

TECH TALK MONTHLY

YOUR MONTHLY DOSE OF
TECH & BUSINESS NEWS



Monthly update from Mark

Even the smallest digital transformation can feel like a giant leap. Before you dive headfirst into a new system or process, take a deep breath and plan it out. Think about your goals, consider the potential challenges, and make sure everyone's on the same page.

A little upfront planning can save you a lot of headaches down the line. Trust us, it's like packing for a trip – a well-thought-out plan makes everything smoother and less stressful.

Need an expert guide for an upcoming technology adoption? Reach out to us at mark@phrixus.com to schedule a chat.

Until then, stay safe,

WHAT'S INSIDE?

- 02 NAVIGATING THE CHALLENGES OF DATA LIFECYCLE MANAGEMENT
- 03 COPILOT IN TEAMS
- 04 TRANSFORMING CUSTOMER SERVICE
- 05 ENHANCE YOUR EMAIL SECURITY
- 06 TECH TIP OF THE MONTH
- 07 DATA BREACH DAMAGE CONTROL

DID YOU KNOW ?

Did you know that a robot named Sophia was granted citizenship in Saudi Arabia

Phrixus Technologies

PO Box 266
Berowra NSW 2081
phrixus.com
02 9457 6416





02 NAVIGATING THE CHALLENGES OF DATA LIFECYCLE MANAGEMENT

Data is one of the most valuable assets a business can have. Managing this data throughout its lifecycle can be challenging. Data lifecycle management (DLM) refers to several processes and policies that govern the handling, storage, and eventual disposal of data.

Businesses generate and store vast amounts of data. As this happens, effective DLM becomes more critical. Navigating the challenges of DLM requires a comprehensive approach that balances security, compliance, and operational efficiency.

Understanding Data Lifecycle Management

DLM involves the governance of data. It starts from its creation and continues to its eventual disposal. The lifecycle includes several stages:

- Data creation
- Storage
- Use
- Sharing
- Archiving
- Deletion

Each stage presents its own set of challenges. Mismanagement at any stage can lead to security risks, regulatory non-compliance and increased operational costs. Implementing a robust DLM strategy ensures proper data handling at every stage.

The Importance of Data Lifecycle Management

Effective DLM is crucial for several reasons. First, it helps ensure data security. A well- implemented DLM strategy includes security measures that protect data at every stage.

Second, DLM helps businesses follow regulatory requirements. Failure to comply can result in significant fines and reputational damage.

Finally, DLM helps improve operational efficiency. By managing data effectively, businesses can reduce storage costs, streamline operations and ensure that data is available when needed.

Challenges of Data Lifecycle Management

- **Data Volume and Variety.** There has been a proliferation of digital devices and platforms. The result is that companies are collecting more data than ever before. It includes everything from structured databases to unstructured text, images, and videos.

- **Data Security and Privacy.** Protecting data is a critical aspect of DLM. As data moves through its lifecycle, it is vulnerable to various security threats. Ensuring data privacy and security is not only a best practice but often a legal need.
- **Data Quality and Integrity.** Maintaining data quality and integrity is essential for effective DLM. Poor data quality can lead to several issues, including inaccurate analyses, poor business decisions, and wasted resources. Ensuring that data remains accurate and reliable throughout its lifecycle is a challenge.
- **Data Retention and Deletion.** Deciding how long to keep data and when to delete it is a critical aspect of DLM. Holding onto data for too long can increase storage costs and expose businesses to security risks. But deleting data prematurely can lead to compliance issues. It can also mean the loss of valuable information. When it reaches the end of its lifecycle, appropriate data destruction methods must be employed to prevent unauthorised access.
- **Data Accessibility and Availability.** Ensuring that data is accessible when needed is another challenge of DLM. As data moves through its lifecycle, users may have archived it. It can also be moved to different storage locations or deleted. Businesses should balance data accessibility and security by enforcing access controls, such as role-based access and MFA. Businesses must also plan for data availability during disruptions such as hardware failures, cyberattacks, or natural disasters through data backup and disaster recovery plans.

