

NOVEMBER 2020

# TECHNOLOGY INSIDER



Your monthly newsletter, written  
for humans not geeks

## When did you last check your backup?

**If you're taking data seriously in your business, you'll have a robust constant backup process, that stores multiple copies of all your data safely and securely in the cloud.**

This can be a life saver in many situations:

- If your data is corrupted
- If someone accidentally deletes something
- Or even if you lose a device

But when did you last check that your backup was actually working? That it's correctly backing up your data exactly as it should be?

You'd be surprised how often backups

fall over... and no-one is alerted. Or they are alerted, but don't take action to fix the problem fast enough.

This is why we verify our clients' backups on a daily basis.

If you haven't checked your backups for a week or more, then you could be setting yourself up for a big problem.

Because the worst time to find out that your backup hasn't been working is when you actually need it. And sadly, we've heard of this happening more than a few times.

Very easily, a business can lose a week or month's worth of work... it's a genuinely traumatic event.

So check your backup today to keep yourself covered.

*or if you'd like that taken care of for you, we'd love to help. Give us a call to see how we can give you one less thing to worry about.*



## LATEST TECH ALERT

### Fancy a flip phone again?

**Do you remember flip phones back in the 00s? Well – they're back, but this time you can flip your smartphone.**

It's hard to believe until you see it – but the Samsung Galaxy Z Flip has a foldable screen. Yes, the glass actually folds. It runs Android and will set you back about £1,000.



## MICROSOFT 365 TIP

If you love Microsoft Teams but hate the notifications, they're really easy to customise.

Look at the top of Teams, over in the top right corner. Click on your profile picture, then select the Notifications tab.

Now you can set the alert type and frequency that best suits you.



## Is there a hidden intruder lurking in your business?

You might think that hackers won't target your business. But actually, you'd be surprised. Cyber criminals are targeting businesses exactly like yours all the time.

Because often, small and medium sized businesses don't spend big bucks on their cyber security. Hackers know this. And will put a lot of effort in to try to exploit that.

We're seeing a rise in ransomware attacks. This is the computer attack where a hacker locks you out of your systems and data. And you must pay a ransom, typically in Bitcoin, to get access again.

While it's not a new crime, it's one of the fastest growing crimes online.

Reality check: This kind of attack can cripple your business.

Hackers will encrypt or delete all of your data, leaving you to:

- Explain the breach to your clients
- Try to restore what you've lost (that's if you have a working backup saved off-site that hasn't been affected) and clean up your network
- Or just pay the large ransom to undo the damage

It can cost thousands. And accounts for a scary number of businesses going under.

But if you know the warning signs to look out for, you can dramatically reduce your risk of falling victim to a hidden hacker, already in your system.

### Can we offer your business a breach detection review?

During the review, our specialists can carry out a detailed network check to detect if there has been any unauthorised activity. And give you advice for preventing this kind of attack in the future.

Before we carry out the review, we'll need to have a quick video call (no more than 15 minutes) to discuss your current security, your business, and to answer any questions you may have.



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

## Tech Fact#1

Google rents goats – yes, goats – from a company in California, to help keep weeds under control at its HQ

## Tech Fact#2

You know that Bill Gates got rich from making Windows for PCs. But did you know his architect designed his house on... a Mac!

## Tech Fact#4

GPS is free for us to use all day, every day... but it costs \$2m a day to run. Taxpayers in the United States foot the bill

## Tech Fact#3

In an average day in the office, your fingers travel the equivalent of 12 miles over the keyboard

## TECHNOLOGY UPDATE



I hope your family and business haven't been too badly affected by Covid.

Most of us have adapted to it now, haven't we? And I think we've accepted that nothing's going back to how it used to be for a long time.

There have been a lot of positives from this year. Lots of us have changed our lifestyle habits; spent more time with our families and got outdoors more.

We're certainly seeing technology benefits for lots of the businesses we look after. Some

have now fully embraced the cloud, as the answer to any person working anywhere, on any device.

Others say they can sleep better because they now have robust data security in place (essential for remote working).

What are the technology benefits your business has seen this year?

Not sure where to start? That's OK, we can help you.

Give us a call on 01908 410261 and we'll guide you through the process

## INSPIRATIONAL QUOTE OF THE MONTH

"It is only when they go wrong that machines remind you how powerful they are."

Broadcaster Clive James



# Are you forgetting something?

## Don't worry, you haven't missed our birthday 😊

We're talking about your office printer. When was the last time you thought about it (and we don't mean those angry thoughts when it starts scrunching up paper)?

Let's chat on Zoom

We mean thinking about it from a data security point of view. That big hunk of plastic and metal needs attention. Because it's on your network. And it probably has an internal memory of all the documents that have been sent to print.

That means it's a threat when it comes to data theft.

Make sure your printer is password protected. That it's secured and accessible only by relevant people. And that old printers have their memories wiped and are correctly disposed of.

*Need a hand? We can help you. Give us a call on 01908 410261 and we'll make sure your entire network is secure and protected.*

## Three 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 "utterly delighted", let's jump on a Zoom

**Covid has taught businesses round here just how important proactive, responsive IT support is.**

**We're now taking on new clients again.**

*If you'd like to set up a 15 minute exploratory Zoom, go to*

[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)



### QUESTION

**What software should I use for video calls?**

### ANSWER

Zoom is popular, and Microsoft Teams. It's really down to personal preference. Start by looking at how often you'll be making video calls, and with how many people. Then you should try 2 or 3 different apps to see which you prefer.

### QUESTION

**Do I need an external mic and web cam?**

### ANSWER

These can certainly add a professional polish to your video calls. But most modern laptops have perfectly good built-in microphones and web cams, designed for exactly this kind of communication.

### QUESTION

**How do I switch off when I'm working from home?**

### ANSWER

We've found it useful to have a dedicated work area, and only work there. If you don't have a home office, even a specific chair at a table that's only for work can help you mentally switch between working and resting.



**YOUR  
CLOUD  
WORKS**

CELEBRATING 10 YEARS 2010 - 2020