TechSage Tech Talk

TechSage Solutions

My crime is that of curiosity

Insider Tips to Make Your Business Run Faster, Easier and More Profitable

We love technology and We love helping people.

Give me a call to find out whether we can help you better secure your data and get more out of technology.

-John Hill
Founder CEO

Make 2023 A Great Year For Business With 3 Tech

The new year is upon us, and many business owners will use this opportunity to create plans to ensure that 2023 is as profitable as possible. You can devise all kinds of business resolutions you want to focus on during the year, but most of the time, business owners think about key performance indicators like sales opportunities, customer loyalty or referrals. Still, while these are vital, it's just as important to include resolutions relating to new technological advancements.

You can see growth in many different areas when you improve the technology within your business. Some improvements will help you make each experience better for your customers, while others will allow you to save time and money. If you're unsure of what tech resolutions to make, don't panic; we're here to help!

Here are three tech resolutions to think about in 2023 – they will help you both improve and protect your business.

Improve Your Cyber Security Practices
It's no secret that technology is constantly evolving, but many people fail to realize that cybercriminals are also evolving. Every business, regardless of size, needs to be aware of the risks and take the necessary precautions to avoid having a cyber-attack.

If you don't have cyber security practices in place – or it's been some time since you last considered this – you should review your current needs and make any necessary updates.

One of the best ways to improve your cyber security practices is to run your team through annual or semiannual cyber security training. According to Verizon's 2022 Data Breaches Investigations Report, 82% of data breaches involved a human element. If your team is well-trained in cyber security and has bought into a cyber secure culture, your business will be less at risk. Make sure they know the importance of password security, the different types of cyber-attacks and how to protect sensitive business and

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customer information.

Utilize A Managed Services Provider (MSP)

There was once a time when businesses used in-house IT teams to take care of all of their technology needs, but this is no longer the most efficient or affordable way to do things. Now businesses use MSPs to handle most of their technological affairs. MSPs are well-known for their ability to help with any technological needs since their teams are usually full of well-informed experts. They can take care of everything on the technology side of your business so you can focus more on boosting sales and pleasing customers.

If your business experiences power outages or natural disasters, MSPs will work around the clock to get you back up and running. They even ensure your data is backed up in case disaster does strike. If you're worried about cyber-attacks, there's no better way to protect your business and its data than by hiring an MSP. They monitor your network security and keep patches up-to-date to prevent hackers from accessing your information.

> **"According to Verizon's 2022 Data Breaches Investigations Report, 82% of data breaches involved a human element."**

Hiring an MSP may be the best thing you can do to protect your business.

Implement Artificial Intelligence Into Your Business

Prepare yourself for the AI boom in 2023. Throughout the past few years, many businesses have utilized AI to boost their profits and customer satisfaction scores, but the uses and benefits of AI will grow significantly this year. In fact, you'll soon notice AI being used in new and beneficial ways in the health care and automotive industries.

If you aren't using any form of AI in your business, you should immediately look into it. You can implement an AI chatbot on your website to provide personalized conversation and help your customer with their questions or needs. Some AI software will even track customers as they peruse your website and offer them product suggestions, which can help improve your sales scores.

The New Year is the perfect time to reset, reevaluate and plan to ensure 2023 is a successful year for you and your business. If you are unsure about where to start, try implementing some of the tech resolutions listed here. They'll quickly help you grow your business and keep it protected from cyber security risks.

Practical Steps To Tackle End Of Life Software

When your software reaches End of Life or End of Service, you risk facing security risks and being non-compliant with industry and government regulations. Moreover, your productivity will suffer as you'll be unable to take advantage of new features and integrations.

WHAT DOES END OF SUPPORT *mean for your business?*

Microsoft is ending all support including security patches for Windows 8.1 in January, and Office 2013 in April of this year. There are some practical steps you can take to deal with software/hardware nearing the end of life before it become a problem for your organization, such as making security a priority and planning for long-term needs.

Learn more about ways to protect your business, by downloading our infographic.
www.techsagesolutions.com/eol-means-for-my-business-infographic/

Cartoon Of The Month

"Wheeeeeeee!"

Shiny New Gadget Of The Month:
Gunnar Eyewear

Americans are looking at screens more now than ever before. We're glued to our computers while at work, and when we go home for the night, we spend more time looking at the television or our cellphones. While looking at screens all day won't permanently damage eyesight, it can cause uncomfortable eyestrain and even headaches. If you suffer from these issues, you should try Gunnar's blue-light-filtering eyewear. These glasses come in many different styles and colors while offering various blue-light-filtering options from 35% to 98%. You can even have them made with your prescription so they can function as more than just your "computer glasses." It's a good thing Gunnar is around because their eyewear really does allow people to use their devices for longer without worrying about eyestrain.

Stop Yourself From Overthinking
With These 3 Tricks

Are you an overthinker? When you finish typing an e-mail or meeting with a client, do you dedicate an excessive amount of time to thinking about what just took place? Overthinking is not beneficial to anyone and can quickly steal time that could be better spent elsewhere. Thankfully, there are a few things you can do to stop yourself from overthinking. Here are three quick tricks to try the next time you find yourself overanalyzing a situation.

