

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 be 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, 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 center of your digital transformation.

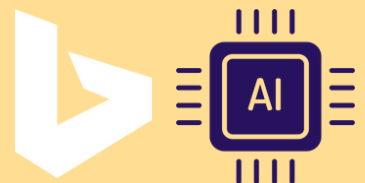
**If we can help you with any kind of technology project, get in touch.**

## 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.





## INSPIRATIONAL QUOTE OF THE MONTH

*"It's fine to celebrate success but it is more important to heed the lessons of failure."*

Bill Gates, Co-founder of Microsoft



## Technology update

### Introducing 'People view' in OneDrive

Microsoft is at it again with more innovative features. This time it's releasing 'People view' in OneDrive Web. It's designed to make it easier to access shared files, and is integrated directly into OneDrive. This is perfect if you regularly receive files from different people and need an easier way to locate them.

#### The best part?

Using People view is a breeze - **just select a file or folder like you would with any other item in OneDrive.** It's designed to keep you organized by grouping shared files. We believe it's both user-friendly and intuitive.



# TechFacts

1

30% of techies lie about their jobs to friends and family to avoid giving technical support for free... we would never do this!



2



More than 570 new websites are created every minute

3

A single Google query uses 1,000 computers in 0.2 seconds to retrieve an answer



NEW TO  
**MICROSOFT**  
**365**

## Outlook for Windows to replace Mail and Calendar apps

Microsoft is shaking things up again, this time with Outlook. By this time next year, the Mail and Calendar apps will have been replaced with a brand new Outlook for Windows.

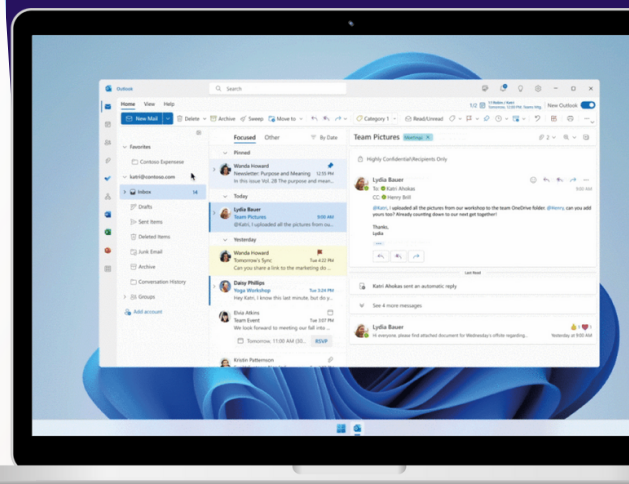
If you're subscribed to Microsoft 365 you're all set. But even without a subscription, you can use it with your personal email accounts like Gmail. It's already got some cool features, but heads up, offline support isn't available yet.

## HERE'S YOUR QUIZ FOR SEPTEMBER

- 1) What does the GPT stand for in ChatGPT?
- 2) What name was Windows known by in its earliest days of development?
- 3) What computer is the best-selling single model personal computer of all time?
- 4) What was the Mac's first web browser called?
- 5) 'Confinity' was the former name of which well-known company?

The answers are below.

- 1) Generative Pre-trained Transformer
- 2) Interface Manager, back in 1981
- 3) Commodore 64, selling 30 million units between 1982 and 1993
- 4) Sambar, in the early 90s
- 5) PayPal





## 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 cyber criminals. 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.**

### Business gadget of the month

## The laptop cooling pad

When you're working so hard your fingers are smoking, it's a good idea to make sure your laptop isn't at risk of smoking too. Not only is it bad for your battery, but it can slow performance too. And that could damage the long term health of your device.

Enter the laptop cooling pad. These clever little gadgets cool your laptop down with fans and of course, they're as portable as your laptop is. This Liangstar one is our favorite, because it's got quiet fans and an adjustable stand!

**\$18.99 from Amazon.**



### 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, optimize 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.



**This is how you can get in touch with us:**

**CALL: [267.254.2025](tel:267.254.2025) | EMAIL [Support@popquizcomputers.com](mailto:Support@popquizcomputers.com)**

**WEBSITE: [www.PopQuizMsp.com](http://www.PopQuizMsp.com)**