Data lifecycle management is a complex but essential aspect of modern business operations. Our team of experts can help you put commonsense solutions in place to improve data security.

Pendant is a lightweight personalised AI wearable that is weatherproof and Wi-Fi/Bluetooth enabled.

It is usable on any device including the web, your phone, a Mac, or PC.

Pendant works with any meeting tool, has unlimited storage, and offers data encryption.

It remembers what you say throughout the day, from in-person meetings or impromptu conversations.



LIMITLESS AI PENDANT

Microsoft Teams continues to evolve. It is a powerful hub for collaboration and communication in the modern workplace. With the integration of AI-driven Copilot, Teams is pushing the boundaries. It's innovating how we interact with technology to improve and unlock business value.

What is Copilot in Microsoft Teams?

Copilot is Microsoft's AI-powered assistant. In Microsoft Teams, Copilot acts as an intelligent agent. It helps users by doing things like:

- Automating processes
- Managing tasks
- Analysing data
- Providing real-time insights

Copilot provides actionable recommendations, transforming how teams collaborate.

New Features of Copilot in Teams

These features help users navigate complex tasks and much more.

Enhanced Collaboration Features

- **Automated Meeting Summaries.** A standout feature is generating meeting summaries automatically.
- **Intelligent Task Management.** It analyses conversations in chats or meetings, then automatically identifies task, assigns them to team members, and tracks progress.

Smarter AI Suggestions

- **Context-Aware Responses.** Copilot's AI has become more context-aware. This minimises irrelevant suggestions and keeps teams focused.

- **Personalised Insights.** As Copilot interacts with a team, it learns from past behaviors. For example, it can suggest the best times to schedule meetings.

Agents in Copilot: A New Way to Work

Copilot agents are task-specific AI-driven assistants. You can customise them to handle particular functions or workflows. Agents focus on specific domains such as customer support, sales, or project management. This makes them a valuable asset for small and medium-sized businesses.

Here are some of the key capabilities these agents bring to Teams.

- Automating Routine Tasks
- Integration with Business Tools
- Multitasking Capabilities

Benefits of Using Copilot in Teams

- **Increased Productivity.** Copilot frees up time for employees to focus on more important activities.
- **Improved Communication.** Copilot can summarise meetings, track action items, and offer context-aware suggestions.
- **Enhanced Decision-Making.** Copilot helps highlight trends, provide performance metrics, and identify areas of improvement
- **Better Workflow Management.** Agents and automation tools help manage workflows.

The future of AI in tools like Teams presents an exciting opportunity. By adopting these AI-powered tools now, businesses can stay ahead of the curve.

04 TOP TECHNOLOGIES TRANSFORMING CUSTOMER SERVICE TODAY

Customer service is at the heart of any successful business. Customer expectations continue to evolve. Similarly, companies must evolve to meet those expectations.

55% of customers like self-serve customer service over speaking to a representative.

Technology has become a game-changer in this regard. Here's how:

- Artificial Intelligence (AI) and Machine Learning are leading the charge in revolutionising customer service. These technologies are enhancing everything from customer interactions to backend processes.
- Omnichannel Support. Customers today expect seamless support across several channels. Omnichannel support ensures a consistent experience, regardless of the channel a customer chooses.
- Cloud-Based Customer Service Platforms are transforming the customer service landscape by offering flexibility, scalability, and accessibility.

- Self-Service Technologies empower customers to find answers and resolve issues on their own. This improves customer satisfaction and reduces the workload on service teams.
- Data Analytics and Customer Insights. By analysing customer data, businesses can gain valuable insights to provide more targeted and effective service
- Robotic Process Automation (RPA) is another technology making waves in customer service. RPA involves the use of software robots to automate repetitive, rule-based tasks. This frees up human agents to focus on more complex and value-added activities.

