

WCITechnology Insider

Insider Tech Tips - Written For Humans, Not Geeks

Rework

by Jason Fried and David Heinemeier
Hansson

Most business books provide you with the same information written in differing styles. They explain the importance of writing business plans, studying the competition and seeking investors, but if that advice actually worked, you would never see a business fail. What if the simple answer to having a successful business is that you don't need as much as you think? That's exactly what *Rework* tells readers. Instead of a step-by-step guide on how to build your business, *Rework* focuses on less popular business principles and strategies that have proven successful for other entrepreneurs. *Rework* is written in a straightforward, easy-to-understand style and will provide countless benefits to any business owner who reads it.

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Our Mission:

Technology systems that anchor your business and protect what you have built, from a company inspired to make the world better.



IT News, Trends and Information *You May Have Missed in 2022*

The year 2022 will soon be on its way out the door. It became a year full of ups and downs for many small businesses, but it still felt more promising than the past few years in the midst of the pandemic. Many small-business owners used this past year to reevaluate their IT services. Some needed to strengthen their cyber security defenses while others utilized new advancements to further assist their customer base.

If you're a small-business owner, it's essential that you're aware of the IT news, trends and events that took place in the recent past. In fact, knowing what happened in the previous year can allow you to develop plans for the future so 2023 will be successful for you and your business. You shouldn't continue following old trends because that

could open you up to cyber attacks you didn't know existed. Don't worry, though; we're here to help. Here are our picks for the most important IT events and trends of 2022.

Refined Artificial Intelligence (AI)

Artificial Intelligence has come a long way over the past few years. Many people associate AI with video games or using GPS for travel, but many companies have started to implement AI in new ways to boost their businesses. It's even being used to automate certain tasks, provide insight through data analysis and assist customers with their needs.

AI has proved incredibly beneficial when used to help customers, and this can be seen when looking at various small-business websites. They use AI to answer common questions their

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customer base has, which provides quick, efficient results for their customers, who leave satisfied with their interaction. Around 37% of businesses now utilize AI in the workplace, according to a survey conducted by Gartner. Another study by NewVantage Partners found that 9 out of 10 leading businesses have investments in AI technologies. So, if you want to get ahead of your competitors, implement AI into your business.

Managed IT Service Providers Continuing to Grow in Popularity

Gone are the days of having an in-office IT person or team. A more cost-effective solution has been gaining traction over the past few years and will continue to do so for the foreseeable future. Managed IT Service Providers (MSPs) install, support and maintain all the users, devices and PCs connected to your network on a routine basis. MSPs can even prevent common problems such as lost devices,

hardware failures, natural disasters and a host of other issues that can interrupt or outright destroy your IT infrastructure and the data it holds. The managed IT services industry is growing immensely. At the end of 2021, the industry was valued at \$239.71 billion, and it's estimated to grow by over 13% annually until 2030. Businesses of all sizes have realized the value of MSPs and are using them to their advantage.

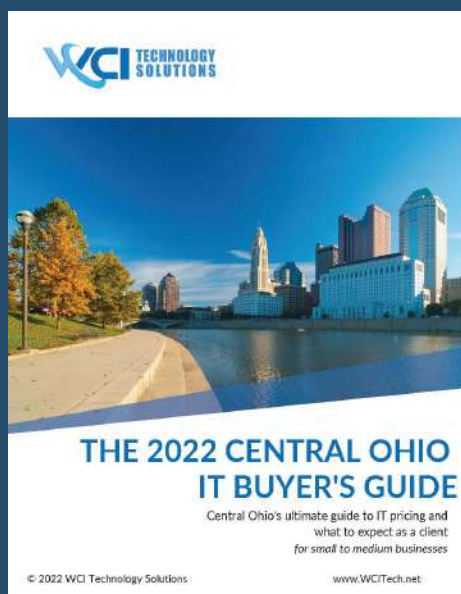
Major Cyber Attacks of 2022

Cyber attacks happen all the time. As new cyberthreats emerge, we'll see more frequent and severe cyber attacks over the next few years. Uber saw another cyber attack this past September that caused the company to shut down its internal messaging service and engineering systems in order to get to the bottom of the incident. Cryptocurrency storage and blockchain were also high-value targets for cybercriminals. Ronin and Crypto.com suffered severe cyberattacks that required both companies to reimburse their users for the cryptocurrency stolen in the attack.

