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Four Strategies to Help Build Robust Cybersecurity



Your business' IT security effectiveness relies heavily on how well your technology works. With this in mind, educating your staff on their responsibility to safeguard your business' digital assets is important. Let's explore the key priorities businesses need to consider to establish a robust security training platform that works to protect those assets.

Your Security Posture

You might have encountered the term "security posture," indicating how proactive an individual is in protecting themselves online. With the prevalence of cloud-based applications and the increasing adoption of remote work, employees play a vital role in organizational cybersecurity.

Here are four considerations to guide your cybersecurity strategy:

Get Employees Engaged

Making network security engaging for individuals outside the security domain requires creativity. Relatability is crucial; use real-world examples in educational materials to connect with employees who may have experienced identity theft or data leaks.

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Using AI and What to Expect in the Future



Artificial intelligence is taking over enterprise computing. So much so that there is some degree of cynicism among CIOs and other technology leaders about what exactly AI can do for them. The reality is that AI can do some pretty remarkable things and is advancing pretty quickly, but if you are expecting it to transform your business with minimal effort, you might be in for a rude awakening. This month, we want to take a look at how AI is beneficial for businesses and what to expect from the technology in the near future.

AI is More Than Just a Buzzword

AI isn't just a flashy tool companies use to look innovative, businesses are actually using it to solve real problems. Right now, many businesses are already using AI for automation, predictive analytics, customer service, security, and even in their production.

- **Automation and efficiency** - AI is handling repetitive tasks, from data entry to invoicing. In technology, it's optimizing cloud usage, reducing downtime, and keeping systems running smoothly.
- **Customer service** - Chatbots and virtual assistants aren't just giving generic answers anymore. They're beginning to understand context, learning from interactions, and even handling complex, multi-task queries.
- **Security and threat detection** - AI is a huge help in cybersecurity, identifying threats

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Break/Fix Technology Strategies Set Businesses Back



Imagine owning an elevator that you would only service if it broke down? Sounds ridiculous, right? Well, that's exactly what businesses do when they rely on a break/fix IT strategy.

Break/fix IT means waiting until something goes wrong before calling in the experts. While this might seem like a cost-saving move, in reality, it's a fast...



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You Need to Upgrade to Windows 11... The Sooner the Better

October 14th will be here before you know it, and when that happens, Windows 10 will no longer be safe to use. Without extreme and expensive measures in place, almost every threat will have nothing to stop it.

In short, you need to prioritize your migration to Windows 11 to ensure you aren't facing severe challenges.

The Stakes of Upgrading to Windows 11 Are High

There are a few reasons that upgrading to the next iteration of Windows is critical.

First and foremost, we've already mentioned the cybersecurity issues. Microsoft has gone on record, stating that no further security updates for Windows 10 will be provided without a significant investment from the business using the OS. Any new cyberthreats will have a field day with your technology if you don't upgrade.

Second, you should consider the compatibility of your IT...



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Password Managers Have Become Essential Tools for Individuals and Businesses



Absolutely nobody likes dealing with passwords. They're annoying, hard to remember, and yet, somehow, hackers

seem to have no problem cracking them. That's where password managers come in. They take the stress out of remembering a hundred different logins while keeping your business secure. If you're still relying on sticky notes or using the same password for everything so you can remember it, it's time to make the switch.

Why Businesses Need Password Managers

The more software a business uses, the more logins they deal with. If employees reuse weak passwords, it puts the

entire business at risk. The reality is that all it takes is one data breach to put the organization in jeopardy. A password manager generates and stores strong, unique passwords for each account, making it much harder for hackers to break in.

Password managers also help users save a bunch of time. Employees don't have to reset forgotten passwords constantly, and IT teams spend less time fixing login issues. That means fewer headaches and more productivity.

Tips for Using a Password Manager the Right Way

Like any digital tool, there are some best practices to ensure that a...



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Four Strategies to Help Build Robust Cybersecurity

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Demonstrate that the measures to protect the company align with actions taken to safeguard personal data.

Keep Promoting Security

People are impressionable, and a security-rooted company culture can significantly impact employee behavior. Consistently emphasizing the importance of comprehensive security will resonate with your staff and get them to subconsciously consider doing the things to keep from running afoul of IT administrators' attempts at securing a network.

Train and Test

Pushing the security agenda is essential, but it must be coupled with training tailored to address specific issues. Employees need to grasp concepts such as avoiding phishing, understanding network resources, recognizing their role in data protection, practicing solid

password management, and knowing how to respond to security mistakes. Regular testing goes a long way toward growing security awareness and understanding.

