

MTC TECH TALK

*For Humans
Not Geeks!*

Your resource for the latest technology updates and opportunities for your success.



These Technologies Hold the Key To Growing Your Business

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Your Tech Tip of the Month

Did You Know... You Don't Need a Third-Party App to Screen Share?

Let's Ditch the Passwords

One Way or Another, Your People are Going to Take Your Business Down

The Biggest Security Threat to Your Business Is on Your Payroll

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After a roller coaster of a ride in 2020 and into 2021, businesses just like yours are looking to the future. Their eyes aren't just on recovery. Many businesses are eager to make up for lost time, and they want to bring new customers into the fold.

There are countless growth strategies out there, but one area offers a lot of options you can dial into your specific business needs: technology. Under the umbrella of tech, you have plenty to choose from. It really comes down to finding the right solutions that fit the current or future needs of your business.

This month, we'll dive into two ways you can utilize various technologies to grow your business in the second half of 2021 and in the years to come. Let's get started.

Using Automation

Many businesses have yet to crack the code on automation.

They aren't sure how to implement it and make the most of it. And that's okay. Automation comes with a few hurdles, like just getting started for one. It's an investment of time and money. However, once you get started, it does the rest.

A majority of daily business activities can be automated. One increasingly popular form of automation is artificial intelligence (AI), often used by chatbots. In the past, chatbots were useless. From the user standpoint, they never worked as expected. But those days are over; thanks to major strides in AI technology, chatbots are automation kings.

Chatbots are highly customizable. You can use them as the first "person" a customer or potential customer sees when they visit your website. From there, a chatbot can ask questions and mimic a real person. But here's where the automation really

comes into play: if a potential customer has a specific request or question, the chatbot can instantly direct them to the person within your company who can help. It saves a lot of time.

Automation is also useful when it comes to collecting data. Now, you can rely on numerous apps to collect different types of data and have it all sent to one place. For instance, you should have forms on your website where people can input data, such as their name and e-mail (and other similar data you may be interested in). You lock free content (such as special reports, books, videos, demos, offers, etc.) behind a “data wall.” Once a potential customer gives you what you want, they get access and you have a lead.

“There are countless growth strategies out there, but three areas offer a lot of options to support your business needs: Automation, Cybersecurity and Cloud Solutions.”

Investing In IT Security

Many businesses went through huge changes last year. One common change was the shift to remote or hybrid work models. In the process, these businesses had to figure out a lot of things on the fly, from how to get their employees up and running to making sure their data was secure.

Unfortunately, many businesses, particularly small and medium-size businesses, struggled to balance getting their employees up and running and staying secure, due to a lack of resources, support or know-how. They ended up having to focus on one or the

other – data security often got left in the dust. And in the mix of it all, growth completely fell off their radar.

We’re going into Q3 2021, but many businesses still lag behind when it comes to their IT needs. Not investing in network security, digital transformation, cloud solutions and an overall IT security strategy, has the potential to hold your business back and prevent the growth you’re looking for.

Here are a few questions to consider:

- Are you employees able to work from anywhere, on any device, at any time?
- Are your network and IT needs scalable? (Do they allow for growth or are they static?)
- Does your network and the technology in your office drive innovation and increase profitability?
- Is your network secure and is it staying ahead of cybersecurity?

These questions are a starting point. If you aren’t happy with the answers, it’s time to fill the gaps and give your business the advantage it needs for the future.

Getting Started

If your business is still lacking an overall IT strategy, you want to jump into the cloud or automate parts of your business, or you need to boost your data security, your best next step is to call us or a firm that specializes in IT solutions. You never have to do any of these things on your own – especially if you have questions or aren’t sure how to get started. A proper IT support partner can put your business on the path to hitting your growth goals and set you up for tech success!

Your Tech Tip of the Month **Picture It!**



Ever wish you could show someone exactly what you’re looking at? Perhaps you’ve got an error message on your screen and you’re working with us, to resolve it. Perhaps you want to show your boss the graph projection in Excel, but he just needs to see the chart. Or perhaps you’re training someone on your line-of-business software and you’re creating a reference sheet for them.

