

JANUARY 2024

Your monthly newsletter, written for humans not geeks

TECHNOLOGY INSIDER



Strategy



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!

This is how you can get in touch with us:

CALL: 01204 275560 - EMAIL: hello@bluebox-i.co.uk - WEBSITE: www.bluebox-i.co.uk

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 in 2005. **"Me at the zoo" stands as the first video on the platform. It shows Karim at the San Diego Zoo looking at long trunks. It has since become a meme.**

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 on Windows, Tips is likely to vanish entirely with the next major update (expected in the summer).



GOODBYE
TIPS

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be video was uploaded
awed Karim on 23rd April
he Zoo" is 19 seconds long.
in front of elephants at
and talks about their
's had 294m views!

BlueBox
Integration



INSPIRATIONAL QUOTE OF THE MONTH

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

Bill Gates, co-founder of Microsoft

JANUARY'S FUN TECH QUIZ - WHO WILL BE THE GOAT THIS YEAR?

Which tech term was originally coined by John McCarthy in 1956?
Websites, what is 'CSS' an abbreviation for?
What's Phantom Vibration Syndrome?
What two categories can AI be classified into?
What's the name for the measurement and statistical analysis of
people's unique physical and behavioural characteristics?

The answers are below.

1. Artificial Intelligence
2. Cascading Style Sheets
3. When someone thinks their phone is vibrating (in a pocket, for example) but it isn't
4. Weak AI which can only perform a specific task such as playing chess, and Strong AI which can perform any IT task a human can
5. Biometrics

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.

361 business owners trust us to keep their businesses running every day, and you should join them.

We specialise in Business IT Solutions & Telecoms tailored to your specific needs. Our services are flexible, straightforward, and free from jargon, designed to evolve seamlessly with your business. We pride ourselves on a no-hard-selling approach, no long-term contracts, just the right advice without the unnecessary hassle.

- Have IT Problems? We provide support for your computer systems (we are an MSP - Managed Service Provider).
- Enhance your online security with our Cyber Security Services, including email protection, network monitoring, antivirus, ransomware, and malware protection.
- Prepare for and obtain Cyber Essentials Certification with our assistance.
- Utilise Office 365 for email and Office software on your PCs and laptops.
- Experience the flexibility of working from anywhere with our Cloud Services.
- Ensure the safety of your data with automatic backups for servers, PCs, and laptops.
- Upgrade your wireless network with the latest WIFI 6 access points for high-speed internet throughout your premises.
- Get reliable data cabling for computers, phones, and CCTV, including CAT5 and CAT6.
- Source your IT hardware needs, including Servers, PCs, Laptops, and Peripherals.
- Optimise your office printing with our Managed Print Services, featuring multifunction printers. (Print, Copy, Scan & Email)
- Stay connected with the latest VOIP telephone systems from Yealink & 3CX
- Access fast and reliable internet connections with our Fibre Broadband and Leased Lines.
- Secure your premises with the latest digital IP CCTV systems.
- Enhance your online presence with our website services, covering design, hosting, and SEO optimisation.

One important thing, we don't have any sales people so we'll only ever focus on how we can actually help your business, not on commission rates or sales targets, there's no pressured sales tactics, just no faff.

Get in touch, our advice is free.

Telecoms & Managed IT Services

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