JANUARY 2024

TECHNOLOGY INSIDER

Strategy

Your monthly newsletter, written for humans not geeks

Put these 7 things in your 2024 IT strategy

As we enter 2024, it's the perfect time to set the stage for an AMAZING year. And one crucial part of this is reviewing your IT strategy.

You don't have one?? A great time to pull one together then.

Think of it as your business's tech roadmap – a clear plan that shows how you'll use technology to drive growth, efficiency, and innovation.

We believe your strategy should cover these 7 areas:

1. **Business goals alignment:** Your IT strategy should align seamlessly with your business goals. It's not only about your technology, it's about how that tech can help you achieve your bigger objectives.
2. **Security first:** Cyber security is no joke, and your IT strategy should make it a priority. Protect your data, your customers' trust, and your reputation.
3. **Budget and resources:** Outline your budget for tech investments and ensure you have the right resources in place to execute your strategy effectively.
4. **Technology stack:** What tools and technologies will drive your business forward? Make sure your IT strategy identifies the right solutions to meet your specific needs.
5. **Scalability:** Think about next week, next month, next year, not just today. Your IT strategy should be flexible enough to grow with your business.
6. **User experience:** Don't forget about your team. Consider how your tech choices impact your employees' daily work – a happy team is a productive team.
7. **Data management:** How will you collect, store, and use your data to make informed decisions?

An effective IT strategy isn't just about following the latest tech trends blindly. It's about harnessing the right technology to drive your business forward, all while keeping an eye on security and your bottom line.

Creating or refining your IT strategy can feel like you're diving right in at the deep end, but you don't have to do it alone. We can help you create the right strategy for your business. Get in touch.

DID YOU KNOW...

Google has saved people 10,000 years of waiting for web pages to load?

In August 2021, Google updated its search ranking algorithms to favour websites that are fast and user-friendly.

This put pressure on website owners to make their sites perform better. Now Google says it's saved us 10,000 years of waiting for web pages to load, and more than 1,200 years of waiting for web pages to respond to input.
Thanks Google!

TechFacts

1. Google's original name was "Backrub" because it analysed the backlinks to websites. **These are still considered one of the most important factors to determine the importance and visibility of a website**.

2. The first 3D printer was developed by Chuck Hull in 1983. **It was called a "stereolithography apparatus", later the SLA-1. This was the starting point of a new era for manufacturing.**

3. The first YouTube video was uploaded by co-founder Jawed Karim on 23rd April 2005. **"Me at the Zoo" is 19 seconds long. Jawed stands in front of elephants at San Diego Zoo and talks about their long trunks. It's had 294m views!**

Technology update

Microsoft is saying goodbye to its Tips app for Windows 11

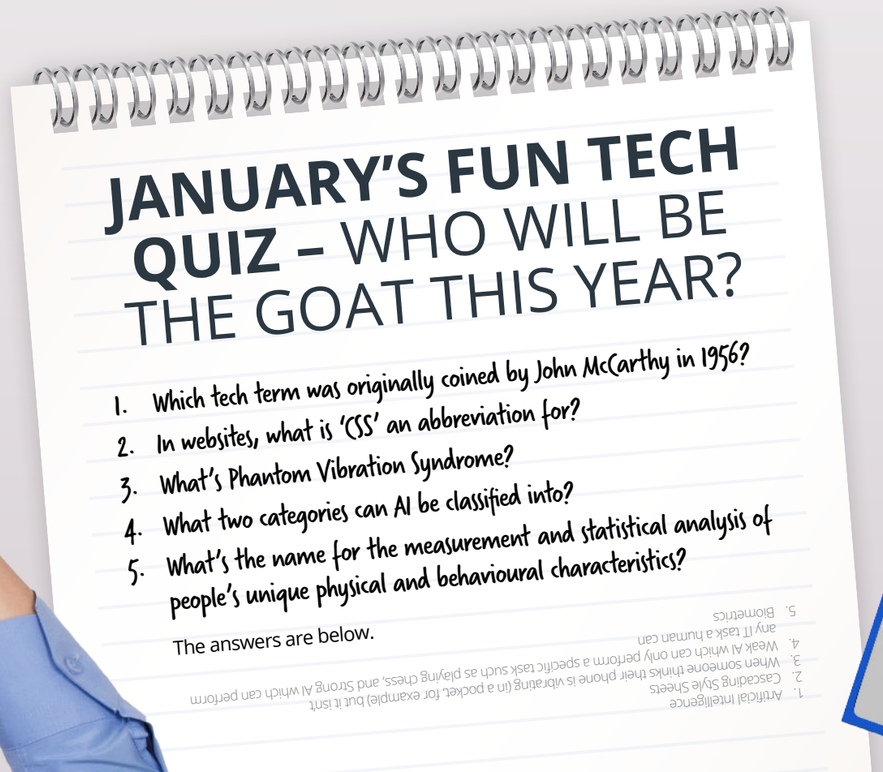
Microsoft thinks Windows 11 is so easy to use you won't need its Tips app anymore. The tech giant's added it to a list of features that will be deprecated.

