

Your monthly newsletter, written for humans

# TECHNOLOGY INSIDER



## WORKFLOW

**Get Your Digital House Organized!  
Act Today... before it's too late.**

Have you heard of the term **"Digital Organization"** also called **"Workflow Optimization"**? With digital organization your digital assets (passwords, files, photos, email, project management, video or audio assets) will enable your organization to improve effectiveness, and use your digital assets in a way that is easy-to-use. Digital Organization results in better customer service and more efficient and profitable operations. Our one-on-one approach for digital organization and management improves efficiency and lowers your stress levels to help get more done.

The main purpose of digital organization is to invest in people, providing them with the tools needed to enable high-performance and increased levels of productivity so everyone is empowered to get more of the right things done. You read that right. It is not technology that should be at the heart of any digital organization... it is for the people.

This program is designed to help any of our wonderful clients and their organizations to free up their digital resources and use them with increased effectiveness. We will show each participant new ways to operate that frees people up to create with ease and find what they need quickly.

There are four areas we focus on. Each has their own unique needs and solutions:

1. Passwords. We are managing passwords the wrong way. We frequently reset them, are locked out of accounts, and experience delays as a result. The good news is, with a little help, you can have a fresh start on a better system that makes remembering and managing passwords instant and simple.

2. Files. We are all guilty of rushing. The day is too busy and we save attachments, grab an old version of a file, or forget what we named and where we put a document. Worse yet, we accidentally delete files. Finding what we need, when we need it takes time out of the day, preventing us from focusing on our important work.

3. Email. Stop digging so you can communicate better. Relieve your inbox from email you do not want. Find emails you need when you need them. Never again miss or lose an important email. It is easier than you think!

4. Project management. **"A failure to plan is a plan to fail."** Effective planning is essential to achieve goals. We can help you break this cycle and accomplish more with less stress.

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

SEPTEMBER 2023

**DID YOU  
KNOW...**

### The Benefits of Digital Organization

Benefits include:

- Improved Customer Relationships
- Greater Agility
- Increased Consistency
- Improved Multitasking Capabilities
- Enhanced Work Culture
- Reinforced Compliance, and more

**Forward thinking organizations experience streamlined, effective, and easy-to-use digital systems including email, calendar, resource scheduling, digital files, password management, and project/task management. Contact us!**

## >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

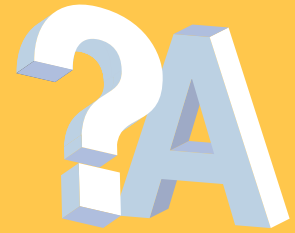
There's more... it's not just your business that takes a hit. The employee who clicked that link? They're probably feeling as guilty as a dog caught stealing a steak from the dinner table. This can lead to stress, decreased productivity, and even increased employee turnover.

### 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.**



### Q: Goals for 2024?

A: We can help with that. With only a few months of 2023 remaining, now is a great time to start and adopting an IT strategy is a great place. Business strategies are driven by digital technology. Unfortunately, IT and business leaders often have different priorities, and without a comprehensive strategy that pulls IT and business goals into alignment, organizations fail to harness the potential of digital transformation.

### Q: Our network is slow... can we speed it up?

A: A slow network is frustrating and can impact 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 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. Contact us for more.

### 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 has quiet fans and an adjustable stand!

**\$18.99 from Amazon with a 20% off coupon!**



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

**CALL: 888.363.3366 | EMAIL: Ask@BeckITSystems.com**

**WEBSITE: <https://www.beckitsystems.com>**



**BeckITSystems<sup>®</sup>**  
Inc.