

# SOLUTIONS

## MONTHLY

YOUR MONTHLY DOSE OF  
TECH & BUSINESS NEWS

## MONTHLY UPDATE FROM SOLVE IT SOLUTIONS

Remember the scramble to set up a home office during the pandemic? Believe it or not, lots of folks are still rocking the work-from-couch life. And hey, who can blame them? But here's the thing: while comfy clothes are a major perk, keeping your data safe is just as important as ever.

No one wants their cat accidentally emailing a client a top-secret document! So, let's chat about some easy cybersecurity wins. Think strong passwords, using a super secure Wi-Fi connection (public coffee shop Wi-Fi is a big no-no!), and keeping your software updated. It's like online hygiene – a few small steps can make a big difference.

Looking for affordable help with WFH and freelancer data security? Reach out to us at [info@solve-it-sol.com](mailto:info@solve-it-sol.com) to schedule a chat.

Until then, stay safe.



**YOUR FRIENDS  
at SOLVE IT SOLUTIONS**  
*What can we solve for you?*

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## DID YOU KNOW?

The first book sold on Amazon.com was Douglas Hofstadter's **Fluid Concepts and Creative Analogies: Computer Models of the Fundamental**

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## 02

Cyber threats are a perpetual reality for business owners.

Hackers are constantly innovating. They devise new ways to exploit vulnerabilities in computer systems and networks.

For businesses of all sizes, a proactive approach to cybersecurity is essential. One of the most crucial elements of this approach is regular vulnerability assessments.

A vulnerability assessment is a systematic process. It identifies and prioritizes weaknesses in your IT infrastructure that attackers can exploit. Some businesses may be tempted to forego vulnerability assessments.

They might think it's too costly or inconvenient. Small business leaders may also feel it's just for the "big companies." But vulnerability assessments are for everyone. No matter the company size.

The risks associated with skipping them can be costly.



## DON'T SKIP IT!

### WHY YOU SHOULDN'T SKIP VULNERABILITY ASSESSMENTS

#### Why Vulnerability Assessments Matter

The internet has become a minefield for businesses. Cybercriminals are constantly on the lookout for vulnerabilities to exploit. Once they do, they typically aim for one or more of the following:

- Gain unauthorized access to sensitive data
- Deploy ransomware attacks
- Disrupt critical operations

Here's why vulnerability assessments are crucial in this ever-evolving threat landscape:

**Unseen Weaknesses:** Many vulnerabilities remain hidden within complex IT environments.

**Evolving Threats:** Experts discover new vulnerabilities all the time. Regular assessments ensure your systems are up to date.

**Compliance Requirements:** Many industries have regulations mandating regular vulnerability assessments.

**Proactive Approach vs. Reactive Response:** Identifying vulnerabilities proactively allows for timely remediation. This significantly reduces the risk of a costly security breach. A reactive approach is where you only address security issues after an attack.

#### The High Cost of Skipping Vulnerability Assessments

- **Data Breaches** - Unidentified vulnerabilities leave your systems exposed.
- **Financial Losses** - Data breaches can lead to hefty fines and legal repercussions as well as the cost of data recovery and remediation.
- **Reputational Damage** - A security breach can severely

damage your company's reputation. It can erode customer trust and potentially impact future business prospects.

- **Loss of Competitive Advantage** - Cyberattacks can cripple your ability to innovate and compete effectively. This can hinder your long-term growth aspirations.

#### The Benefits of Regular Vulnerability Assessments

##### Improved Security Posture:

Vulnerability assessments identify and address vulnerabilities.

**Enhanced Compliance:** Regular assessments help you stay compliant with relevant industry regulations.

**Peace of Mind:** Knowing your network is secure from vulnerabilities gives you peace of mind.

##### Reduced Risk of Costly Breaches:

Proactive vulnerability management helps prevent costly data breaches.

##### Improved Decision-Making:

Vulnerability assessments provide valuable insights into your security posture.

#### Investing in Security is Investing in Your Future

Vulnerability assessments are not a one-time fix. Your business should conduct them regularly to maintain a robust cybersecurity posture. By proactively identifying and addressing vulnerabilities, you can:

- Significantly reduce your risk of cyberattacks
- Protect sensitive data
- Ensure business continuity

Remember, cybersecurity is an ongoing process.

## 03 4 WAYS SMALL BUSINESSES CAN LEVERAGE COPILOT FOR MICROSOFT 365



Microsoft has expanded the availability of one of its most dynamic tools to SMBs. A tool that can be a real gamechanger for growth. Copilot for Microsoft 365 is a powerful new addition to the M365 suite. It was first offered to enterprise customers only. But Copilot is now open to businesses of all sizes as long as they have Microsoft 365 Business Standard or Business Premium.

### HOW COPILOT STREAMLINES WORKFLOWS

#### Effortless Content Creation:

Copilot can suggest text responses and complete sentences. It can even draft entire emails and presentations based on your initial input.

#### Enhanced Productivity:

Copilot automates repetitive tasks and streamlines workers by offering intelligent suggestions.

