

JULY 2025

Your monthly newsletter, written for humans not geeks.

blueb

PULSE



Does your business spend more on cloud storage than you realise?

Does your business use cloud storage?

That's storing files and data online instead of on your own computers.

There's a good chance you're spending more than you need to be. And the biggest problem isn't how much space you're using... it's the hidden fees.

One of the main culprits is something called egress fees. These are charges you pay when you want to move your data away from your current cloud provider or access it in certain ways. In simple terms, you're being charged just to use your own data. It's like paying a fee every time you open your own storage cupboard.

These costs add up quickly. And they're making it harder for businesses to stay within budget. Recent research found that almost half of what a company pays for cloud storage goes toward these fees... NOT the actual storage itself. And the result?

Most businesses end up overspending on their cloud storage plans. Only a small percentage manage to stay under budget.

This pricing model makes it tricky to switch providers even if better or more affordable options are available. That's why so many businesses stick with their current provider. Not because it's the best choice, but because it's too expensive to move.

To keep costs under control, many businesses are now choosing a hybrid approach to storage. That means using a mix of cloud services and local, on-site storage (like servers or hard drives you own). It gives you more flexibility. And it can help you avoid some of those expensive cloud fees. The key takeaway?

Cloud storage isn't always as straightforward – or as affordable – as it seems. If you haven't taken a close look at your cloud costs lately, it's worth reviewing them.

Understanding where your money is going can help you make smarter decisions and avoid paying for things you don't need.

Not sure where to start? We can help you make sense of it all and keep your storage spending in check. [Get in touch.](#)

DID YOU KNOW...

Microsoft's adding a new way to block risky devices



Microsoft's testing a new safety feature in its Defender for Endpoint security software.

It's designed to spot and block devices that are connected to your network but haven't been set up properly or aren't being protected. These "undiscovered" devices are a big risk because hackers can use them to get into your systems without being noticed. The new feature automatically blocks any data going to or from these devices. Kind of like cutting off a suspicious stranger before they can cause any trouble. If a device gets blocked by mistake, there'll be a button to undo it. The feature isn't live yet, but it'll be available soon for supported Windows devices.

This is how you can get in touch with us:

CALL: 01204 221101 - **EMAIL:** hello@bluebox-i.co.uk - **WEBSITE:** www.bluebox-i.co.uk

TechFacts

1 The famous 6-second Windows 95 startup sound made history. It's now part of the US Library of Congress. It was chosen for its cultural significance and joins the National Recording Registry alongside other iconic recordings.

2 Microsoft has an AI "red team" that acts like the bad guys on purpose. They try to break their own systems to find weaknesses before real hackers do. It's all about staying one step ahead.

3 Back in 1976, Apple co-founder Ronald Wayne sold his 10% share in the company for just \$800 (£600). If he'd held on to it, that slice of Apple would be worth over \$200 (£150) billion today. Now that's a serious case of seller's regret.

Technology update

Watch out for a

a new kind of phishing scam

Cyber criminals have found a way to send fake emails that look almost exactly like the real thing. Right down to the login pages you're asked to click. A group nicknamed "Morphing Meerkat" is behind it. They've managed to copy the look of more than 100 well-known

brands. Because the emails and web pages match so closely, they're very hard to spot as fake.

You should boost your security settings to make it harder for these scams to get through.



What do mountain biking and business connectivity have in common?

Bluebox's Telecoms Specialist, Martin Fletcher, shares his thoughts on how two of the passions in his life – mountain biking and keeping businesses connected, have more similarities than you think.

As someone who spends a lot of time both on the bike and helping businesses get their telecoms and internet in shape, I've noticed the parallels.

The right kit makes all the difference

Whether I'm weighing up a new bike or replacing worn-out gear, good advice from the experts always makes the decision easier. It's exactly the same with your business connectivity. Taking the time to get the right setup from the start, tailored to how your business operates, saves you hassle (and money) down the line.

Climbs are tough. Downhills should be easy.

Switching providers can feel like an uphill slog, especially if you've been burnt before. But with the right support and planning, it can be as smooth as a well-earned descent through the Lakes.

Keep it running sweet

Just like my bike (and my legs), your business tech needs regular care. At Bluebox, we stay on top of things with seamless updates and proactive support to keep your communications in peak condition – no dropped gears, no breakdowns.

Martin is happy to have a chat with you, whether it's about the best routes over the Lakes on two wheels, or the best solutions to keep your business communications in peak fitness. You can give him a call on 01204 221101

INSPIRATIONAL QUOTE OF THE MONTH

"Work takes on new meaning when you feel you are pointed in the right direction. Otherwise, it's just a job, and life is too short for that."

