TECH TALK

MONTHLY

YOUR MONTHLY DOSE OF
TECH & BUSINESS NEWS

MONTHLY UPDATE FROM KEVIN

Happy New Year!

The new year is often considered a clean slate full of promise and wonder. A time to reflect on what we want to improve.

The last couple of months of 2021 were a major eye-opener regarding Cyber-Security.

First with the FBI being the victim of a sophisticated attack that allowed malicious actors to send out hundreds of thousands of emails that appeared to be from the FBI.

Then the Log4j exploit that was uncovered not a month later which turned out to affect many different systems and platforms across pretty much every industry.

These events made us reflect on the state of Cyber-Security in the world and the services that we provide to our clients. And we realize that there is always room for improvement. So our New Years Resolution is to take a deep look at what improvements can be made to both our internal systems and those of our clients.

We will be making improvements and additions during the year to harden our systems and procedures to make sure that we are providing our clients with the best solutions that we can deliver.

Feel free to schedule a complimentary 15 minute call with us so that we can talk about how we can improve your Cyber Security.

Until then, stay safe,

Founder - Solutions Unlimited

Kevin

DID YOU KNOW?

The computer "bug" was named after a literal bug found in a computer.

An actual moth trapped in a computer relay of the Mark II is the reason "debugging" is a used to describe fixing code.

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02 HOW TECHNOLOGY SOLVES MANAGERIAL PROBLEMS IN SMALL BUSINESSES

Before the digitalization of the business sector, it was impossible to comprehend how easily you can perform business tasks today. Every business industry is drastically changing by integrating new and advanced tech tools. The way you communicate with clients and other employees is different from how it used to be. This is possible because we now have the tools capable of solving our problems in a better way. Here are some ways in which technology is solving managerial problems in small businesses:

Resource Planning

Whether you are a small business or an enterprise, you will agree that managing your resource is a challenge. Especially, when you are a start-up, you need to visualize your business process and create effective resource planning. By integrating Enterprise Resource Planning tool into your business infrastructure in an efficient way to solve departmental problems including finance, sales, marketing, and accounting.

The management team is responsible to solve problems for all the departments and streamline the coordination between front and back offices. An ERP program offers solutions to problems and helps the management team to make better decisions using insights.

Collaboration Tools

Many businesses have different outlets or locations that function independently. Sometimes, these branches collaborate on a project or share information from headquarters to follow the same standards and stay on the same page. A manager by integrating a collaboration tool can streamline the communication between both ends. These tools are not only beneficial for enterprises, but small businesses can also solve their problems. If you manage a small business, you can effectively collaborate with your clients and instantly share data.

These tools are also helpful for employees working remotely. That way, they can consistently stay in touch with their team.

Furthermore, you can also utilize collaboration tools for time management and project management. It also enables you to improve the customer-client relationship and simplify the workflow.

Business Analysis Tools

In an enterprise, management can create and run an entire department for business analysis. However, that is not possible for small businesses with limited resources. Therefore, as a small business owner, you should consider integrating business analysis tools. So, without hiring a professional team, you can crunch the data with this automation tool. It helps improve the productivity of your employees by generating accurate insights for improved decision making.

Many employees ignore the micromanagement practices, and it's a huge drain on management. By using a tool that produces insights about employees' productivity, you can achieve your business goals. You can also enhance the relationships between

staff and the management with this data-oriented system as it eliminates personal opinions in favor of objective data. An analysis tool helps your employees meet their deadlines and keep new projects in line based on the priorities.

Decision Support System

A decision support system or DSS helps operational management to gather the data and generate insights for better decisions. This tool saves a lot of time for the management team enabling them to solve complicated problems.

They can reduce decision cycle time and increase employees' productivity. This tool also helps with collaboration and communication and helps share facts and assumptions with the employees. With these tools, your business management team can learn new techniques and concepts. As a result, they can come up with productive ideas and implement new practices based on data.

ELGATO STREAMDECK

If you love automating tasks, the Elgato Stream Deck is the perfect gadget for the job.

Featuring 15 fully-programable LCD keys that you can use to launch a program, adjust audio, switch scenes for streaming and so much more.

The simple drag and drop interface makes changing your key shortcuts a breeze.

You can even turn a key into a folder so that it has other nested functions beneath it. The possibilities are only limited by your imagination!

REDUCE WORKSPACE STRESS USING TECHNOLOGY

03

Many business owners focus on reducing work-related stress to keep their employees active and healthy. This way, they can focus more on their work instead of taking leave. Your employees should feel motivated while they are in the workspace. This way, they can evaluate and organize their life in a better way to ensure optimal work and life balance.

Why Should You Reduce Stress?

You should reduce workspace stress for numerous reasons. To know the importance of reducing stress, you must understand how it affects your employees' physical and mental health. Consequently, it will impact business activities, hindering any progress towards long-term goals.

Reduce Stress with Technology

The main reason for workspace stress is a lack of productivity and focus. However, you can utilize technology for good, thereby reducing stressful work routines. Numerous applications are available to help your employees focus and manage their routine. Here, we will discuss some of those tools:

Project Management

Managing projects without any tools is a hectic task. Planning, prioritizing, and tracking tasks will take up a lot of your time. However, you can rely on different tools to perform these activities. Integrate those tools, so your employees don't feel burdened. You can choose between popular tools such as Asana and Trello.