While Microsoft will continue to update the app with new content for as long as it's preloaded in Windows, Tips is likely to vanish entirely with the next major update (expected in the summer).

INSPIRATIONAL QUOTE OF THE MONTH

"Your most unhappy customers are your greatest source of learning."

Bill Gates, co-founder of Microsoft



NEW TO MICROSOFT 365

Let Copilot organise your tabs for you

Is there no end to Copilot's ability to keep you more organised and productive? Apparently not.

Now, you can ask your AI assistant to organise your tabs in Microsoft Edge. It will group together tabs that are similar and use colours and labels to help you tell the groups apart. Simply open Copilot and ask it to "organise my tabs".

Is your business **part of the 21%?**

Have you ever heard the saying that every company is now a technology company?

It's a phrase that's been buzzing around the business world, and it makes you wonder... is it really true?

Here's the surprising reality: Stats reveal only 21% of companies are truly incorporating technology into their strategic thinking in a meaningful way.

But don't worry if you're not in that 21% just yet. Here are five ways you can be inspired.

First, learn from success stories. Look at other businesses that have embraced technology effectively. What did they do? How did it benefit them? Use these examples as a source of inspiration.

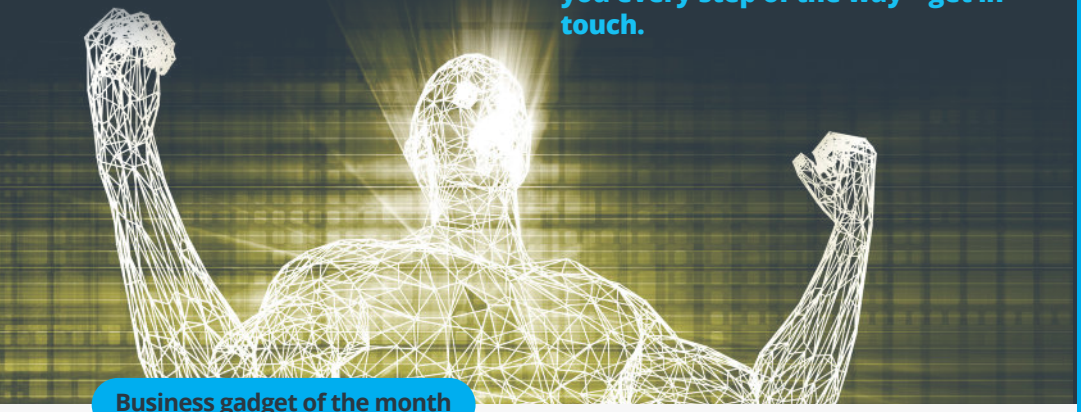
Second, find yourself a tech partner. You need someone who can navigate this complex tech world alongside you. Look for a tech expert who can help you understand the potential of technology (we can certainly help with that).

Third, get a grasp of the impact technology can have on your business. Ask your tech partner to give you ideas of how technology can give your business a boost.

Fourth, dip your toes into low-code or no-code solutions. You don't need to have a computer science degree to leverage technology. Start with user-friendly tools and see how they can streamline your operations.

Lastly, participate in workshops. It's not just about learning, it's about envisioning a different future for your company. Get involved in sessions that encourage you to think creatively about how technology can shape your business.

Remember, you don't have to do this alone. We're here to support you every step of the way – get in touch.



Q: Should I be ditching passwords for Passkeys?

A: In short, yes. Passkeys are more secure and easier to use. They're not available to use everywhere yet, but they're rolling out.

Q: My team use their phones for working. Should I give them company-issued phones?

A: If they're accessing company data on personal phones, you need to be aware of the security risks. Supplying company devices means you have more control over the security measures used, like encryption and remote wiping.

Q: Some of my team are using AI to help them with their role. Should I monitor this?

A: You should keep an eye on what tools your people are using, and what data they're sharing with them. Consider AI training for everyone, to make sure you don't have any security issues.

Business gadget of the month

TP-Link RE700X Wi-Fi extender

If your team ever work from home, we bet some of them suffer from patchy Wi-Fi.

Sometimes this is caused because they're working too far away from the router.

That's where this TP-Link Wi-Fi extender comes in. The performance is great, and you can link them together to create a network across a home.

£89.99 from Amazon.

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