

**DTS**

DanTech Services

Computers under control!™

Technology Times July 2021 Issue

“With over 20 years of experience providing remote support to clients that rely on technology, I know what it takes to deliver business continuity. Add to that another 20 years of support in the service industry you’ll not find another company that takes customer service to heart as I do. Find out for your business what a difference it makes.”



Dan Foote
Owner/President

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Big Grit is about sharing the stories
that highlight tenacity, ingenuity,
and perseverance.

Got IT Problem? - [Click Here!](#)



6 Ways to Weather Unpredictable Business Futures

Businesses have weathered various storms through out the last year due to the instability and changing markets caused by COVID-19. With limited resources and budget constraints, companies have struggled to digitize their entire organization for remote work and keep business afloat during tough times.

Various industries took colossal hits to their revenue such as hospitality, personal services, and wholesale/distribution. While companies start to return to the office, preparing for unforeseen futures is key to survival and growth in the future. It’s time to take a look at the hard lessons learned from this past year to be prepared for whatever lies ahead.

And while every business is unique, there are ways to encourage security and growth, no matter what the future holds.

1. Consider Building a Flexible Workplace Plan

A myriad of work styles have emerged from the pandemic, and while some prefer remote work and others can’t wait to return to the office, it’s critical to implement flexibility across the board for both your employees and from a business perspective. SMB Group’s study shows 11% of companies (with 1-4 employees), 39% of companies (with 50-99 employees), and 54% of companies (250-499) employees created a long term strategy for a more flexible workstyle.

While smaller businesses might not see the importance in creating a flexible workplace, the strategy lies in planning for future growth. As companies expand and acquire, the workplace must grow, too. Consider opening smaller offices to reap cost-savings benefits, while adding to in-person collaboration. This model will also appease employees who prefer to work remote for a couple days a week and can live closer to the office.

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With Windows 11, Microsoft is firing back at Apple

Apple has always sold itself as the anti-Microsoft. Now Windows 11 is the anti-Apple, united.



At first blush, Microsoft's Windows 11 looks to be a solid update to the operating system software that powers most of the world's PCs. Windows 11's biggest change is its new streamlined look, reminiscent of smartphones and tablets.

Microsoft also added capabilities to help people with the new ways we've all learned to work. That includes built-in video chat software, technology to make video games look better, and more-modern looking buttons and windows for controlling apps and sorting documents.

But its most important feature will be what it doesn't do. After announcing Windows 11 last week, Microsoft CEO Satya Nadella said his company is building its technology to work with as many products as possible, including software for competing Google Android-powered smartphones.

"Today, the world needs a more open platform -- one that allows apps to become platforms in their own right," he said. "Windows is a platform where things that are bigger than Windows can be born."

data backup

Call or text 907-885-0500

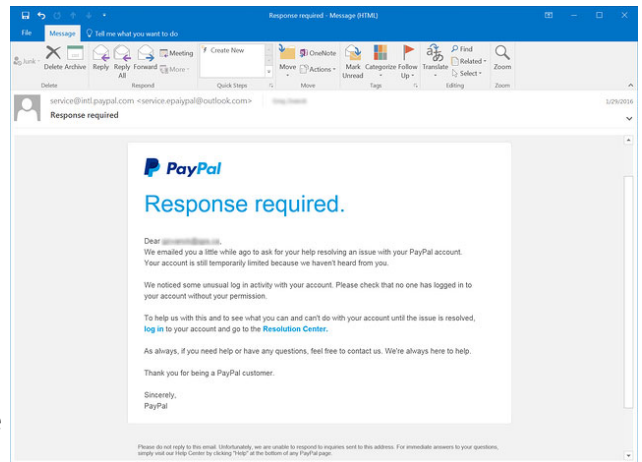
Be your own security filter

Emails come from anywhere and everywhere, and there are those emails that appear to be legit for all kinds of reasons. How do you know?

When it comes to digital communications, it's important to be skeptical, cynical, and vigilant about what you receive. It would be no surprise if you told me that you've received an email from a "friend" asking you to reply because they need "help". Here's what might happen if you reply to that email: the reply-to address, which can be hidden, may go to someone else. Or, the scammer may have access to the email account and can intercept the returned email.