Ronin was hacked for \$540 million, and Crypto.com was hacked for \$33 million worth of cryptocurrencies.

Small businesses weren't safe from cyber attacks, either. While cyber attacks on big businesses make national news, small businesses are targeted more often since their cyber security defenses aren't as strong. That being said, it's imperative you ensure your business has efficient cyber security practices in place, so you won't have to worry as much about cyber attacks.

The IT industry is consistently changing to keep up with new developments and advancements. If you're a small business owner, it's vital to keep up with the latest news and information so you can best protect your business and its data. When you stay ahead of the trends, it's much easier to prevent potential cyber attacks and threats.



The 2022 Central Ohio IT Buyer's Guide

If you're actively looking for new IT support options, or know that you will be soon, head over to our website and check out this year's edition of the IT Buyer's Guide. As a trusted MSSP and IT expert in Central Ohio, you can rest assured that this eBook is packed full of all the information that you need to make the right decision for your company's IT needs. Check it out today at

www.WCITech.net/2022ITBuyersGuide

#1

Silicon Valley used to have the nickname 'The Valley of Death' when it was thought PCs would replace jobs

#3

97% of people type words into Google to spell check them

#2

The first computer was so big it took up 1800 square feet

TECH FACTS

Bill's Favorite Business Gadget of the Month

Qi Wireless Charging Mouse Pad

Is your desk looking a little cluttered with charging cables everywhere? It might be time to see what you can get rid of.

This large mouse mat with fast wireless charging could be the answer to your prayers. Just place your phone, your tablet, even your earphones on it and they'll charge while you work, without the tangle of cables getting in your way.

Better yet, it's under \$35!



Inspirational Quote of the Month:

"It doesn't make sense to hire smart people and tell them what to do; we hire smart people so they can tell us what to do."

- Steve Jobs, co-founder of Apple

December's Featured Everyday Gadget:

The Ekster Parliament Wallet

We carry sensitive information in our wallets. They hold our driver's licenses, credit cards, family photos and more. It makes sense that we would want to do everything we can to keep our wallets safe. Now, there's a wallet available to help us. The Ekster Parliament Wallet is a premium-leather, RFID-blocking smart wallet. With the press of a button, the built-in aluminum card holder fans out your cards for easier access. It protects your cards from skimming and is available in 10 brilliant colors. For an additional price, you can add a tracker card to your wallet so you can find it if you leave it somewhere. There's never been a smarter wallet than the Ekster Parliament Wallet.



Want to Hire More Millennials? *Here's How to Attract Them!*

While giving a seminar, an audience member recently asked, "How do you get Millennials to work for you?" This is a fair question since the workplace has changed dramatically over the past few years, and some of the most talented individuals across various industries are Millennials. So, how *do* you best attract them?

I felt tempted to point out the "Five F's of Selling" straight out of the *Who* book I wrote with Randy Street. We researched and identified a checklist of items that successful leaders use to sell people on joining their organizations. After reviewing our research, we determined five common ways successful leaders got people to join their teams - fit, family, freedom, fortune and fun. The one that applies most when it comes to attracting Millennials is the first F: Fit.

I believe it's a common misconception that Millennials are lazy, or want all sorts of exceptions made. Most Millennials aren't choosing employment someplace simply because they are allowed to bring their dog to work or because they are provided with free massages, coconut water, or other goods. On the contrary, I think most Millennials want to work for a company they can believe in. They want to believe their job has meaning or has a positive impact on a broader set of people.

