



THE EVOLVER

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Your monthly business and technology newsletter, powering business health and performance

“ IT'S EASY TO COME UP WITH NEW IDEAS; THE HARD PART IS LETTING GO OF WHAT WORKED FOR YOU TWO YEARS AGO BUT WILL SOON BE OUT OF DATE “

- Roger von Oech, Author



SMARTPHONES ARE NOW THE PREFERRED DEVICE FOR MOBILE WORK

Smartphones have taken over from laptops as most people's preferred portable work tool

There is no surprise that people are turning to their mobile phone to perform work based tasks. As a device they are a big part of how we interact with the world and they are nearly always by our side or most likely right in front of our faces, which is a discussion for another time.

Being lightweight these devices are easier to carry around than a laptop or a tablet and their ever presence means less friction to do a task, even if it is on a smaller screen.

However, this flexible way of working does bring its own requirements, such as the reliance on mobile connectivity and reliable wireless access. In turn, this also creates a different set of security considerations.

If a number of your people need a phone to do their job, here's a big thought: would they be better off using a work-issued phone instead?

If an employee has contact with customers, would you want to own their phone number in case they left? There are also security considerations that might be best handled on company-issued phones.

That includes rolling out security updates, managing secure connectivity (not expecting the local free wifi at the nearest café to be keeping your data safe), and administering passwords.

You should make sure data on the device is encrypted, not only to protect data from cyber criminals, but to make sure your information is safe should the phone be lost or stolen.

Can the phone be remotely wiped? The software installed on the phone should be policed too. You may need a policy that limits or blocks the use of third-party software. This can also help establish a boundary between work and personal tasks.

As with most tech, this isn't a case of set it and forget it. You need to make sure updates are run on time, and remotely audit company-issued devices to ensure they're secure and protected.

Keeping your company data, people, and reputation safe is an ongoing battle. Mobile phones just add an extra layer to the modern day challenges of security and risk management.

DID YOU KNOW?

You can apply preferences to Chrome extensions? Sometimes, you may want to disable certain Google Chrome extensions on one website but have them enabled on another. Sure, you could keep switching them on and off. But who wants to do that? Soon, you'll be able to set preferences for sites you visit often, to make disabling and enabling extensions automatic. Nice work, Chrome.





Have you done some software research and now you're seeing lots of ads?

Criminals have started to distribute fake adverts for popular apps in order to spread malware – and it's fooling a lot of people. The ads look like a link to a legitimate download for common messaging applications, desktop tools and more. But once you click 'download', a malware file with the .exe extension is installed. The malware is an info-stealer and it is bypassing antivirus software thanks to a clever hack that makes the file size appear larger than it is. Of course, there are plenty of perfectly legitimate software advertisements. But you should be extra cautious before you start any download. Always check with your IT expert if you're not sure.

IN THE SPOTLIGHT



SHOKZ OPENRUN PRO

Crush your training goals and stay aware of traffic, pedestrians, cyclists, and more with the OpenRun Pro Premium Bone Conduction Open-Ear Sport

Headphones. Featuring IP55 Water-Resistance to go anywhere. 10 hours of music and calls to keep you powered up through twice-a-day or long training sessions. Featuring a 5-minute Quick Charge for up to 1.5 hours of battery life.

Visit link.starstreamdata.com/shokz-orp to learn more

Q & A

Q: What's the best way to make sure my people are following security best practice?

A: If you have good security in place and you're regularly training your people – but find you're still seeing human-error security issues – consider creating a strict policy that sets out the rules they need to follow...and the consequences of not doing so.

Q: How can I tell if all my applications are up to date?

A: It can be a big task to ensure everything is up to date and patched as required. An IT health check will show you everything you need to do. We can help with that. Just get in touch.

Q: I have an in-house IT tech, but need extra help. Should I outsource it all?

A: It doesn't have to be an either/or solution. An external IT specialist can work seamlessly with an in-house team with great results. This is often referred to as Co-Managed.

MONTHLY TECH FACTS



1.48% of malicious email attachments use Microsoft Office file extensions, disguised as an invoice or receipt.



1.43% of employees don't know that clicking a suspicious link or opening an unknown attachment could lead to a malware infection.



1.1 in 3 employees don't believe there is a security risk in failing to password-protect their devices

NEW TO MICROSOFT 365

Targeted in-meeting notifications...and a major rebuild. Teams keeps the new features coming.

Next up, it's the ability to send messages to specific people while on a call. They can respond and react privately, too. You can also expect a bunch of new features as they're rebuilding the app from the ground up for extra speed and reduced battery drain. Will this be helpful for your business, or just another distraction?



Microsoft 365



QUIZ TIME



1. Where was the World Wide Web invented?

- A. Switzerland
- B. USA
- C. China



2. In what year did the first virtual event take place?

- A. 1990
- B. 1993
- C. 1999



3. In 2004, which search engine did Google overtake in popularity?

- A. Bing
- B. Ask Jeeves
- C. Yahoo



4. What was the first item sold on eBay in 1995?

- A. A used discman
- B. A broken laser pointer
- C. A printer without ink



5. What's the name of the oldest programming language still in use?

- A. C+
- B. Aztec
- C. Fortran

Answers on the final page



Have you heard about Chat GPT?

ChatGPT is a chatbot that uses artificial intelligence, allowing you to talk to it in a very human way. It's been making the news around the world for some of the remarkable possibilities it seems to be creating. But what exactly is it, and why is it making such waves?

ChatGPT is trained on real human language. It can answer questions and even compose documents, like emails, essays and computer code. The exciting thing is the way it allows you to have a natural feeling conversation with it to generate different responses – perhaps adding more detail, or asking it to use less technical language.

It was created by research company OpenAI, which is funded and managed by some of the most influential names in tech. And while it's still in its research and feedback-collection phase, it's currently free to use (with limitations).

It's different to a search engine because it's designed with conversation in mind. While it can answer questions, it doesn't search the internet for information. Everything is learned from training data (it has no knowledge past 2021). So, while many people have started using ChatGPT to write essays and articles, the facts may not be accurate. In fact, tech media website CNET recently had to issue multiple major corrections after it created 78 articles using the chatbot. As the tool is trained on huge amounts of text published online by humans, it's had trouble telling fact from fiction, and has also been found to reproduce some unwanted biases – for instance against women and people of colour.

It's not changing the world just yet. But it's already clear that there is huge potential for both individuals and businesses alike.

Have you tried ChatGPT yet? What are your feelings about using AI in your business? We'd love to hear your thoughts.

This article was written by a real life human 😊



QUIZ ANSWERS



1. **A. SWITZERLAND**
2. **B. 1993**
3. **C. YAHOO**
4. **B. A BROKEN LASER POINTER**
5. **C. FORTRAN**

GET IN TOUCH



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