


FEBRUARY 2021

# TECHNOLOGY INSIDER

*Your monthly newsletter,  
written for humans not geeks*

Everyone in your team  
needs cyber security  
training. Including you 

## Every good business leader knows that training is essential for a highly productive team.

But have you ever considered giving your staff cyber security training? You really should.

What is it?

It's about increasing their awareness of the ways that criminals try to break into your IT system. And the devastating consequences if they do.

### So they'd learn:

- How to spot the different types of fake emails and messages, and what to do with them
- The risk of social engineering by email, phone, or text message
- Why we use basic security tools such as password managers and multi factor authentication (where you generate a code on another device)

By holding regular cyber security training sessions, you can keep everyone up to date. And develop a really great culture of security awareness.

It's another layer of protection to help ensure that your business doesn't become part of a scary statistic (one small business is hacked every 19 seconds).

PS as the leader it's critical you do the training, too. You'll be one of the most targeted people in the business, as you probably have access to all the systems, including the bank account.

*If you don't already have cyber security training in place, we'd love to help. Give us a call or drop us an email.*



## HELPING LOCAL BUSINESSES

### Reduce IT Costs in 2021

**How would you like to enter 2021 with a fixed LOW PRICE monthly security and support contract to help your business save money in 2021? Reduce Costs and Increase Security...**

Talk to us today to see how you can start saving?  
01908 410261

**Find out what's included here:**  
<https://www.yourcloudworks.com/covid-it-security-and-support-special-offer/>

# WHAT KEY CHANGE COULD YOUR BUSINESS BENEFIT FROM?

You could say that we're all experts at change, now. After last year, even those who were resistant to change have passed a masterclass in adaptability.

When you're running a business, change isn't a bad thing. And that's also true when it comes to the technology you use.

Your IT setup should be something that's been well thought through. It should allow your business to change and adapt with minimal stress.

However, if you don't have an IT service partner working **proactively**, you might be missing that.

It's one thing having an IT support company waiting to fix things for you. It's another having a partner. Who's constantly looking at your setup and designing ways to make your team's lives easier both now and in the future.

**This is what we do. And we'd love to do it in partnership with you.**

You see, we're pretty confident that after spending a little time on a call with you, we could identify some areas for key change that

could make a huge difference to your business and its IT setup.

We're calling this our key change audit. Snappy, eh?

During this audit, our experts will take a detailed look at your IT infrastructure, what you do and the tools you currently use to do it. We'll discuss how you'd like everything to work in an ideal world. Then we'll make suggestions on the key changes you could make to get your setup as perfect for you as possible.

Visit [www.yourcloudworks.com/it-support/#bookacall](http://www.yourcloudworks.com/it-support/#bookacall) to book your 15 minute video call to discuss this audit.



## INSPIRATIONAL QUOTE OF THE MONTH

*"The technology you use impresses no one. The experience you create with it is everything."*

Sean Gerety, user experience expert

## When did you last upgrade your office phone system? Have you done it in the past 5 to 10 years?

## Technology update

You'd be surprised how many businesses haven't. And the benefits they're missing out on, by not doing so.

install new lines as your business grows, and no cost per call), but it also brings a whole host of other benefits.

Not only can a new VoIP phone system save your business money (no need to

Clearer calls. More functionality. They're even way more adaptable for remote workers.

### Not sure where to start?

Just give us a call, we can help you find the most compatible system for your business.



## MICROSOFT 365 TIP

**You know you're working hard when your desktop looks like the inside of your brain - 20 different windows open at once.**

Here's a great way to minimise everything but the one window you're currently working on.

Click the title bar of the window you want to keep open. Hold your mouse button down and give the window a shake back and forth. After a couple of seconds, all the other windows will minimise, leaving just the one you want open. Cool.

### Tech Fact #1

Every month, hackers release around 6,000 viruses.

### Tech Fact #2

24 hours of video is uploaded to YouTube every minute. That's 34,560 days' worth of video, every day.

### Tech Fact #3

Changing font can save printer ink. The theory is, if you switch to a lighter stroke, you'll use a little less ink per page, meaning around a 10% saving when printing large quantities.

### Tech Fact #4

92% of the world's currency is digital, existing only on computers. Even banks store money electronically.

# GOT A SCARY NEW FRIEND?

## It's not as rare as you might hope.

Ransomware is the fastest growing cyber-crime in the world right now (it's where all your data is encrypted, and you must pay a ransom to get it back).

And those delightful cyber criminals are using our new work from home culture to find their way into your network.

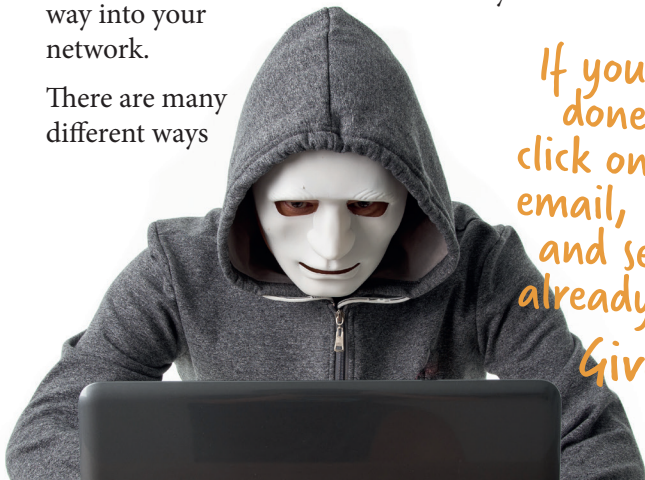
There are many different ways

for them to do this. Once they're in, it can be very difficult to detect them until they launch an attack. And that can take up to 10 weeks.

That's 10 weeks of them lurking in your network, seeing all your private data, installing suspicious programs on your devices... and just waiting to make their move.

**Scary.** It's not always easy to spot if you've been compromised.

*If you think someone's done something like click on a bad link in an email, let us take a look and see if hackers are already in your system. Give us a call.*



## Let's chat on a video call Three BIG questions for you:

1. Do you currently have an IT support company?
2. How happy are you with them?
3. If the answer isn't "they're so amazing I want to hug them and send them gifts", let's jump on a video call

2020 taught businesses round here just how important proactive, responsive IT support is.

*The good news is, we're now taking on new clients again. Set up a 15 minute exploratory video call at*

[www.yourcloudworks.com/contact-us/#bookacall](http://www.yourcloudworks.com/contact-us/#bookacall)

## This is how you can get in touch with us:

**CALL:** 01908 410261 | **EMAIL** [business@yourcloudworks.com](mailto:business@yourcloudworks.com)

**WEBSITE:** [www.yourcloudworks.com](http://www.yourcloudworks.com)



Q

A

### QUESTION

**How can I make my Wi-Fi faster?**

### ANSWER

Try moving your device closer to the router. If that works you may need to install some access points to extend your range. Connect directly to the router with a cable. If it's still slow, call your provider to see if they can work some magic at their end.

### QUESTION

**Why can't I print?**

### ANSWER

Is your printer connected to your Wi-Fi? Are all the cables plugged in firmly? Is there sufficient paper and ink? If you've checked these and it's still not working, try restarting your router.

### QUESTION

**My computer keeps crashing. What do I do?**

### ANSWER

Annoying. There can be many reasons why your computer has crashed. First, give it a couple of minutes to see if it fixes itself. If not, open your task manager, see what program is not responding and close it. If that doesn't work, restart the device, and try again. If it happens repeatedly, call for help!