

TECH TALK

MONTHLY

YOUR MONTHLY DOSE OF
TECH & BUSINESS NEWS

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MONTHLY UPDATE FROM BRETT

After the year we've had so far, this might seem a strange question-but what big plans do you have for 2021?

Yes, I know... your best laid plans for this year are probably in tatters now. But I always believe that when you've been knocked down, you must pick yourself up, dust yourself down- and try again. And again. And again.

It's the only way to succeed despite all the odds, right?

And that's why I'm encouraging every business owner and manager I know to make a big plan for next year.

Let's be honest, we have no idea what the year has in store for us. But we can still dream big dreams. Set big goals. Look for growth and development and positive change.

Put simply, we can all aim for something big next year and lay in a plan to try to achieve it. So long as we're fully aware that the plan will inevitably change.

In fact, getting used to working this way is a good thing. It teaches you to be nimble; make fast decisions; and brush off disappointments quickly.

I've always believed that "bad times" teach you more about growing a business than "good times" do.

Whatever you've got planned next year, if you need some help putting those plans in to action give me a call.

You can reach me at brett.muscio@team.4it.com.au or 02 8866 3306

Until then, stay safe,

B. Muscio

Founder - 4iT

DID YOU KNOW?



It took radio 30 years to reach an audience of 50 million people.

With the iPod, Apple hit that number after only 3 years.

4iT SUPPORT

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NEWS FROM THE COALFACE



01

WHAT IS THE CLOUD?

You may have come across people talking about ‘cloud’ storage and software that runs in ‘the cloud’.

But what exactly is ‘the cloud’, and why should you care about it?

A place for networking

The cloud is a bunch of servers that are connected to each other over the internet.

Tech firms like Google, Microsoft, Apple, Facebook, and Amazon run huge networks of servers that let their customers (us) log in using different devices.

Can you imagine a situation where all your photos from the last 10 years were only held on your phone, and not stored safely elsewhere? How many memories would you lose if your phone went missing?

The high freedom, convenience, and security offered by the cloud has seen a huge shift to cloud computing over the last few years.

It's powerful stuff

Cloud infrastructure allows you to run apps and access data across multiple devices without needing to have everything installed on your devices.

This opens opportunities for businesses to offload computing and storage resources to cloud service providers, gaining the flexibility to easily boost or reduce resources as their needs change.

A real perk of running software in the cloud is that it means highly sophisticated applications can run from your computer or phone, with the cloud doing all the heavy lifting. This can significantly reduce the amount you need to spend on your devices and how often they need to be replaced.

The cloud is also a collaborative place to be. Tools like Microsoft 365 and Google Workspace make it super easy to share documents and work as a team. You can even work together in real-time and give each other instant feedback as you go.

Ignore its fluffy reputation: The cloud's a tough cookie

When set up and managed correctly, the cloud is the safest place to keep your data.

Let's be honest, which is more likely: Colin leaving his laptop in a bar again? Or the might of an Amazon or a Google getting hacked?

If Colin loses that laptop, he'll get a slap on the wrist. If Google get hacked it would cost them millions and millions of dollars and cause irreparable damage to their reputation.

Different types of cloud

There are three main types of cloud.

Private cloud

The private cloud is a network of servers that are dedicated to supporting a single business. The hardware is solely dedicated to this business, and they allow organizations like the CIA and banks to have full control over every aspect of their cloud environment.

Public cloud

The public cloud refers to networks of servers that are wholly controlled by cloud service providers. Clients share resources with other people. The public cloud costs less than setting up a private cloud, and there is far less maintenance and an extremely high level of reliability.

Hybrid cloud

Some firms like to mix and match private and public clouds for different needs. Hybrid cloud setups let businesses quickly move between the two as their needs change.

We'll help you to make sense of it all.

When embracing the cloud, it's best to have an experienced hand guide you to the right solutions.

Working with the right IT support partner early will help make sure that you head in the right direction. And make the most of the opportunities that cloud computing offers.





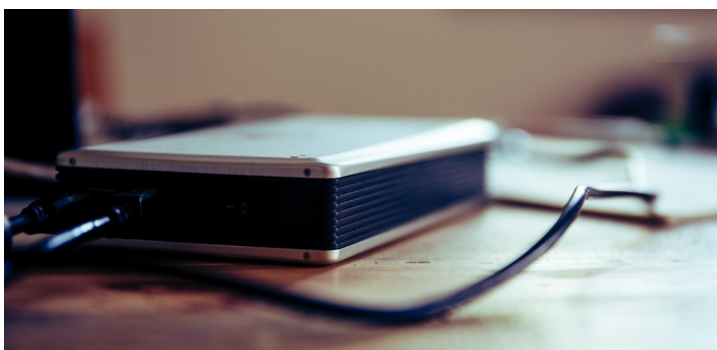
02

3 THINGS YOUR IT SUPPORT PARTNER WISHES YOU DID

Want to get in the good books of your IT support team?

It's worth it. Making your IT team's life a little bit easier will free up their time, so they can spend more of it proactively protecting your business and its data.

Here are a few things that you can start doing to make their life a little bit easier.



1 Backup To Multiple Locations

Don't throw all your eggs into one basket.

Backing up to more than one location will cut down on the fallout if something goes wrong with one of them.

Saving your data in multiple locations doesn't mean that you need to do the same thing more than once.

You can automatically save your data to two or more locations without any changes to your day-to-day workflow.

Speak with your IT support partner about how to set this up. If the worst happens, you'll thank yourself for doing it.

2 Use Multi-Factor Authentication

Forcing your staff to use multi-factor authorization (MFA) is a huge step you can take to keep your network and devices secure.

Getting your team using MFA will require them to verify they are who they say they are, by entering a code from their phone.

This extra step will make it much more difficult for hackers to break in. Even if they manage to get hold of a password, getting past MFA is very tricky if they don't have access to the device or account that is used for the authorization.

As more and more usernames and passwords are up for sale on the dark web, MFA is an absolute must for business and personal accounts alike.

MFA doesn't need to become a pain. You can give staff the option of different verification methods. And work them into it, by switching it on for different applications slowly over several weeks. Us IT Providers will love you for it!

3 Tell Them If You're Not Getting On With Your Tech

With so many different options for tech, growing frustrated with a piece of kit that isn't working for you shouldn't be an ongoing situation.

Speak to us straight away. They may be able to better help you achieve what you're trying to do. Or switch it for something that will better suit your needs.





WE LOVE REFERRALS

The greatest gift anyone can give us is a referral to your friends. Referrals help us keep costs down so we can pass the savings to our clients.

If your friend ends up becoming a client - we'll gift them their free first month of service (for being a friend of yours) AND we'll gift you a \$250 JB Hifi Gift Card.

Simply introduce me via email to **brett.muscio@team.4it.com.au** and I'll take it from there. I personally promise we'll look after your friend's business with a high level of care and attention (just like we do with all our clients).



NEED A LAUGH?

I love pressing

F5



It's so refreshing.

TECHNOLOGY TRIVIA



The first computer mouse was a square box with a little switch on the top.

The inventor, Doug Engelbart, called it a mouse because the long cable reminded him of a rodent's tail.

Can you guess what material the box was made from?

The first person to email me at **brett.muscio@team.4it.com.au** and give a correct answer gets a \$50 JB Hifi Card (existing clients only)

