

technology times

**Cybersecurity solutions
as managed services to
help protect your business
from hacker attacks**

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Velocity Managed Cybersecurity Services

Velocity Technology provides the following Cybersecurity solutions as managed services to help protect your business from hacker attacks. If you don't protect your business you will eventually get hacked.



Security Awareness Training

Training your users on how to spot malicious emails or websites can save your company from ransomware or malware that will steal your intellectual property. This training consists of an in-person 1 hour briefing, online video training, two test emails per staff member per month and reporting on your staff's progress.



Fully Managed Firewalls

Our fully managed firewall systems are monitored and maintained 24x7 by our support team. This managed security service is continually updated and provides a complete Unified Threat Management (UTM) solution that includes content filtering, bandwidth control, intrusion prevention, advanced malware protection, application management and identity-based security policies.



Penetration Testing Services

Velocity Technology can provide penetration testing services for your computer network on an annual, or once off basis to determine the vulnerabilities that exist in your computer network.



Breach Detection

This solution installs a small appliance on your network that appears to be a server so that if an attacker has gained a foothold, say on a user's workstation, and then starts probing around, then we will receive an alert if they try to access the appliance (that appears to be a server). We can then notify you of this breach of your network.



Dark Web Monitoring

Billions of email/username and password combinations have now been captured by hackers and are being sold on dark web marketplaces. This service reports what breaches have occurred that contain an email address or username tied with your email domain and if included in the data, the password that accompanied it.



Application Whitelisting

Application whitelisting is designed to provide endpoint control over what software can run, and what resources it can access.



Ringfencing

Ringfencing adds a second line of defense for which applications are permitted on your network. First, it defines how applications can interact with each other, and then controls what resources applications can access, such as network, files, and registry.



Continuous Vulnerability Scanning

These services can provide regular daily scanning of the internal IP addresses of your company network. We can also provide a service for external vulnerability scanning of your Public IP addresses such as your Internet connections.

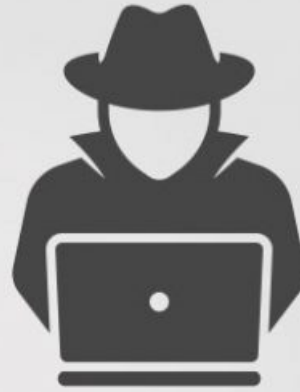


Managed Detection & Response

Today's state of the art malware detection services use a combination of AI, Machine Learning and human analyst intelligence to root out even the sneakiest bad guy. We offer two such systems that target different aspects of cyber-threat actors to provide a comprehensive End Point Detection and Response protection platform.

Contact us today to find out how you can increase your level of cybersecurity!

How can private browsing protect your online privacy?



You may not know it, but some of the websites you visit or apps you download leave a trackable digital footprint. One step you can do to avoid leaving your online behavior exposed to third parties is to use private browsers to surf the internet.

What is private browsing?

Your web browser — whether it's Chrome, Edge, Firefox, Safari, or Opera — stores the URLs of the sites you visit, cookies that track your activity, passwords you've used, and temporary files you've downloaded.

This can be convenient if you can't remember your login details or if you're trying to recall a website you visited a few days ago. The feature also helps speed up the loading time of websites you frequently visit. But if someone else uses or gains access to your computer, your most private internet activities are exposed for that user to see and exploit.

Private browsing is a feature known by various names across different browsers. For instance, it's called Incognito Mode in Chrome and InPrivate Browsing in Edge. When you use this feature, the browser does not record your browsing history, passwords, and temporary files. Instead, all this information is discarded as soon as you close the browser. You're also instantly logged out of all accounts you accessed using the private window, which comes in handy when you're using a public or shared computer.

Furthermore, tracking cookies are not stored when you surf the internet with a private browser. Such cookies are small bits of data used to identify your computer. Sites like Facebook use cookies to know your preferences based on your online behavior, such as which sites you visit. By doing this, they can personalize the ads on their platform, ensuring that the ads you see are for products and services you're likely to take interest in.

What are the limitations of private browsing?

Although private browsing prevents your web browser from storing your data, it doesn't stop anyone from snooping

on your online activities in real time. If your computer is connected to the company network, system administrators can still track what you're browsing, even if you're in Incognito Mode.

Also, if spyware or keylogger malware is installed on your computer, hackers will still be able to see what you're doing online. Even though private browsing has quite a few benefits, you shouldn't solely depend on it for online privacy. Instead, you should use a virtual private network (VPN) when you go online. This tool encrypts your internet connection and prevents anyone from intercepting your data. And don't forget to use a strong anti-malware program to scan your computer and keep spyware and other malicious web monitoring software at bay.

