

Your Small Business Technology Information Source!

This Issue:

Cloud Computing Has Grown to Be a Major Small Business Benefit

Businesses Have Better Tools Thanks to Technology

So, You're Wondering What an NFT Is...

What's Messing with Your Wi-Fi? A Few Things May be Responsible

How to Keep Out-of-Office Employees Engaged in Office Culture

Utilizing More of Your Data Can Help Build a Better Business

So, You're Wondering What an NFT Is...



With cryptocurrency having its heyday over the past few years and the increased attention it has brought the blockchain, it should be no surprise that another trend has arisen. NFTs, or *non-fungible tokens*, have been all the rage as of late... but is this trend something that might apply to businesses?

Let's dive in and define what an NFT functionally is, for starters...



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About Indevtech Incorporated

We are the IT department for many small businesses in Hawaii, across different verticals such as healthcare, legal, financial, and manufacturing concerns.

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Cloud Computing Has Grown to Be a Major Small Business Benefit



Cloud computing is turning into a tool that is universally used by businesses to enhance remote access and provide the scalability for tools that allows a business to get the best bang for their buck. This month, we'll describe how modern cloud computing works and why it is such a huge potential benefit for your business.

What Exactly Is Cloud Computing?

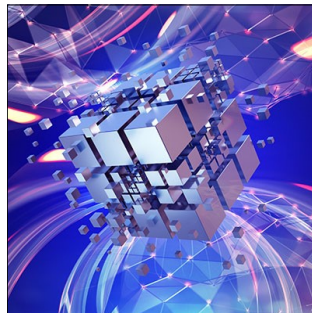
Cloud computing is actually pretty straightforward. It is a computing environment that is hosted on a remote server that is accessed through the Internet. Nowadays, there is very little computing that can't be purchased as-a-service, and the benefits are stark. Basically, someone doesn't have to purchase the underlying hardware to host data, applications, and even processing and can scale their IT to their specific needs.

What Type of Cloud Options Are Available?

Since cloud is a broad term, companies can use the cloud for just about anything they need. Let's take a look at some of the most common use cases for cloud computing in the business world:

(Continued on page 3)

Businesses Have Better Tools Thanks to Technology



Given the past few years and the assorted challenges that businesses have experienced during these tumultuous times, it is little wonder that businesses are seeking to alter their operations. Fortunately, today's technology offers these opportunities to businesses, for prices that are surprisingly attainable for organizations of all sizes. Let's discuss three such examples you could implement in your own business.

Artificial Intelligence

The concept of artificial intelligence is nothing new, with examples arguably being found in ancient mythology. Today, we now have access to practical AI tools that help to automate business operations—and why wouldn't we take advantage of something that makes it easier for us to pull in additional revenues? Not all that long ago, there were a lot of tasks that required human intervention each and every day that AI is now able to take over. This is hugely advantageous to businesses—particularly insofar as it can help cut costs.

AI is now used in a wide variety of business solutions, in a variety of industries. Manufacturers can use it for their quality control needs, using AI to scan and evaluate the products they've produced. As more flaws are identified, the software learns and improves its capabilities without huge expenses.

The supply chain is critical to various industries (as the recent supply chain issues made abundantly clear), and AI can make the inventory control and resource tracking of the supply chain far easier. Automating these time-consuming and resource-intensive processes frees your business to focus on your revenue generation.

(Continued on page 2)

What's Messing with Your Wi-Fi? A Few Things May be Responsible



Wireless connectivity is a staple in modern business, which makes it all the more frustrating when you experience challenges

connecting your devices to your business' Wi-Fi. To help remedy this, we've composed a brief list of possible fixes to your Wi-Fi worries.

First, Is Your Wireless Actually the Problem?

So far, we've gone about this whole endeavor under the assumption that your wireless network is the problem. It is important, however, that we rule out other potential problems before we devote any time to solving the one we assume is the issue. Otherwise, we could very well waste time barking up the wrong tree. Maybe it isn't your Wi-Fi infrastructure at all, and your Internet

service provider is suffering from downtime. Cover your bases by checking in with your ISP, and running speed tests on both a wired and wireless connection to see how they compare.

Second, Make Sure Your Equipment is Up-to-Date

As time passes, it is important that you ensure that your wireless infrastructure has its internal software updated. If you haven't been doing so, this could prove to be the source of your problems. Updating the drivers and firmware on these pieces of equipment should be your next troubleshooting step.