**Improved Communication and Collaboration:** Clear and concise communication is vital for any successful business.

**Reduced Learning Curve for New Technologies:**

Copilot provides context-aware guidance and suggestions. All while you work with your familiar Microsoft 365 applications. This can significantly reduce the learning curve for new employees.

### REAL-WORLD APPLICATIONS OF COPILOT WITHIN YOUR SMB

#### Marketing and Sales Teams

Generate compelling marketing copy for social media campaigns.

#### Customer Service Representatives

Respond to customer inquiries with increased efficiency and accuracy. Use Copilot's AI-powered suggestions for crafting clear and concise responses.

#### Project Managers

Develop comprehensive project plans. Automate progress reports with a few text prompts.

#### Content Creators

Overcome writer's block and generate fresh ideas for copy.

#### Finance and Accounting Teams

Automate data entry tasks and improve data analysis with Copilot's intelligent features. Generate reports with prompts for enhanced clarity. Gain valuable insights from data faster.

### GETTING STARTED WITH COPILOT FOR MICROSOFT 365

Here's how you can empower your team to leverage this powerful tool:

**Ensure Compatibility:** Copilot is currently available for businesses with Microsoft 365 Business Premium or Business Standard.

**Activate Copilot:** Buy the Copilot add-on to your subscription.

**Explore and Experiment:** Microsoft Copilot offers intuitive features. Start experimenting with its capabilities.

**Invest in Training:** Copilot is user-friendly, but you should still consider providing brief training sessions for employees.

## 04 WHAT WERE THE COOLEST CONSUMER PRODUCTS SHOWCASED AT CES 2024?

The annual Consumer Electronics Show (CES) was an exciting one this year. It left us with a mind-blowing glimpse into the future of technology. CES 2024 showcased a smorgasbord of cutting-edge gadgets to get excited about.

#### Samsung's S95D OLED TV:

This TV is designed to enable gamers to react faster than ever. It delivers glare protection and has 20% higher brightness than last year's model.

#### LG's 4K Transparent OLED TV:

Imagine a TV that blends in perfectly with any decor. This futuristic marvel from LG redefines the concept of a home theater.

#### TCL's Mini LED TVs:

TCL introduced the "world's largest" mini LED TV. The 115-inch device is designed to exceed the highest performance standards. It has 20,000 Local Dimming Zones to bring otherworldly depth and detail.

**Evie Ring:** This sleek ring is a game-changer for women's health tracking. It monitors sleep patterns, heart rate, blood oxygen levels, and menstrual cycles.

**BMind Smart Mirror:** This AI-powered mirror attunes to your energy levels.

#### LIPCURE BEAM:

Sensors incorporated in the tool of er lip-related diagnosis and treatment.

**Samsung's Self-Driving-Based Home Buddy:** Move over, Roomba! Samsung unveiled a Self-Driving-based Projection System.

**Mymanu CLIK Pro Immersive Translation Earbuds:** The product enables users to communicate in over 50 languages.

**ORo Dog Companion:** Ogmen Robotics introduced ORo, an autonomous robot to keep your pets company.

## 05

### 7 COMMON PITFALLS WHEN ADOPTING ZERO TRUST SECURITY



Zero Trust security is rapidly transforming the cybersecurity landscape. It moves away from traditional perimeter-based security models. In this approach, every connection attempt is continuously verified before granting resource access. **56% of global organizations say adopting Zero Trust is a “Top” or “High” priority.**

Zero Trust isn't a magic solution you can simply buy and deploy. Here are some missteps to avoid:

- Treating Zero Trust as a product, not a strategy
- Focusing only on technical controls (not employees)
- Overcomplicating the process
- Neglecting user experience
- Skipping the inventory
- Forgetting legacy systems
- Ignoring third-party access

## 06

### SMART TIPS FOR BUILDING A SMART HOME ON A BUDGET



Imagine a world where your lights turn on automatically as you walk in the door. Your coffee starts brewing before you even crawl out of bed. A simple voice command adjusts the temperature to your perfect setting. This is no longer just something out of a sci-fi movie. **Today's smart technology seamlessly integrates with your daily life.** It can create a more convenient, comfortable, and even secure living space. Here are some tips to transform your abode into an affordable yet tech-savvy haven:

1. Start small and scale up
2. Think beyond the big brands
3. Embrace the power of DIY
4. Repurpose what you already have
5. Get crafty with automation
6. Leverage free smartphone apps
7. Explore open-source options
8. Think security first
9. Consider subscription services

## 07 A GUIDE TO IMPROVING YOUR COMPANY'S DATA MANAGEMENT

Data is the lifeblood of modern businesses. It fuels insights, drives decision-making, and ultimately shapes your company's success. But in today's information age, data can quickly become overwhelming. Here are some strategies for effective data management:

#### Conduct a data inventory

Identify all the data your company collects, stores, and uses. Understand the purpose of each data set and how the organization is using it.

#### Invest in data management tools

Technology can be your ally in data management. Explore data management solutions. Develop data policies and procedures. Document your data management policies and procedures.

#### Foster a data-driven culture

Encourage a data-driven culture within your organization. Emphasize the importance of data quality and responsible data usage.

#### Embrace continuous improvement

Data management is an ongoing process. Regularly review your data management practices.