Tim Cook, CEO at Apple.

We heard July-k our fun tech quiz...

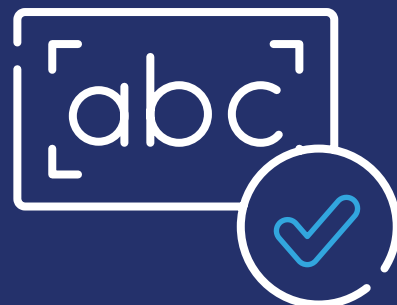
1. What year was the first ever text message sent?
2. Which computer programming language did Sun Microsystems create in the 1990s?
3. Which year was Google founded?
4. What's the name of the digital file format created in 1987 to reduce the size of images and short animations?
5. What type of electromagnetic waves does Wi-Fi use?

The answers are below.

1. 1992
2. Java
3. 1998
4. GIF
5. Radio waves

NEW TO

MICROSOFT



New spell check feature for Teams

Tired of making embarrassing typos in Teams messages?

Microsoft's rolling out an improved spell check for Teams that highlights mistakes as you type and suggests quick fixes. Just like in Word.

You can choose a correction, ignore it, or add your own words to the dictionary. It also supports switching between up to three languages (though we don't yet know which ones).

**It's available now on
Windows and Mac.**

The real cost of a security breach

(it's not just about money)

We hear about security breaches all the time. But it's easy to think, "That won't happen to us."

Unfortunately, the truth is... it could. And if it does, the costs to your business go far beyond fixing a few systems or paying a fine.

Cyber attacks have become more frequent, more sophisticated, and more damaging. As more businesses move their data online, rely on cloud services, and encourage remote work, their networks become easier to target. And attackers know it.

When a business suffers a breach (where someone gains unauthorised access to your data) the immediate impact might include lost revenue, a damaged reputation, or a big regulatory penalty.

But the real damage often appears over time. Take this in: The average cost of a serious security breach is now estimated at nearly \$600 (£450)

million. That includes everything from fixing systems, legal fees, lost business, and customer support. It's a huge jump from just a year ago, and it shows no signs of slowing down. But it doesn't stop at finances.

Businesses that are breached often see a drop in customer trust. People may take their business elsewhere, unsure if their data is safe. In some cases, the business's value drops as investors lose confidence. Even applying for funding or planning future growth becomes harder.

It gets worse in sectors like healthcare or finance, where a breach can delay operations, expose personal records, and cause real harm to people. That kind of disruption can ripple far beyond just the business itself. The bad news is: Cyber threats aren't going away. The good news?

There's a lot you can do to reduce the risk. A strong security setup, smart employee training, and a plan for how to respond to an attack can make all the difference.

If you're not sure how protected your business is, don't wait for something to go wrong. Let us help, starting with a security audit. Get in touch.

609 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.

- Stay connected with the latest Cloud Telephone systems from 3CX & NEC
- Have IT Problems? We provide support for your computer systems (We are Cyber Essentials Certified).
- Access fast and reliable internet connections with our Fibre Broadband and High Speed Leased Lines.
- Enhance your online security with our Cyber Security Services, including email protection, network monitoring, antivirus, ransomware, and malware protection. (Ask about our FREE no obligation Cyber Security Report).
- Prepare for and obtain Cyber Essentials Certification with our assistance.
- Utilise Office 365 for email, Sharing files 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 & 7 access points for high-speed WIFI throughout your premises.
- Get reliable data cabling for computers, phones, and CCTV, including CAT5, CAT6 and Fibre.
- Source your IT hardware, including Servers, PCs, Laptops, and Peripherals.
- Optimise your office printing with our Managed Print Services, featuring multifunction printers. (Print, Copy, Scan & Email).
- 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 fuff.

Get in touch, our advice is free.

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I N T E G R A T I O N

Simplified Telecoms & IT

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CALL: 01204 221101 – **EMAIL** hello@bluebox-i.co.uk

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Q: What's the difference between backing up my data and syncing it?

A: Syncing keeps files up to date across devices. Backup means creating a separate copy in case something goes wrong. You need both to stay safe.



Q: We use Microsoft 365. Does that mean we're automatically protected from cyber threats?

A: Not quite. Microsoft 365 has some great built-in tools, but you still need extra security layers like backup, security software, and staff training.



Q: How do I know if our Wi-Fi is secure enough?

A: Make sure you're using a strong password, up-to-date hardware, and modern encryption like WPA3. And ALWAYS change the default router settings.