

MTC TECH TALK

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Not Geeks!*

Digital Transformation Is About Much More Than Innovative Technology



What's In This Issue?

Beware Of Too Good to Be True
Facebook Ads

Collaboration Tools Are Great.
But Are They a Security Risk?

AI: Have You Jumped on
The Bandwagon Yet?

Your Monthly
Technology Update

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Ambitious business owners always look for new ways to help their business develop, improve, and grow, no matter how successful it already is. Technology plays a pivotal role in this. To maximize the benefits of your technology investments, it is crucial to continuously assess and adapt the technology you use in your business and implement strategies that align with its growth objectives.

However, implementing advanced digital solutions simply because they're shiny and new and because "everyone else is doing it" will not get you the ROI you may have hoped for.

Digital IT transformation is far more than a buzzword and includes much more than updated hardware and software. It's about using modern technology to create or modify business processes and customer experiences. It involves adopting new tools, systems, and processes, a commitment to reshaping how employees work, and often transforms the company culture.

As you can imagine, the process is not a simple one, but the benefits of digital transformation are clear:

Improved Efficiency: Streamlining operations and automating routine tasks can increase productivity and significantly reduce operational costs.

Enhanced Customer Experiences: Digital tools enable personalized experiences, meet customer expectations, and build loyalty.

Data-Driven Decision-Making: Access to data analytics allows for informed, data-driven decisions that can drive growth and optimize strategies.

Competitive Advantage: Embracing digital technologies can help stay

ahead of competitors and seize new opportunities in the market.

Scalability: Scalable digital solutions accommodate growth and evolving business needs.

Case Study: The Business's Digital Transformation Journey of "Lawyers, Lawyers & Lawyers, LLC."

Consider a hypothetical example of a local law firm, "LL&L", a reputable legal practice with a rich history. "LL&L" faces several challenges:

Manual Processes: The firm relies heavily on manual processes for document management, research, and case tracking, resulting in time-consuming and error-prone workflows.

Client Expectations: Clients increasingly expect quicker responses, more transparent communication, and secure online access to their case information. And,

Employee Productivity: Staff members find themselves overwhelmed with administrative tasks, leaving less time for legal research and strategic counsel

When enough became enough, "LL&L" hired an experienced IT support provider, "Digital Solutions Inc.". "DS, Inc." thoroughly assessed their systems and identified areas where digitalization would yield the most significant benefits.

"LL&L's" Digital Transformation Journey Included:

Document Management and Automation: The firm implemented a robust document management system that streamlined the storage and retrieval of legal documents. Automation tools were employed to handle routine administrative tasks, such as document assembly, contract review, and billing, freeing staff to focus on higher-value legal work.

Client Portal: To meet client expectations for transparency and accessibility, the firm introduced a secure client portal. Clients could now log in to access case updates, billing information, and relevant documents 24/7. This improved client satisfaction and reduced the volume of client inquiries and administrative overhead.

AI-Powered Legal Research: "LL&L" adopted AI-powered legal research tools to enhance the efficiency and accuracy of legal research. Lawyers could access comprehensive databases and receive relevant case law and precedents within seconds rather than hours or days.

Employee Training and Skill Development: The firm invested in training programs to ensure its employees were proficient in using the new digital tools and technology. Staff members were encouraged to develop new digital skills and adapt to the changing legal landscape, fostering a culture of continuous learning and improvement.

The results were remarkable:

Growth and Profitability: The firm experienced remarkable growth in its client base, attracting new clients impressed by the modernized client experience. Revenue increased due to improved billing accuracy and timely invoicing. And new revenue streams were explored through innovative digital services, such as online legal consultations.

Efficiency and Productivity: Legal processes were expedited, enabling the team to handle more cases more efficiently. Automation reduced errors and improved accuracy in document preparation and review. And time previously spent on administrative tasks was redirected to high-impact legal work.

Customer Experience: Clients reported higher satisfaction with the firm's services, particularly regarding communication and transparency. The client portal became a valuable tool for clients, providing access to case information and updates anytime, anywhere.

Employee Experience: Staff members embraced the new digital technology and found their work more engaging and satisfying. Enhanced collaboration and communication tools facilitated seamless teamwork among attorneys, paralegals, and support staff, and employees gained more flexibility to balance work and personal life, contributing to their overall job satisfaction.

By embracing technology and streamlining its operations, "LL&L" was able to provide more accessible and efficient service to its clients, achieved unprecedented growth, and saw a substantial decrease in employee turnover.

Digital Transformation is About More than Implementing Innovative Technology.

Successful digital transformation isn't just a business growth strategy; it's a holistic approach to evolving in the digital age. It represents a profound shift in the very fabric of a company. It fosters a mindset of adaptability, continuous learning, and a willingness to embrace change. Investing in your workforce's readiness and willingness to adapt to the digital age will pave the way for a smoother transition and set the stage for long-term success and competitiveness.

If you're ready to tackle the digital transformation challenge for your business, let's schedule a no-obligation conversation to run through the most critical areas for you. Contact us here or call us at 845-237-2117.