When hiring a Millennial, you should know your company's reason for being. In order to get them to accept the job

you're offering, it must "fit" that person's value system. Sell that point hard. Many companies I see fail to put enough emphasis on this.

The executive who recently asked me how to get Millennials to work for their business was missing something. He worked for a company that, in my opinion, offers terrific value. This company provides equipment and services to bring clean drinking water to people all over the world! Imagine having a company mission so profoundly valuable it could attract Millennial talent. Yet, in this company's hiring practices, website and selling tactics to prospective employees, I notice they were totally under-selling this critical point. They already had a mission that fits within many Millennials' belief systems, but simply failed to sell that idea through recruiting or hiring.

If you want to make your business a place where Millennials want to work, you must ensure your company's values align with those of the person you're recruiting or interviewing. If you can articulate your company's reason for being and show how it fits that candidate's reason for living, you'll have no problem attracting talented Millennials to your business.



Dr. Geoff Smart is the chairman and founder of ghSMART, a leadership consulting firm that exists to help leaders amplify their positive impact on the world. Dr. Smart and his firm have published multiple *New York Times* best sellers. He stays active in his community and has advised many government officials.

Can you imagine doing business in the metaverse?

According to many experts, we're going to experience more technological progress in the next 10 years than we did in the previous 100.

If you look back at what's changed in the last decade, maybe that's not as unbelievable as it sounds.



One are that many of the big tech companies are investing billions in right now is developing the metaverse.

It seems like science fiction, yet it *will* happen in some way and at some point.

This is predicted to become the new internet. Facebook is so committed to the metaverse, it changed the name of the company to Meta. But it's not alone. Dozens of huge companies are dedicating enormous amounts of R&D to it.

Talking about this now is the equivalent of telling an office worker back in 1995 about the way we work today.

Imagine a massive 3D virtual space which mimics aspects of the physical world. We can all meet there at the same time, perhaps using virtual reality goggles or augmented reality glasses.

Who'd have believed back then that within a few decades they could work from home making video calls across the globe from almost any device... and they'd be carrying the equivalent of a super computer in their pocket?

How do you think your business will change when the metaverse arrives?

Did You Know

the 'hacker holiday' is no more

Sadly, it looks like the 'hacker holiday' is over. Figures used to suggest that in the four months directly after Christmas, cyber criminals were less active.

However, this year we saw a massive 1100% increase in phishing emails between January and April.

A phishing email pretends to be from a company or contact you know, but it's actually an attempt to steal your login details.

Stay vigilant in the new year.



New to Windows 365

Assign tasks from within Word

Teams is a great tool for creating and assigning tasks to people, but have you ever thought it would be good to do it directly within the document you're working on?

Coming later this month, Microsoft will allow you to create, assign and track tasks within your Word document - simply by using @mentions.



A year in malware

Much of our time this year has been spent working with our clients, making sure they're ready to fend off newly emerging cyber threats of malware strains.

So to look back at the year, we thought we'd round up what many experts agree have been the nastiest attacks of 2022.

At the top of the list is Emotet. Chances are you haven't heard of it by that name, but it's a trojan that's spread by spam email. It usually looks like a genuine email with familiar branding, but it tries to persuade the recipient to click a malicious link (using language like 'your invoice' or 'payment details'. It may also look like it's from a parcel company).

This malware goes through your contact list and sends itself to family, friends, colleagues, and clients. Then it looks less like spam, because it's come from your email account.

In second position is LockBit. This is ransomware that's designed to block access to your files and systems when cyber criminals encrypt them. They ask you to pay a ransom for the decryption key (which often they still don't hand over, even when you've paid).

This is a targeted attack that spreads itself once it's infiltrated one device on a network. In fact, it can 'live' for weeks inside a network before the attack is launched.

In third place is Conti, another form of ransomware, and in fourth position is Qbot, a trojan designed to steal banking information and passwords.