Time Management

When your employees are unable to focus and perform tasks due to stress, they can't practice effective time management. Eventually, this will add to their stress and pressure. Tools such as Pomodoro are an amazing option to manage time in your workplace. When your employees meet deadlines, they can focus on other tasks or relax.

Collaboration

Other time-consuming activities involve collaborating and communicating with colleagues. You can streamline internal communication by integrating tools such as Slack, Google Drive, and Basecamp. These tools will not only help your employees communicate with each other, but they can also share and receive files and track their tasks. Furthermore, these tools will keep your tasks and conversations organized for future reference.

Stress Relief Apps

You can introduce various stress-reducing applications among employees. For instance, applications that reduce anxiety will keep your employees calm and happy. You can share these applications that make it mandatory to relax for five minutes after working for an hour. Applications such as Mindwell and The Breathing App are popular for reducing stress.

Increasing workload and giving your employees a tough time will have a negative effect on your business. With excessive stress, your tasks will become counterproductive, and employees will lose their focus. If you want to improve employees' productivity, start by reducing workspace stress.

REASONS TO USE GOOGLE ANALYTICS FOR MARKETING CAMPAIGNS

04

Google Analytics is a tool that enables businesses to evaluate their website's traffic. With Google Analytics, you can improve your marketing campaign by analyzing various factors that affect the success of your campaign. It generates information about your target audience and their search on search engines.

This tool not only enables you to understand your customers but also provides a better user experience to the website. To enhance user experience, Google Analytics ranks your website on top searches. This is how it helps your campaign.

• It helps you identify the effective channels that drive more traffic to your website.

• You can find the marketing channels that generate more profit.
• Provide valuable information for your website's demographic.
• Enable you to analyze the top pages on your site.
• Shares information to identify the reasons for an increase in bounce rate.

Google Analytics helps you deliver high-quality content to attract more people. To achieve this target, it provides information that you can use to increase traffic. The information includes sources of traffic, most visited pages, and audiences' interest. By obtaining all of this data, you can effectively run marketing campaigns and head in the right direction.

WHAT IS A NFT?

05

NFT stands for non-fungible tokens. They are the latest cryptocurrency that has exploded to the mainstream. After digital artist Beeple sold his NFT at Christie's action house for $69.3 million, NFTs got thrust to the mainstage of peoples attentions.

So what is a NFT? Basically you can transform anything digital into a one of a kind collectible that can be easily verified and traded in a blockchain. A good example would be if you had one bitcoin and traded it for another bitcoin, you would still have the same thing.

NFTs are totally unique and one of a kind, two will never be the same. Some examples of big NFT sales have been Jack Dorsey's first tweet going for more than 2.5 million and the original Nyan Cat gif went for over $600,000.

So are NFTs worth the money? It's impossible to know at this point in time. In the meantime if you want to check out what NFTs are for sale the most commonly used marketplaces for them are Mintable, Nifty Gateway, OpenSea and Rarible.

HOW TO OPTIMIZE YOUR BUSINESS WEBSITE

06

These basic optimization tips can greatly improve your website:

Layout: Designing an attractive website layout grabs the users' attention and makes sure they come back.

Navigation: Easy navigation from one webpage to another provides a user-friendly interface.

Content Optimization: Optimize the content on your website according to the products/services that you provide.

Categorize: Categorize the important elements of your website, so the users find what they are looking for easily.

Keyword Research: Keywords that correspond with your business, products, and services.

Responsive Call-to-Action: Add CTA buttons that are responsive in real-time

HOW CRM TOOLS CONNECT YOUR BUSINESS WITH CUSTOMERS

07

CRM or customer relationship management tools connect you with customers instantly and streamlines your relationship with them. That is why many businesses are shifting to CRM tools to improve consumer interactions' consistency and quality.

With a CRM tool, you can collect information and data about your customers. Understanding your customer will help you provide amazing products or services. CRM tools also help with customer segmentation. Categorizing your customers will understand the individual needs of customers and target specific audiences based on their liking and preferences. You can develop a better relationship with your customers by relying on customer retention. CRM helps you follow-up with customers on appointments and other activities. When you actively respond to customers, they will know how serious you consider this relationship. With CRM, you will be with your customers when they need you.

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 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 a $250 Amazon Gift card!

Simply introduce me via email to kevin@suisc.com and I'll take if from there. I personally promise we'll look after your friends business with a high level of care and attention (just like we do with all our clients).

NEED A LAUGH?

Four fonts walk into a bar. The barman says, "Oi - get out! We don't want your type in here!"

TECHNOLOGY TRIVIA

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!

The question this month is:

What's the pseudonym used by the mysterious creator of Bitcoin?

The first person to post on our Facebook page and answer correct gets a $10 Amazon Gift Card!

We've got some big things in store for 2022!

And at the center of it all is our clients -
You drive every decision we make. Having happy clients that know they can rely on us is always our goal. We are pumped for a new year and can't wait to make it the best one yet!
Cheers!