If you want to know where you can get these solutions or learn more about web browser security, call us today. We have the tools and expert advice you need to prevent anyone from snooping on your internet browsing.

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Unlock the potential of remote work with these tools



While the COVID-19 pandemic has waned, we may yet see a resurgence if we fail to suppress its current and future variants. One way we're preventing the spread of coronavirus is by implementing remote work strategies. Remote work allows people to work through quarantines, as well as keep companies and even economies afloat. Here's a rundown of exceptional tools many remote teams are using.

But first, here's why remote work is a boon for businesses

For both employers and employees, a remote working arrangement has attractive benefits. Many remote workers report increased job satisfaction – being spared the stress of a daily commute and having a better work-life balance boost their productivity and overall happiness.

At the same time, organizations can tap into a potentially larger labor pool, hiring from just about anywhere and finding highly skilled talent at lower rates. And in the face of natural calamities, outages, and the ongoing pandemic, a distributed workforce becomes a necessary business continuity measure – a means to protect employees and keep productivity up, even as traditional workplaces remain unavailable.

All of this is possible because we have the technologies to support remote work. With a plethora of software to choose from, we've selected the ones that will help your remote teams thrive.

Real-time communication and collaboration software

Every successful organization needs to communicate. When communication breaks down, productivity and engagement suffer. Given the lack of face-to-face contact, regular, real-time communication is arguably more critical for remote teams and their managers. The following apps make it possible, seamless, and simple.

Our picks: Slack, Mattermost, RocketChat, Microsoft Teams, and Join.me

Deemed the alternative to email, Slack is the leader of the pack since it is the easiest to integrate with countless applications. Its basic functionality enables remote workers to direct message (DM) or create "collaboration hubs" around departments, projects, or any topic. Meanwhile, Mattermost and Rocket Chat are open-source tools that recreate many of Slack's capabilities.

Microsoft Teams and Join.me are well-known video chat and conferencing apps. However, as a full collaboration and communication suite, Teams offers more for Windows users. It allows Voice over Internet Protocol, direct and group messages, and integration with all the Office 365 apps. On the other hand, Join.me does not only provide free video conferencing services, but it also allows participants to use a cool brainstorming feature

called "whiteboarding" for real-time interaction on a shared document.

Remote desktop applications

Work computers often have business apps that our PCs don't. Accessing your work computer while on the go or out of the office was once unheard of. Remote desktop apps have made it possible, allowing users to work remotely on a computer through another device and from any location.

Our picks: TeamViewer and Splashtop

TeamViewer has capabilities such as screen sharing, file transfer, wake-on-LAN, and clipboard transfer. Free for personal use, the app is easy to set up and is available for multiple operating systems, such as Windows, macOS, and Android. Splashtop has similar capabilities but with the added benefit of "low-latency" transfers or the transfer of a high volume of data and messages with minimal delay.

Project management essentials

When you're managing dozens of team members located in different parts of the globe, things can start to fall apart quickly. Time differences and distance can create significant complexity if you lack the right tools. These two apps can help you overcome the challenges and streamline project organization and collaboration.

Our picks: Trello and Basecamp

Trello's overall shining feature is its simplicity. The web-based tool's approach to project management is built around one concept: the bulletin board. Users can create boards that represent projects, and each board can be populated with cards assigned to specific members and customized with deadlines, comments, and attachments.

Basecamp, on the other hand, is a web-based management tool for planning and collaboration on projects. There's no installation needed, just your regular web browser to access its powerful core functions that include task management, messaging, collaboration, file sharing, scheduling, quick search, and reporting.

With the current global crisis, remote working tools have become even more crucial to sustaining productivity, accomplishing projects, and solidifying distributed teams. It's important your organization chooses ones that are well-suited to budget, infrastructure, and goals. Our experts can help make a proper assessment and configure the perfect remote working setup. Talk to us today.

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The value of AI to eCommerce businesses



Over the past few years, eCommerce has experienced rapid growth, with more and more consumers preferring to do their shopping online. In 2022, the industry is expected to grow further with the adoption of artificial intelligence (AI) by e-tailers worldwide. Here's how AI will change the face of eCommerce and fuel its growth in the coming year and beyond.

Personalized recommendations

Machine learning (ML) is a branch of AI that enables software applications to more accurately predict outcomes using data and algorithms. In eCommerce, ML can be used to identify customer habits and interests based on search histories (both inside and outside a specific eCommerce business's site).

