. Recently a director at Apple quit due to a disagreement over being forced to return to the office for 3 days a week.

But here's some exciting news. Researchers carried out a study on home working after Hurricane Harvey hit Houston, Texas (this was before the pandemic).

It looked at productivity before, during, and after a prolonged stretch of remote working.

It found that company and employee resilience may be enhanced by remote work. But it also discovered there was no overall drop in the output level.

If you're not satisfied with your hybrid working right now, maybe we can help. Would you like us to review the technology you're using to see if we can make life easier for you and your team?

DID YOU KNOW... about Meta Business Suite?

Meta Business Suite helps businesses like yours connect with customers more quickly. It's a centralized way to manage messages from Facebook, Instagram, and WhatsApp. And there are exciting new toys on the way.

And there are exciting new toys on the way.

The first will let you send promotional messages via Messenger to people who have opted-in.

There's also a new way to generate leads. On Instagram, for example, you'll be able to add a 'Get A Quote' button to your posts.

And import information directly from Meta into your CRM.



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<https://www.linkedin.com/company/where-to-start-technology-solutions>



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Technology update

Unfortunately, Business Email Compromise (BEC) attacks have grown into an industry of \$43 billion annually.

That's where someone gets into your bank account or systems through your email. Cybercriminals are trying to get you to click a bad link so they can steal passwords or install software on your computer.

Between July 2019 and December last year, business losses due to email scams grew by 65%.

You can't use software alone to protect your business

You need a blend of security tools and staff training.

Do you think your business could be vulnerable through email? Most are...

We can help.
This is what we do. Call us.



Alan Helbush, Where To Start

WHO WILL BE THIS MONTH'S QUIZ WINNER?

Place your bets now, please.

1. What year did Microsoft first start selling a computer mouse?
2. Which company altered its Handycam after its infrared "nightshot" feature was found to see through clothes during the day?
3. In mobile phones, what does SMS stand for?
4. What is the difference between HTTP and HTTPS?
5. Which company owns Hotmail?

The answers are below

1) 1983
2) Sony
3) Short Messaging Service
4) The 's' in https means it is a secure connection now called Outlook
5) Microsoft. Hotmail is kind of still going, although





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**INSPIRATIONAL QUOTE
OF THE MONTH**

“Change is the law of life and those who look only to the past or present are certain to miss the future.”

John F. Kennedy

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#1

There are more than 5.1 billion active users on the internet, with Asia making up more than 50% of total internet traffic.

#2

90% of the world's data has been generated between 2019 and today

#3

Wearable technology is exploding, with global shipments expected to be 489 million devices by next year.

TECH FACTS

JULY 2022



**NEW TO
MICROSOFT
365**

**Never miss a
notification again**

Yes, notifications can be annoying. But what makes them worse is when they're in different places. It's too easy to miss something important.

Outlook is coming to the rescue with its 'notification pane.' It stores all your notifications in one central location so you'll never miss anything again.

You can also set working hours and a location for others to see. If you're working remotely, people will know when they can expect to hear from you.

How we use passwords is finally changing...

Passwords are annoying for most people. But, if you look at the best practice password advice, it's creating work for everyone:

- Generate long random character passwords rather than everyday words that the cyber criminals' automated software can quickly figure out.
- Use a different password for every single application and site.
- Never write passwords down or share them with anyone.

Yes, this is why we tell our clients to use a password manager. It's a safe and effective way to generate highly secure passwords, store them, and fill in the login boxes, so you don't have to.

Recently we've heard that tech giants Microsoft, Apple and Google has joined forces to kill off the password and introduce its replacement.

That's called a passkey.

It's effortless. You'll use your phone to prove it's you to log in to a site or service.

Your computer will search via Bluetooth to verify you're nearby. Because Bluetooth only works a short distance (typically less than 30 feet), this alone should stop most phishing scams.

It will then send a verification message to your phone. Finally, you'll unlock your phone in the usual way, with your face, fingerprint, or PIN, and that's it, and you're logged in.

We could see this new no-password login being introduced to some of the world's biggest websites and applications within the coming year. Exciting!

What do you think?



Q: I think I've clicked an unsafe link. What should I do?

A: The faster you take action, the less damage or data loss you'll suffer. Get in touch with your IT support partner immediately. It's always a good idea to have a response and recovery strategy in place for when this happens.

Q: My external drive isn't showing up when connected

A: First, make sure it's powered on! Try it in a different USB port and then on a different device. Doing this will let you know if the drive or your device is the issue. You may need to add it to Windows manually.

Q: What's the best antivirus software for my business?

A: Not all antivirus software is equal, and the best solution for your business may be completely different than it would be for the company next door. It depends on your infrastructure, applications, and if you have to meet any regulatory requirements. We'd love to help with a recommendation, so get in touch.

Business gadget of the month

While this might not be for everyone if you use a mouse and like something unusual, check out the Logitech Lift.

It's turned on its side, meaning you hold it more like a coffee cup than a traditional mouse, which could help alleviate wrist pain.

It also has a fantastic battery life and comes in colors other than black - including a lovely Rose.



WHERE TO START
TECHNOLOGY SOLUTIONS

To Set up a 15-minute exploratory video chat, visit www.WTSci.com/AlanHelbush or scan this QR code.



Alan's Calendar

How can you get in touch with us:

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