Stay Out in Front

You have to come to grips with the fact that network security may not be a primary concern for the average employee. Assure them that decision-makers address these issues but also acknowledge their role in safeguarding the business. You'll want to adopt a supportive approach, providing documentation and resources to bridge gaps in understanding. Focus on conveying the importance of following procedures rather than delving into intricate IT system details.



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Using AI and What to Expect in the Future

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and anomalies faster than humans ever could. It's not perfect, but it's way better than relying solely on traditional methods.

- **Data-driven decisions** - AI-powered analytics help businesses predict demand, identify trends, and make smarter choices. Companies that embrace AI in their decision-making process are already ahead of the curve.

Where AI is Headed

AI is evolving fast. Here's where things seem to be heading:

More Human-Like AI

Large language models have AI

constantly getting better at understanding nuance, tone, and intent as it learns. As a result, expect AI to become an even more natural part of business communication.

Not Really Replacements

The idea of AI replacing humans entirely is still far-fetched. Instead, AI will act as a co-pilot, helping employees work faster and smarter. Think AI-assisted coding, marketing, and decision-making.

Ethics & Regulations

As AI gets more powerful...



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Tools that Promote Collaboration are a Big Boost to Organizational Productivity



Businesses run on collaboration, and thanks to technology, working together has never been easier. The right tools can make all the difference, helping teams communicate better, stay organized, and keep projects moving forward. Let's go into the aspects that make some of the key collaboration tools businesses are using today work.

Communication is Central to Good Collaboration

If a team isn't communicating well, things can go downhill fast. Clear communication helps everyone stay on the same page, avoid mistakes, and keep things running smoothly. Plus, when team members feel heard and valued, they're more likely to bring their A-game. Whether it's instant messaging, video calls, or shared workspaces, modern

communication tools make it easier than ever to collaborate, no matter where your team is located.

The Cloud Allows Limitless Collaboration

Gone are the days of emailing files back and forth and wondering if you're working on the right version. Cloud-based tools allow teams to access and edit documents in real time, no matter where they are. That means no lost files, no version mix-ups, and no waiting around for someone to send over the latest update. Everything is stored online, making it easy to scale, add new team members, and keep projects on track.

Keeping Teams Organized

Every great collaboration tool needs a solid project management system. The best ones do more than just keep track of tasks—they help teams...



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CYBERSECURITY TIPS

Top 3 Smishing Saves

Smishing is on the rise, and to better understand how it works, we are taking a look at the top smishing saves made by super cyber-aware users.

In this Micro Training, we will look at three scenarios of smishing and examine how each user was able to spot it.

View this tip and others at:

<https://dti.io/3smish>

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Marketing Ideas & Tips for Your SMB

If Your Prospects Aren't Converting, Check for These 3 Issues



Little can be more frustrating than thinking you're

doing everything right, only for your desired outcome to elude you... for instance, if your marketing prospects aren't being drawn in.

Let's explore some potential reasons why your prospects aren't converting and how you can resolve the issues that may be present.

If These Scenarios Sound Familiar, That May Tell You All You Need to Know...

Your Services Don't Resonate with Their Needs

Consider this: would you hire a lawyer if you needed someone to wash your business' windows? No?

Similarly, you should avoid targeting someone whose needs differ from those your services would address. Instead, focus your resources on your most promising targets.

You Aren't Inspiring Confidence

A big part of selling your services is ensuring that people will feel that working with you is the best investment they could make. If you don't, they may not buy what you're selling... or worse, actively seek it from someone else.

To counter this, you need to build more credibility, which can be accomplished by sharing social proof like case...



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MANAGED RESOURCES

Use the icon in your desktop system tray for support options, quick links!

Community Spotlight: Pathfinder Village Splash Path 5K & Fun Walk May 17th!



We've highlighted Pathfinder Village before, drawing attention to the good work they do for individuals with developmental disabilities, their families, and the community around them. However, we wanted to focus this time on the **Splash Path 5K & Fun Walk**, an exciting community event hosted by the good people at Pathfinder.

In addition to a paint run, where participants will be doused with hues and colors as they traverse the course, there will also be live music, food trucks, and raffles and auctions. This entire event will be held rain or shine, and all proceeds will be used to

support **Pathfinder Village's Produce Mobile Market**, which provides a more inclusive way to access nutritious and fresh produce.

We encourage you to come out and participate on **Saturday, May 17, 2025**, to help Pathfinder fulfill their mission and have fun while you do it. **Sign up at <https://dti.io/splashpath>**



Charlotte & Chris Chase

Tech Trivia

Did you know that managed IT can help increase efficiency by as much as 60%?

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MY COMPUTER IS BROKEN!
I KEEP HITTING THE
ESCAPE KEY, BUT I'M
STILL HERE AT WORK!