What happens next is that you, the replier, will receive a request to "help out by purchasing gift cards" for a loved one that's down on their luck—all the while you're believing that you're being helpful, you are actually being victimized through this scam.

Do this instead: pick up the phone (likely the same device where you received the scam text or email) and CALL the person you believe sent the email. Ask them if they sent it. If you're concerned about embarrassing yourself or somebody else, you're not. At a minimum, you are likely informing your friend that they may have a security issue that needs to be resolved. If they don't know what to do, then they need to ask for help.



The above example comes in all forms. For businesses, it might be in the form of a known vendor sending a request to change ACH information. Or an employee requesting a change in their direct deposit for payroll. Or it might be a payment advice or invoice that is a product that wasn't purchased by a company you've never done business with—and phone numbers to call (DON'T!).

Again: PICK UP THE PHONE and call the vendor, employee, family member or friend. Ask questions: "did you send this?", "what did you send?", "when did you send it?"

This is not just limited to emails or text messages. It can also include any or all social media platforms, like Facebook, Twitter, Snapchat, etcetera.

Be skeptical. Be cynical. Be vigilant. Be wise. Don't be a victim!

Dan

NEED REMOTE IT SUPPORT AT YOUR HOME?
 Call us about our residential service offering.
907-885-0500

Shiny New Gadget Of The Month:



ASUS RT-AX68U dual-band Wi-Fi 6 router lets you connect to it from anywhere in the world

Make the Internet a Safer Place for Everyone

AiProtection Pro with Advanced Parental Controls is free for life. It gives you total peace of mind, and you can keep an eye on everything that's happening on your network via the mobile app.

More Privacy, Anywhere

Instant Guard gives you one-click secure internet access via RT-AX68U from anywhere in the world, thanks to its encrypted data-tunneling VPN technology. With RT-AX68U, you can take your home network with you wherever you go — and say goodbye to web-based third-party VPNs!

Parental Controls for All Ages

Give your kids the internet access they need, whatever age they are, with RT-AX68U's flexible parental controls that let you customize settings for different age groups.

Network Control in Your Way

RT-AX68U takes the pain out of managing your home network. It's easy to set up and easy to keep an eye on what's happening, via the intuitive PC interface or the ASUS Router app. With just a few taps or clicks, you can see when new devices connect or when new updates become available, and change settings to suit your needs.

"6 Ways to Weather Unpredictable Business Futures"
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2. Invest in Technology Adoption and Modernization

Businesses have had to digitize faster than ever, but selecting the right technology tools that out stand future crisis' is key. Take the time to fully understand business needs for today and for the future when shopping around. Even though a piece of software may fit your needs, making sure it works well with other applications will be critical. Seek out integrated tools that are built to work with other apps and integrate well with third party applications. Additionally, start small to fully understand your migration journey and select technology that is easy to grow with. 75% of SMBs agree that technology investments usually pay off and they're not wrong. Technology tools will help improve employee productivity, allow your business to keep up with changing customer demand, improve external collaboration with clients, help you get ahead of competitors, replace manual efforts, and more.

3. Using Cloud-based Technology Over On-premises Solutions

As the workplace shifts from in-person to remote, and now hybrid, using cloud-based technology solutions that are flexible to fit changing work styles will prevent future hiccups. Unlike on-premises software, cloud-based tools are reliable and have stronger security since updates are automatic instead of manual and users don't need to maintain the system. Additionally, because cloud-based tools update in real time, it allows users to access more accurate data.

4. Build a Digital Transformation Strategy

Digital transformation consists of strategizing digital technology in all aspects of business to improve processes, determine how to bring value to customers, and fundamentally shape your business to excel in the future. Take time to produce a well-constructed plan to reshape your business. This will entail everything from the design of your website, customer experience, workflows and processes, etc. Small businesses can find resources to help build their digital transformation strategy through free, educational webinars.

5. Automate Where You Can

According to SMB Group's survey, automating customer service and internal IT are seen as the top two areas businesses need to automate in order to grow. Next comes sales, marketing, and accounting automation. Automating these aspects of your business will save you critical time and money, especially when markets change in the future. Additionally, automation leads to fewer errors from manual entry and more happy customers thanks to SLAs being reached faster. And with time regained, businesses can spend those accrued hours on accomplishing new projects, adding efficiency to other aspects of the business, and bettering their customer experience.