In the meantime, here's a great quote from transformation scientist George Westerman: "When digital transformation is done right, it's like a caterpillar turning into a butterfly, but when done wrong, all you have is a really fast caterpillar."

Beware of These “Too Good to Be True” Facebook Ads

We’ve all been there. You’re scrolling through your Facebook feed, and an ad pops up promising to help you grow your business with some AI-powered software...

Sounds tempting, doesn’t it? Without giving it much thought, you click to see what it’s about.

Bad news: This is a big red flag.

Cyber criminals have been found creating Facebook ads that promise to supercharge your productivity and revenue. But when you click, there’s a catch.

You might think, “Who’d fall for such an obvious trick?”

But let’s be real. When you’re a small business owner juggling a million things at once, it’s easy to take the bait. And these hackers are smart. They know how to make their phony offers look legit, and how to hide the malware on your computer so it’s hard to spot.

How do you stay safe? First, be skeptical of offers that seem too good to be true, because they often are. You can verify ads by Googling the advertiser before clicking on them. And above all, take steps to secure your Facebook account. Use two factor authentication, where you use a second device to prove it’s really you logging in.



This is another stark reminder of the importance of good cyber security. Yes, running a business is a juggling act, and adding another ball to the mix might feel overwhelming. But think of it this way: Would you rather spend a little time now securing your account or a lot of time later dealing with the fall out of a breach?



Who doesn’t love the convenience of workplace collaboration tools and messaging apps like Slack, Teams, and Zoom?

We can chat with colleagues, share files, hold meetings, and even discuss sensitive topics without leaving our comfy home offices. It’s all sunshine and rainbows... until cyber attackers decide to rain on your parade. You see, whilst these platforms have become a blessing for productivity,

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they’ve also opened a Pandora’s box of cyber security risks.

Did you know that Slack, despite using encryption, does not feature end-to-end encryption? It’s believed this is so clients can maintain visibility into their company’s communications.

Or if you use WhatsApp for your business, it has been exploited in a variety of social engineering attacks?

And let’s not forget Telegram, which has become a prime target for cyber attackers.

This has given birth to a new attack category – Business Communication Compromise (BCC), a sinister cousin of the more familiar Business Email Compromise (BEC).

82% of data breaches involve the human element, according to a 2022 Data Breach Investigation Report. An

innocent click on a phishing email, and your communication platforms become a playground for cyber attackers.

Here’s how you can stay safe.

- Enforce strict access controls, so only people who are supposed to get into your platform, can do so. Something simple like multi-factor authentication can be a powerful deterrent.
- Implement data loss prevention measures. Use a system with encryption and make sure lost or stolen devices can be remotely wiped.
- And train your team how to protect sensitive information.

If we can help you stay better protected, get in touch.

AI: Have You Jumped On The Bandwagon Yet?

Do you ever find yourself asking, "What is all this hype about AI?"

If so, you're not alone.

The buzz around artificial intelligence (AI) and its potential to revolutionize every aspect of our lives is inescapable. But how can you navigate through the noise and truly harness the power of AI to meet your business's big goals?

It's a question that keeps many business leaders awake at night.

Imagine being able to predict market trends before they happen, or to streamline your operations with almost exact precision. This isn't some far-off dream; it's the promise of generative AI.

But there's a lot of speculation around AI. Right now, it's uncertain, so... should you simply wait and see what happens?

Of course not!

Imagine this: You're working on a presentation in Google Slides. But instead of manually inputting data, your AI assistant pulls relevant account, contact, and opportunity data from Salesforce, generating customized content.

Or you're drafting an email in Gmail, and your AI assistant helps write personalized messages to clients or leads.

Okay, so it might not work as seamlessly as this just yet, but now is the time to start exploring generative AI. Yes, there's a lot to learn and understand, but isn't that part of the thrill of doing business in the 21st century?



But one thing to keep in mind amidst the excitement, is not to lose sight of your core aims, goals, and cultures. What good is a new AI system if it doesn't align with the way your business behaves? Will it generate revenue? Can it reduce your costs? Will it boost productivity? If not, perhaps it's not the right move for your business right now.

The hype around AI is deafening, and the path ahead is not clear at all, but the potential rewards are too great to ignore.

Q&A

How can I tell if my email has been hacked?

The most obvious sign is if you can't login. But it's not always that simple. If you suspect something is off, check your sent items and login activity for anything that wasn't you. We can help if you're worried.

Should I allow BYOD (Bring Your Own Device) in my business?

If managed correctly, it can be an excellent option for some. However, it does pose a serious security risk if you don't regulate it correctly. Our advice? Seek expert help to get it set up

Does my business need cyber insurance?

If you store or send data, it's a good idea. Every business is vulnerable to an attack or an employee's error which puts you at financial risk, so insurance may remove some of the financial burden in such a situation.

Technology Update

Did You Know...

Chrome Plans to Highlight Risky Extensions

Google is planning to make extensions safer for everyone, by actively highlighting the ones that have been made unavailable in the Chrome Web Store.

There are three reasons an extension may disappear:

- The developer has removed it
- It breaches Google Web Store policy
- It's malware

This new feature will leave you in no doubt about the potential risk of an extension that's suddenly vanished.



This is how you can get in touch with us:

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