Let Us Help You with a Technology Roadmap

The technologies transforming customer service today offer many benefits, but it's not always easy to know where or how to get started. Our team of IT consultants can help you build a tech roadmap that makes sense.

05 6 SIMPLE STEPS TO ENHANCE YOUR EMAIL SECURITY

1. Use Strong, Unique Passwords. Use a password manager and avoid reusing passwords.

2. Enable Two-Factor Authentication (2FA). Choose a 2FA and set it up for all accounts.

3. Be Cautious with Email Attachments and Links. Verify the sender, scan attachments, and don't click on suspicious links.

4. Keep Your Email Software Updated. Enable automatic updates.

5. Use Encryption for Sensitive Emails. Encrypt emails containing sensitive information and educate recipients.

6. Watch Your Email Activity. Set up activity alerts, regularly review account activity, and respond quickly to suspicious activity.

06 HOW AI IS HELPING SMALL BUSINESSES

- **Streamlining Customer Support with AI Chatbots** reduces response times and enhances experience.
- **Improving Marketing with AI-Powered Analytics** for targeted advertising and predicting trends.
- **Automating Routine Tasks with AI Tools** such as scheduling and expense management.
- **Enhancing Inventory Management with AI Forecasting** and automatic reordering.
- **Personalising Customer Interactions with AI** through customised marketing.
- **Enhancing Recruitment and HR Processes with AI** by screening resumes and predicting performance.
- **Securing Data with AI-Powered Cybersecurity** to detect anomalies and automate threat responses.

07 DATABREACH DAMAGE CONTROL: AVOID THESE PITFALLS

Data breaches are an unfortunate reality for businesses of all sizes. When a breach occurs, the immediate response is critical. How you manage the aftermath can significantly impact your reputation and financial stability.

Effective damage control requires a well-planned approach. But there are common pitfalls that can exacerbate the situation:

- **Delayed Response.** The longer it takes to respond, the more damage can happen.
- **Inadequate Communication.** It leads to misunderstandings, frustration, and further reputational damage.
- **Failing to Contain the Breach.** Once your business detects a breach, take immediate action to prevent further damage.
- **Neglecting Legal and Regulatory Requirements.** Failing to comply can result in significant fines and legal action.
- **Overlooking the Human Element.** Addressing the human element is essential for a comprehensive response.



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's business 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 \$500 cash/ gift voucher.

Simply introduce me via email to **mark@phrixus.com** and I'll take it from there. I personally promise we'll look after their business with a high level of care and attention (just like we do with all our clients).

Cyber Security for Small Business

Join Mark Giles and Rachelle Staltare from Staltare Law as they present for the Hornsby Chamber of Commerce on the latest developments in Cyber Security, AI and litigation.

- The use of AI by criminals and how it can also be used to help secure networks
- Benefits and risks associated with generative AI
- Recent developments in Cyber Security
- Potential legal liabilities for SMBs and how to minimise risk
- Immediate actions to take in case of a data breach
- Tips on how all SMBs can protect themselves and their clients

Date/Time: Wed Nov 20th 2024 6:00pm

Members: \$20, Non-Members: \$40 (inc supper)

<https://hornsbychamber.com.au/events>



NEED A LAUGH?

Why did the computer break with up the internet?

There was no connection!



TECHNOLOGY TRIVIA

The question this month is:

What is the name of IBM's AI that won the first ever chess match against a world champion?

The first person to email me at

mark@phrixus.com

and give a correct answer gets a \$50 Amazon Gift Card!



Each month you have a chance to win a \$50 Amazon Gift Voucher by being the first person to email us with the answer to our Technology Trivia Question of the Month!

Microsoft CoPilot and AI webinar



On Thursday 31st October we hosted an AI and CoPilot webinar presented by Phil Meyer a 34 year veteran at Microsoft. If you were not able to make it we have opened up the recording to be available to everyone. If you are considering using Microsoft CoPilot and want to know more about AI and how it can help productivity and also know about the security implications.

If you would like a link to the recording please ask Mark mark@phrixus.com