- Focus on what's real – not what you think just happened or what someone else might be thinking. (Don't dramatize the situation.)
- Don't let fear drive your decisions.
- Concentrate on your tasks and goals, not on what other people are doing.
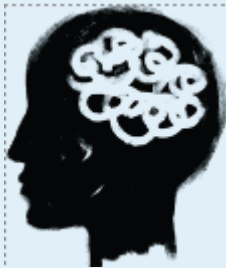
Want To Learn Something New?
Use These 5 Practical Tips

Have you ever noticed how some entrepreneurs go from being dirt-poor to becoming self-made billionaires? You probably wondered how they did it. Personally, I don't think they found success by being smarter, more hardworking or even luckier than the rest of us. I believe many super-successful leaders get there by *learning* better than the rest of us. Over the years, I have developed five practical ways to learn something new in business based on my experience.

Reading 10 Books
It's easy. Go to Amazon, type in the topic you want to master and read the 10 top-selling books in that category. Pay attention to the words and concepts that seem to matter the most.

Attending The Best Workshop On The Topic
When learning about predictive analytics, I bought the book *Predictive Analytics* by Eric Siegel. I learned the author hosted a massive conference on this topic, with the fitting name "Predictive Analytics," so I went to it.

Interviewing Experts For Advice
I decided I wanted to learn more about digital marketing a year ago. Many of our clients were struggling with the increasing digitization of demand creation, and I wondered how this trend might impact our own business in the future. Rather than interviewing 10 experts, I made a target list and used referrals to interview over 100 experts on this topic. People are happy to have a 30-minute discussion about their favorite subjects to help you learn. You know you're getting your head around a topic when you start to hear the same buzzwords and pieces of advice again and again.

Hiring Someone As A Mentor Or Partner
You probably know a topic that an expert in another field would love to learn. Consider doing a "mentor swap" where you agree to exchange advice and pick each other's brains a couple of times a year. The only thing better than having an expert mentor is to hire an expert full time.

Leading A Project
You have heard the expression "The best way to learn something is to teach it." I've witnessed many clients and colleagues volunteer to run a project in an area of interest. In many cases, they were experts when they started the project, but immersing themselves in the topic and working toward delivering results in that area significantly boosted their expertise.

I have witnessed many leaders stall out in their careers. Most of the time, they get set in their ways and stop learning. If you want to keep thriving, adapting and innovating in your career, consider following these five tactics for learning something new.

Dr. Geoff Smart is chairman & founder of ghSMART, a leadership consulting firm that exists to help leaders amplify their positive impact on the world. Dr. Smart and his firm have published multiple New York Times best sellers. He stays active in his community and has advised many government officials.

Happy New Year!

WHAT'S CHANGING IN THE CYBERSECURITY INSURANCE MARKET?

Cybersecurity insurance is still a pretty new concept for many SMBs. It was initially introduced in the 1990s to provide coverage for large enterprises. It covered things like data processing errors and online media. Since that time, the policies for this type of liability coverage have changed. Today's cyber insurance policies cover the typical costs of a data breach. Including remediating a malware infection or compromised account.

Cybersecurity insurance policies will cover the costs for things like:

- Recovering compromised data
- Repairing computer systems
- Notifying customers about a data breach
- Providing personal identity monitoring
- IT forensics to investigate the breach
- Legal expenses
- Ransomware payments

The increase in online danger and rising costs of a breach have led to changes in this type of insurance. No one is safe. Even small business find they are targets. They often have more to lose than larger enterprises as well. The cybersecurity insurance industry is ever evolving. Businesses need to keep up with these trends to ensure they can stay protected.

Demand is Going Up

The average cost of a data breach is currently $4.35 million (global average). In the U.S., it's more than double that, at $9.44 million. As these costs continue to balloon, so does the demand for cybersecurity insurance. Companies of all types are realizing that cyber insurance is critical. It's as important as their business liability insurance. With demand increasing, look for more availability of cybersecurity insurance.

Premiums are Increasing

With the increase in cyberattacks has come an increase in insurance payouts. Insurance companies are increasing premiums to keep up. In 2021, cyber insurance premiums rose by a staggering 74%. Insurance carriers aren't willing to lose money on cybersecurity policies.

Certain Coverages are Being Dropped

Certain types of coverage are getting more difficult to find. For example, some insurance carriers are dropping coverage for "nation- state" attacks. These are attacks that come from a government. Many governments have ties to known hacking groups. So, a ransomware attack that hits consumers and businesses can very well be in this category.

In 2021, 21% of nation-state attacks targeted consumers, and 79% targeted enterprises. So, if you see that an insurance policy excludes these types of attacks, be very wary. Another type of attack payout that is being dropped from some policies is ransomware.

Insurance carriers are tired of unsecured clients relying on them to pay the ransom. So many are excluding ransomware payouts from policies. This puts a bigger burden on organizations.

It's Harder to Qualify

Just because you want cybersecurity insurance, doesn't mean you'll qualify for it. Qualifications are becoming stiffer. Insurance carriers aren't willing to take chances. Especially on companies with poor cyber hygiene.

Some of the factors that insurance carriers look at include:
- Network security
- Use of things like multi-factor authentication
- BYOD and device security policies
- Advanced threat protection
- Automated security processes
- Backup and recovery strategy
- Administrative access to systems
- Anti-phishing tactics
- Employee security training

Cyber Insurance Can Be Your Business's Life Saver

Most businesses nowadays are aware of the need for cybersecurity solutions to strengthen their defenses. However, cybersecurity solutions do not make you immune to cyber incidents since no solution can provide complete protection against all threats.

Getting a cyber insurance policy to fall back on in the event of an incident is a prudent business decision. Cyber insurance can help organizations financially recover from cyber incidents, such as data breaches, cyber theft, ransomware and more.

Download Cyber Insurance Checklist at: www.techsagesolutions.com/checklist-cyber-insurance/