Third, Consider Where Your Router is Placed

Where your router is in the office can also have a significant impact on the strength and reach of your wireless signal. Walls, conflicting signals from other devices, and effectively everything else can potentially block some or all of your

business' Wi-Fi. We generally recommend that the router is placed in a central location in your office to equalize everyone's experience, and to use more than one router if your business is large enough.

Fourth, Determine If There's Just Too Much Traffic for the Network

Your business' Internet connectivity is a finite resource—basically, the more people trying to get a piece of the pie, the thinner those slices are going to be. In terms of your network, the more devices you have on it, the less bandwidth each will get. Using a router that is compatible with multiple bands allows you to assign different devices to a certain band to optimize the speeds you can achieve. Devices that use more data should be assigned to the 5.4 GHz connection...



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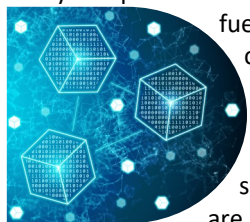
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Speaking of revenue generation, it's not something that your necessary support is going to help very much. However, AI can be used in the form of chatbots to deliver the support that your customers seek without overtaxing your human resources.

Blockchain

Many might write off the blockchain as the platform behind cryptocurrency, too new and niche to have any real business applications. This is far from the case, as many companies are using applications fueled by the blockchain—including small businesses.



For instance, some businesses are using the blockchain for their digital contracts, as the blockchain works as a digital ledger. Every transaction made on the blockchain is saved as its own node, known as a block.

The immutability of the blockchain provides the security that these smart contract systems need.

Internet of Things

The Internet of Things is the overarching term that describes any device that has had its usual base functions augmented by the capabilities that Internet connectivity can give. Smart watches, smart assistants, smart anything, really... they're all part of the IoT.



These devices have exploded in popularity, largely due to their convenience, with projections placing the economic value of the IoT somewhere between \$4 and \$11 trillion by 2025. This growth doesn't have to exclude your business, either. The IoT can actually help your productivity.

For instance, manufacturers have embraced the IoT, using it to track various data points and improving their operations through this data. This is just one example of many ways that the IoT can help boost your productivity. The IoT can be used to identify when meetings are best scheduled to not interfere with productive times, with many other tasks able to be automated and removed from a team's collective plate.

Technology is, and will continue to be, a critical consideration for businesses and those that make the decisions for them. When used properly, businesses that embrace the IoT can accomplish more, more intelligently. To learn more about embracing the IoT for your benefit, or anything to do with your business' IT, give us a call at (808) 529-4605.



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(Continued from page 1)

- **Cloud storage** - Data storage is a big deal for most businesses. You need a compliant, secure, and available place to keep your business' data. For a long time, businesses were reluctant to use cloud-based storage options as there were questions about the viability of their security and their reliance on an Internet connection, but today, there are many great options that provide even the smallest business reliable and secure storage with guaranteed uptime.



- **Cloud backup** - Most of today's prominent data backup services rely on cloud platforms to ensure that data is available in the face of a disaster. With these situations becoming more commonplace, and with data's value to an organization what it is, having redundancy in the cloud makes a lot of sense for most businesses.
- **Cloud hosting** - Today, there are cloud service providers that offer all the processing a business could ever need. This option essentially replaces centralized servers for cloud-hosted ones, providing any computing setup a business needs.
- **Software-as-a-Service (SaaS)** - Software-as-a-service has become one of the most utilized methods of application delivery in modern business. Essentially, a business pays a subscription fee for access to a piece of software. It allows them access to many

applications that they may not have the budget for and can be scaled up and back quickly. SaaS covers a lot of ground: from business telephone, to productivity, business management, marketing, and much, much more.

A Brief Look at Why the Cloud Is Great for Growing Businesses

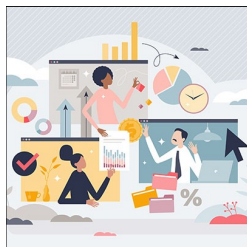
For small business owners, the benefits of cloud computing might just change the way you feel about service-based computing. Let's go through some of the major benefits here:

- **Accessibility** - Cloud computing allows businesses to deploy their computing resources to their employees (and in some cases even their customers)...