6. Take Security and Data Privacy Seriously

With businesses operating in flexible work environments there has been a huge uptick in security vulnerabilities. Make sure to have a security protocol put into place to keep company data secure and safe. Additionally, you'll want to closely examine the software your business uses and see if their data privacy practices align with your business values. Many software tools track and sell data to third parties, which could put your company data at risk, as well as your customer's data. And with so many security breaches in the last year, it's time for businesses take a more serious approach to security. Unfortunately no one has a crystal ball to see what the future holds for businesses. But by putting plans into place and preparing for the future, you'll aid your business with a life preserver to stay afloat in unpredictable business times. If this past year has taught us anything, it's that adaption, having the right technology, and being flexible are lifelines when navigating murky waters.

Home Sensors

Smart sensors can detect a multitude of variables, from smoke and carbon monoxide to water, temperature change, ambient light, motion, sound, vibration, and more. These are highly customizable for your individual purpose, and offer great control over what matters most. Sensors can work as standalone items or pair with other smart devices, so a detected drop in ambient lighting could trigger specific interior lights to turn on, or a water leak detector can automatically shut off your home's water main.



Sensors come in all types and sizes, and most work best with an ecosystem of other products to fully take advantage of their capabilities. While dangerous chemical detectors have been around for years, the level of security you can get from a connected system today is unparalleled.

Most sensors are simple plug-n-play setups where quick app pairing and implementation can get you up and running in no time, however there are more complex sensors that require professional installation for complicated functions.

[You could find more information about Home Sensors here](#)



#ProtectTheClick!

Big Grit is about sharing the stories that highlight tenacity, ingenuity, and perseverance.

Justin Wise, a successful entrepreneur, is the definition of Big Grit.

He has multiple exits under his belt, and is currently nurturing an exciting new venture. Like many entrepreneurs, his story begins with a desire to experience more control over his life and to be his own boss..

The Ceiling is Near

Justin spent years working at a church. Over time he realized the reality of this type of work was not for him. His weekends were never his, the work hours were never consistent, and simply put, he wanted to earn more money. Of course, earning potential is not why people work for churches, but Justin felt like his "calling" was somewhere else. So, Justin tapped into the entrepreneurial spirit he had been nurturing his entire life.



Turning Ability Into Opportunity

With the understanding of what he wanted in life in his mind, he set out to find the opportunity that could unlock the life he dreamed of. The easiest jump to entrepreneurship for Justin was digital marketing since he had experience with this from his work at the church. He made his first online course focused on digital marketing, and things took off from there.

He was able to take that opportunity and roll it into another. He started an agency dedicated to helping churches -- he had his niche. For years he grinded away and grew the business to a point where he could sell it. This marked his first successful exit. From there he created his dedicated digital marketing agency and grew that business for years until recently selling it, marking his second successful exit.

Now his time is free, and he has set his sights on a new venture: The Different Company. Partnered with best selling author Mike Michalowicz, they are launching this new venture dedicated to helping small businesses grow and develop by finding what makes them different. Asking himself the question "*what makes me different?*" led him to the idea for *The Different Company*, and he wants to share that process with other entrepreneurs. Marketing is hard, and it's especially difficult for small businesses. This is where The Different Company comes in.

They will soon be launching their business accelerator program with a fully built funnel in Keap. Automation has helped Justin grow his businesses in the past and will continue in the future, and he wants to pass on this experience to other entrepreneurs.

Big Grit

It isn't all sunshine and rainbows. Big Grit unites us as entrepreneurs, "it's the price of entry to entrepreneurship", Justin believes. "I've worked with people who are not willing to pay that price, and that's okay. Entrepreneurship is not for everyone. Big Grit is there to test that." In our conversation, Justin recalled the times in his life where Big Grit most resonated with him. No matter the challenge he continued rolling with the punches. From making the choice to go all in, to the new challenges of each venture he has undertaken, Justin has personified Big Grit to the core.

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