With proper configuration, ML can be used to analyze shopping behaviors to customize the online shopping experience to specific users. This enables e-tailers to make product recommendations, pairings, and promotions that target individual customers. As a result, customers' overall experience improves and, in turn, businesses' sales significantly increase.

Improved search capabilities

Voice and image searches in eCommerce are gaining widespread popularity. By integrating voice and image search tools into eCommerce sites, e-tailers make it easier, faster, and more convenient for consumers — especially those using mobile devices — to find the products they are looking for.

To start a voice search, customers can simply click on the microphone icon on an eCommerce site. Using AI voice recognition and natural language processing, the website will identify what the user said and display all products relevant to their search query. On the other hand, to initiate a visual search, all a user has to do is upload a photo of the item they are looking for or something similar to it. AI will then make

suggestions based on the data from the uploaded image.

More efficient inventory and warehouse management

AI-powered demand forecasting solutions can help e-tailers better keep track of their supplies, ensuring that they don't run out of or overstock particular items. Such solutions enable this by leveraging sales trends and consumer behaviors, projected increases or decreases in demand, or possible supply chain issues that could affect inventory levels.

Many eCommerce businesses are also deploying AI robots in their warehouses. These robots can be programmed to retrieve products once an order has been placed or to store items once they've been delivered to the warehouse. This facilitates product dispatch and delivery, so customers receive their orders on time.

Better customer service

eCommerce businesses can leverage AI chatbots to deliver more efficient customer support. These bots can be programmed to facilitate simple transactions that simulate conversations with a live agent, such as questions about when orders will be delivered or the availability of an item. This frees up customer service representatives to focus on addressing higher-level or more complex issues.

Learn more about AI and how it can foster your business's growth by getting in touch with us today. We'll tell you all about AI and other innovative technologies that will enhance your operations and improve your profitability.

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Why technology business reviews are worth it



Are your IT assets contributing to your business's profitability and overall growth? If you can't tell whether your IT is helping you turn a profit, it's time to seek the help of professionals who can evaluate your technology's performance and spot any anomalies before it's too late. One way to evaluate your IT systems is to conduct regular technology business reviews.

A technology business review reveals the strengths and weaknesses of your company's IT framework. It's often performed by a third-party IT consultant who will give an objective assessment of your technology and provide recommendations to help you meet your goals. If done properly, technology business reviews allow you to:

Save money

Every review starts with a cost-benefit analysis to determine whether an implemented solution is worth the continued investment. If there are technologies costing you a fortune in management and maintenance fees, consultants will advise you to cut them from your budget. They will also recommend cost-effective alternatives so you can do more with less.

Increase productivity

System-wide reviews of your IT infrastructure show you what processes are hindering business operations. This allows you to formulate solutions to increase productivity. For example, if employees are mainly sharing files via email, consultants might suggest cloud collaboration platforms, like Microsoft 365 or Google Workspace, which store data in a centralized location for seamless file sharing.

Enhance security and compliance

Technology business reviews can also uncover security risks within your business. Consultants look for missed patches,

poorly configured networks, and other software vulnerabilities that can be easily exploited by cybercriminals.

They'll then compile their findings to create a more robust cybersecurity strategy, usually one that involves implementing advanced solutions like intrusion prevention systems, file access restrictions, and patch management software.

If you operate a business that's subjected to data regulations like the Health Insurance Portability and Accountability Act (HIPAA) or Payment Card Industry Data Security Standard (PCI DSS), consultants will also pinpoint noncompliant IT practices and solutions and then customize a strategy that ensures the privacy, integrity, and availability of your data.

Implement appropriate technologies

Considering that new technologies are released at a breakneck pace, it's important to pick those that will help you achieve your business goals. Technology business reviews keep you up to date on the latest technology trends and gauge the impact of implementing them so that you can make informed decisions.

Whether your goal is to increase profits, productivity, security, or all of the above, technology business reviews can put you on the right track. Our seasoned IT consultants can conduct these reviews for you and develop a strategy that gives you an edge over the competition. Just give us a call.

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Velocity Technology is the right choice as your technology partner as we cover all areas from secure computer network design through to implementation and managed support.

As new technologies are established Velocity Technology will be able to design IT systems that will enable you to leverage technology to make your business perform better and enhance the usage of technology for all of your staff, wherever they are located.

Contact us today to find out how we can help your company to be more secure and effective.

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