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How to Keep Out-of-Office Employees Engaged in Office Culture



In today's age of remote and hybrid operations, engaging your employees has never been more important. People want to feel

like they belong, like they are connected to their coworkers and colleagues. What can you do to encourage this type of connectedness that might not always be so easy when your workforce is scattered about?

We have a couple of ideas to share with you for how you can promote a more connected and engaged remote and hybrid workforce. Here are three of them.



Normalize Transparent Communications

It turns out that people really like being involved in conversations and communications rather than the important details being discussed behind closed doors. A good example of this is using your instant messaging platform for special announcements and to foster conversation about particular topics. Email might be best for certain conversations where only one or two people need to be involved, but when it comes to building relationships and camaraderie, the more people that can be involved, the better.

Encourage Employee Resource Groups

Employee resource groups are a great way to encourage your team to get to know each other. For those unaware, employee resource groups are generally managed by a volunteer who puts together events for those with similar interests, hobbies, or life circumstances. Employee resource groups are great ways for your team to connect with one another, especially with others from

different departments, as it can often be the case that remote or hybrid employees rarely communicate with other parts of the organization unless on official business.

Host Informal Virtual Meet-Ups

Meet-ups and fun events don't have to be exclusively for your office's in-house employees. In fact, you could be isolating your remote and hybrid employees by not providing them opportunities to engage with the rest of your business. Planning for regular informal meet-ups where people can mingle, come and go as they please, and just enjoy the company of others within your organization is crucial to fostering a sense of belonging and inclusiveness for your remote and hybrid employees. There are all kinds of possibilities for these types of meetings or events, including virtual game nights, social hours, and so on...



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Utilizing More of Your Data Can Help Build a Better Business



How do you look at your organization's data? The answer will likely be

the same as how you look at your organization. The businesses that do more to use their data to improve their business' process, policies, and strategies, are the businesses that, by-in-large, are the ones that grow more rapidly and see more operational efficiency. This month, we thought we would look at four ways your business can use their data to actively improve its operations.

About Your Data

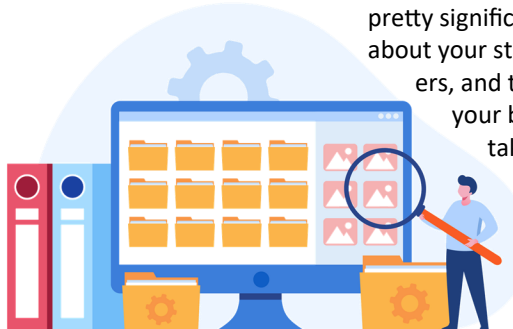
Before we get into how you should be using your data to be more successful, you need to understand what types of data you have that you probably aren't using. Sure most businesses have basic metrics that they use to evaluate productivity, solve business

problems, and innovate the way they do things. That's not to say that you are deploying your data as strategically as you may want to, but you do things that utilize the information that you have on hand.

The thing is: There is a lot more where that comes from.

The average business only uses about a quarter of the usable data. This keeps decision makers at these organizations from making the best decisions they can. How would using more data make a difference? Most of that data on its own is basically useless. It's an order form here, a customer review there. No business owner or decision maker is going to go all-in on strategy off of an anecdote. If that data is correlated with other data of its type and reviewed thoroughly, you can make some pretty significant insights about your staff, your customers, and the health of your business. So let's take a look at

three ways you can use your data to your business' benefit.



Build Your Offering for Repeat Business

One of the best ways to build a successful business is to become what is known as a customer-centric company. You are, after all, in business to fill a need in the market and depend on your customers to help your business grow. One way to do this through data is to pay attention to what is called your "churn rate". This is a metric that measures how your company retains customers. It is much more expensive to sell to new customers than to sell to repeat customers, so if you find that customers are leaving or not engaging with your company, you can find out how to build your offering to best meet the needs of your loyal customers.

Improve Targeted Innovation

The data you get from your customers can really make a difference in the way you go about innovating your offering. Innovation is important for every company and the data can tell you exactly how to go about doing that. You can use analytics to help understand how to build...



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Indevtech has been serving Hawaii since 2001, providing end-to-end managed IT services to small- and medium-businesses. Our philosophy is very simple: we strive to be the best at what we do, so that you can succeed at what you do. We have a proven framework that, when deployed with a solid commitment from our clients, provides an unshakable foundation on which our clients can build their businesses.

Tech Trivia

53% of companies have more than 1,000 sensitive documents that employees can freely access.

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