It may sound scary, but there's plenty you can do to give your business greater protection from these threats:

- Keep your entire network and all devices updated
- Don't download suspicious attachments or click links unless you're certain they're genuine
- Practice strong password hygiene, including using multi-factor authentication, password managers, biometrics and Passkeys where available
- Give your people access only to the systems and files they need. Remove ex-employees from your network immediately
- Create and regularly check backups
- Educate your people regularly

We can help with all of this - this get in touch.

Technology Update

If you're looking to boost Wi-Fi speeds across a large site, you may have considered a mesh router system. It's a series of devices working together to provide better coverage.

Now, after three years in the making, Google has updated its Nest Wi-Fi Pro mesh router. Not only does it look sleeker, but it's faster, with the very latest connectivity.

It constantly analyses network performance and optimizes connections too. If you have speed issues of Wi-Fi dead zones, get in touch. We can advise what kind of technology would best suit your business premises.

Test Your Tech Knowledge With This Month's Quiz

Who's doing the next coffee run?
The loser of this quiz!

1. **What was the first computer system to support a color display?**
2. **When was the first IGB capacity disk drive released?**
3. **What's the name of the output device used to display information in visual form?**
4. **'Laser', 'Dot Matrix' and 'Inkjet' are types of which output device?**
5. **Which is the single most popular system ever sold?**

The answers are on page 8.

Question: My laptop keeps disconnecting from my Wi-Fi. Can I stop this from happening?

Answer: First, check if you have any updates and run them. If that doesn't fix the problem, it may be that you have outdated network drivers, a faulty network card, or security software that's blocking the connection.

Question: My files keep opening in the wrong application. Help!

Answer: This is a frustrating problem, but an easy fix. Right click the file you want to open and select 'Open with' then 'Choose another app'. Then check the box that says 'Always open with this app'.

Question: The display on my monitor suddenly looks low resolution. Why?

Answer: It may be that you need to update your graphics drivers. If you know the brand and model, go to the manufacturer's website and download the latest update. If that doesn't work, drop us a message.

QUIZ

Answers



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WCI Technology
Solutions



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1. APPLE 1

2. 1980

3. A MONITOR

4. PRINTERS

5. COMMODORE 64

2 Challenges E-Commerce Businesses Face and How to Overcome Them

With the Internet came a new digital marketplace that allowed people to purchase specific products they couldn't find in their hometowns. These days, most businesses offer a way to buy their products or services online, whether it's through their personal website or an e-commerce marketplace like Amazon. Despite this, selling online brings new challenges you don't often see when selling from within a brick-and-mortar location. Here are some challenges to watch for and solutions to overcome them.

Payments

Oftentimes, e-commerce businesses need to deal with chargebacks. This happens when a customer disputes a charge on their credit card statement, causing you to lose out on the sale and the item. To avoid this, have a clear and concise return policy. You should also keep detailed records of all transactions and shipments to prove the customer received their order.

Shipping

Shipping delays can leave customers feeling frustrated, even if they aren't the company's fault. You can't do anything to control hazardous weather, but you can set a reasonable range of time for your customer to receive their item. You don't have to promise two-day shipping just to compete with Amazon. It can also help to utilize shipping management software to automate your shipping processes.



Coping with Stress

Nearly everyone deals with stress at some point in their lives, and most business leaders struggle with it regularly. The good news is that you don't need to live with extreme levels of stress. There are simple solutions to help you cope better. Below you'll find three ways to lessen the amount of stress in your life.

1. Be aware of how much stress you take on. You need to know how much stress your body and mind can reasonably take on before you start to struggle.
2. Set boundaries and say no when needed. You can't agree to do every task or help every person without adding more stress to your plate. Know how much is too much, and don't take on tasks that are too demanding for your current state of mind.
3. Meditate, breathe deeply and exercise to relax your body and mind. Stressors won't feel so drastic when you're relaxed.