You can accomplish all these tasks and more by using the built-in Snipping Tool that comes with Windows. Here is how: <https://bit.ly/MTC-TT-Snip-It>

Did You Know... You Don't Need a Third-Party App to Screen Share?

If you found yourself teaching older members of your family how to use Zoom last year, you'll understand the frustration of trying to explain something without being able to see what the other person can see.

In these cases, screen sharing can be very helpful.

However, downloading a third party app to do this isn't always straightforward. And it relies on the other person being able to do the same.

Here's the answer. Did you know you can use Quick Assist on Windows PC? Just type 'quick assist' in the taskbar. You'll be given

two options: 'Give assistance' and 'Get assistance'. Select the one you need and simply follow the instructions on screen.

A word of warning: only allow this kind of access to your device to someone you know and trust.



Let's Ditch the Passwords



Don't panic, we haven't gone completely crazy. We're still the security-conscious company you know and love.

But passwords are a pain:

- First it was "remember to change your password frequently"
- Then it was "use randomly generated passwords"
- And then "don't forget to use a password manager"

Things change so often it's hard to keep up. However, we're lucky that we're being given new, more secure ways to keep our people and data protected.

And with biometrics becoming more widely used, it's time you make some more changes to the way you log into your devices. Sorry.

What are biometrics? You may already be using them – it's when you use facial or fingerprint recognition to unlock your device. Retinal scanning is even a thing (although not yet widespread for everyday devices). And they give you an added layer of security because someone can't steal your fingerprint or your face!

You can also use biometrics across your apps and software to give you more protection from cyber criminals. It means that should someone steal your device, or access it remotely, they can't access your accounts and data. What better way is there to protect your accounts?

If you have questions about this, or other ways to secure your devices, reach out to us – we're here to help: (845) 237-2117.



One Way or Another, Your People Are Going to Take Your Business Down

The threat of an insider attack in your business is more real than you realize.

Of course, it's not always intentional. Most insider attacks happen because of naivety or negligence. Perhaps you haven't educated your people on cyber security and the red flags to be aware of. Possibly someone had a momentary lapse in judgement. It happens, a lot.

But almost a quarter of insider attacks are malicious.

That's someone on the inside actively stealing your data or allowing others access to it. This may be someone with a grudge, someone looking for financial gain, or even someone who has already left the business. So, what plan do you have in

place to tackle and reduce your risk of an insider attack? Because as with everything in business, planning is the best way to get ahead. And with the estimated cost per insider attack being hundreds of thousands of \$\$\$, can you afford not to create a plan to protect your data?

We call it an insider threat strategy, and it covers everything from training to staff exit planning.

To help you plan and build a strategy for your business we wrote down our thoughts on the topic and created a guide for you to download. (see below) Please know that, whenever you're ready to take action or need help, we're here to talk.

You can always book a, no obligation, 15-minute (video) call with us: <https://calendly.com/meetingtreecomputer>

I know I just saved a document, but I can't find where it went

This is more common than you think. You click 'save' and when you try and reopen your file, it's not in the folder you thought you'd saved it to. Don't worry, simply open up a folder, click on 'recents' and your document should be there. Look at the file information and it will show you where you've saved it.

I clicked a link in a phishing email. What do I do?

First, do not enter any data. Disconnect your device from the internet. If you've got malware, this will stop it from spreading. Run a full malware scan. And then consult an IT expert. They'll advise how safe your backups are, and whether you need to change any passwords.

My apps keep crashing, what's wrong?

In true IT support style: have you tried turning your device off and on again? If it's still happening, try deleting the app and reinstalling it. If it's still happening, you may be low on storage space.

The Biggest Security Threat to Your Business Is on Your Payroll



Revealed: The real cost of insider attacks - and your strategy to prevent them

The chance of your business's data being breached by an inside attack is high. Most inside attacks are accidental. A well-meaning employee clicks on a bad link by mistake. But there are some attacks caused by malicious attackers, deliberately looking to do damage, or make money.

Both of these kinds of attacks can be prevented and minimized by focusing on five key areas in your IT strategy.

Read our new guide, now, to assess how prepared your business is:

<https://bit.ly/MTC-biggest-threat-revealed-PDF>

This is how you can get in touch with us:

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