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TECHNOLOGY INSIDER



Your monthly
newsletter, written for
humans not geeks

Hybrid working: Hate it or rate it?

As a business owner or manager, what are your feelings about hybrid working (a mix of working remotely and in the office)?

A lot of that will depend on how well it suits your business, and your own personal preferences about having people together in real life.

But also on the tools you use for collaboration and productivity. We've seen a lot of our clients embrace Teams and other Microsoft 365 products. They've completely changed the way they work in a very positive way.

The flexible working debate rages on around the world. Recently a director at Apple quit due to a disagreement over being forced to return to the office for 3 days a week.

But here's some interesting news. A study on home working was carried out by researchers after Hurricane Harvey hit Houston, Texas (this was before the pandemic).

It looked at productivity before, during, and after a prolonged stretch of remote working.

Not only did it find that company and employee resilience may be enhanced by remote work. But it also discovered there was no overall drop in the level of output.

If you're not totally satisfied with your hybrid working right now, maybe we can help. Would you like us to review the technology you're using to see if we can make life easier for you and your team?

DID YOU KNOW... about Meta Business Suite?

Meta Business Suite helps businesses like yours connect with customers more easily. It's a centralised way to manage messages from Facebook, Instagram and WhatsApp.

And there are exciting new toys on the way.

The first will let you send promotional messages via Messenger to people who have opted-in.

There's also a new way to generate leads. On Instagram, for example, you'll be able to add a 'Get A Quote' button to your posts.

And import information directly from Meta into your CRM.

 Meta



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The way we use passwords is finally changing

Passwords are annoying for most people. If you look at the best practice password advice, it's creating work for everyone:

- Generate long random character passwords rather than using everyday words that can be guessed by the cyber criminals' automated software
- Use a different password for every single application
- Never write passwords down or share with a colleague

This is why we tell our clients to use a password manager. It's a safe way to generate highly secure passwords, store them, and fill in login boxes so you don't have to.

Recently we've heard that tech giants Microsoft, Apple and Google have joined forces to kill off the password and introduce its replacement.

That's called a passkey.

It's very simple. To login to something, you'll use your phone to prove it's really you.

Your computer will use Bluetooth to verify you're sat nearby. Because Bluetooth only works a short distance, this should stop many phishing scams.

Then it'll send a verification message to your phone. You'll unlock your phone in the usual way, with your face, fingerprint or PIN.

And that's it. You're logged in.

We could see this new no-password login being introduced to some of the world's biggest websites and applications over the coming year. Exciting!

What do you think?



Q: I think I've clicked an unsafe link. What should I do?

A: The faster you take action, the less damage or data loss you'll suffer. Get in touch with your IT support partner immediately. It's always a good idea to have a response and recovery strategy in place for when this happens.

Q: My external drive isn't showing up when connected

A: First, make sure it's powered up! Then try it in a different USB port, and then a different device. This will let you know if it's the drive or your device that's the issue. You may need to manually enable it in Windows.

Q: What's the best antivirus software for my business?

A: Not all antivirus software is equal, and the best solution for your business may be completely different than it would be for the company next door. It depends on your infrastructure. We'd love to help with a recommendation, so get in touch.

Business gadget of the month

This might not be for everyone, but if you use a mouse and like something unusual, check out the Logitech Lift.

It's turned on its side, meaning you hold it more like a coffee cup than a traditional mouse, which could help to alleviate wrist pain.

It also has a fantastic battery life and comes in colours other than black - including a lovely Rose.



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