



**DTS**

# DanTech Services

Computers under control!™

## Technology Times July 2022 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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All Companies are Tech Companies Now!

Got IT Problem? - Click Here!



### The state of the global supply chain as China eases Covid lockdowns and why it is important to you

China’s “zero Covid” measures on trucking and cross-city transport limitations continue to slow down manufacturing and logistics. The decrease in completed manufactured goods is reflected in the decrease in exports leaving Shanghai bound for the United States. The city is not expected to fully reopen until mid-to late June.

To make up time, ocean carriers are increasing their canceled sailings or skipping ports. But schedule reliability is not improving. According to Sea-Intelligence, vessels are seven days late on average. This has created a cloudy picture for logistics managers as they try to plan ahead. Crane Worldwide Logistics said it is advising clients to build in three to four weeks of advance notice to request vessel space.

“Congestion is constantly on the move based on the actions American importers seeking ways around the West Coast labor negotiations,” said Peter Sand, chief analyst at Xeneta. “This has resulted in the U.S. East Coast ports moving record-high imports and congesting facilities. While spot prices are down, they are still historically high. Long-term contract rates have soared, up 150% up year-on-year.”

The surge in containers comes at a pivotal time for the West Coast ports. Labor negotiations between the Pacific Maritime Association and the International Longshore and Warehouse Union are reportedly set to resume after a break.

Logistics costs are historically passed on to the shipper and then passed on to the consumer. Fuel surcharges are also contributing to inflationary pressures.

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## CSRA

Oh boy. Another acronym. CSRA stands for Cyber Security Risk Assessment, which is a method of determining the security exposure of a business. A CSRA requires an interview, pre-assessment planning, data collection, and report delivery with the end goal of reducing the security exposure of a company and the agreed upon management of who is responsible for risk.

A few years ago, IT service providers were the "go to guys (and gals)" that were called to fix your computer, manage your network, and solve the day-to-day problems surrounding users and computers in a business environment. Things have changed. Cyber security is now a requirement. Ask your insurance company! They'll let you know the cost of failing to secure the technology side of your business. Any claims that can't be justified through policy, agreement, and action will likely be denied.



As you can probably glean from the above, IT Managed Services Providers must change to accommodate these new requirements. If they don't, then insurance companies will target them as responsible parties even if they don't provide a certain service because the client declined that offering. It is becoming clear to me that these shifts in who is responsible for managing risks is the mutually shared decision of client management and services provider.

Can a business do this on their own? Maybe. But do they have the time, resources, and knowledge necessary to self-investigate their systems.

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## Strategies for Scaling Your Business Through Digital Marketing and Purpose

*Many small businesses still don't realize that digital marketing is key to their survival and growth.*

by Martin Zwilling

I have learned from experience that scaling any business is difficult. You may feel good when that first burst of customers arrives, but don't assume that "word of mouth" and those early adopters will grow your business to match your dreams of success. In these days of global competition via multiple channels, you need continuous marketing to find more customers. They won't find you. I continue to be amazed that more than a quarter of new businesses don't even have a website, and many more don't pay attention to social media, or monitor feedback on sites like Yelp. Even if your business is purely local, growth must always be a priority, and you need to utilize all these digital channels available to you today, as well as traditional media channels and industry forums:

**Maintain an active current presence on the Internet.** More and more customers today do their initial shopping on the Internet, and they won't even believe you exist if you have no presence, or the content is stale. At minimum, that requires a modern website, and visibility on relevant social media sites, likely including Facebook, YouTube, and Twitter. The businesses that are most successful at converting users into growth are those who interact with their followers the most and frequently post content related to their brand. A good rule of thumb is to post at least some responses daily to indicate your presence.

**Acknowledge every customer feedback and review.** People today put great stock in the online feedback from other customers, and they note how and if you appear to be listening and responding. Don't let the crush of daily crises, or personal emotions, lead you to ignore feedback. This could be the least expensive way to scale your business. For those of you who are fearful of a spurious negative review, I recommend that you proactively ask every customer for a positive review, such that any negatives will be lost in a sea of positives. Don't let that one negative stand out as the only review submitted.

**Entice advocates and influencers to help you.** Advocates are your happiest existing customers, and you want them to use their social media and connections to attract more customers. Influencers are recognized experts and pseudo celebrities who can pick favorite products or start new trends. Be proactive in reaching out for support and help. Due to the rapid growth of influencer marketing, influencer tracking systems, such as Traackr or Pixlee have emerged as reliable tools for brands that employ influencers to track conversions from their sponsorships. Use them to find your relevant influencers.

**Produce marketing events to get visibility and attention.** These days, a popular approach is to create a "pop-up" store or "flash mob" event in the midst of another gathering, like a Super Bowl, to get attention and scaling for your brand. Obviously, you need to promote these events via multiple digital and traditional marketing channels. In this context, connecting with other complementary brands will help you share costs, as well as audiences across your industry. Be prepared to give away to participants something memorable that they actually want. Make it a memorable experience for all.

**Participate in trade shows and industry conferences.** Trade shows and conferences can produce hundreds of new qualified leads for your business, as well as build relationships with industry leaders, outsourcing vendors, and potential partners. These also will keep you better informed on new technologies, trends, and likely competitors.

**Secure outside expansion funding through investors.** Effective scaling and growth often requires more investment than is available from early organic returns. You need to evaluate the tradeoffs of getting investment capital from angel investors and crowdsourcing. These are both a source of new marketing strategies and feedback.

## Shiny New Gadget Of The Month:



### Portable Computer Monitor For Your Laptop

**FHD 1080P IPS Screen:** NEWSOUL HDR portable monitor delivers a vivid image and truly immersive viewing experience with stunning 1920 x 1080 resolution visuals & awesome color reproduction.

The 15.6 inch Full HD IPS portable screen offer 178° Full viewing angle and Eye Care technology that keeps your eyes from getting tired during prolonged use.

NEWSOUL portable display features an innovative hybrid-signal solution with integrated a 3-in-1 function Type-C interface for simultaneous power, signal transmission and USB interface functions.

Built-in dual stereo speaker delivers loud and immersive 360-degree sound with deep and accurate bass;

Flicker-free backlighting and blue light filter minimizes eye fatigue.

Portable screen for HD, Type-c, OTG and USB port make it easy connection with Laptops, PCs, Phones, PS3/PS4, XBOX ONE and Mouse, Keyboard, great ideal for extending your screen or playing games on business trip, travel, or home entertainment.



## How to know if your home has fiber internet

Take these steps to find out if you're already wired for fiber:

**See if you have an Optical Network Terminal.** Fiber networks require an optical network terminal, or ONT. It's a box where the fiber connection enters your home, powering your Wi-Fi network. It's installed either inside or outside your home. Check outside walls, garage, basement and closets. If you locate an ONT, it may be outdated, and you'll still need a technician to install and bring the Ethernet cable and proper router to your home.

**If you don't see an ONT, and believe you may have fiber, check with your current provider.** A technician from your internet service provider (ISP) can come to your home to help. If you don't have fiber service, the ISP may be able to give you more information about why not or tell you about their plans to build out fiber.

**Find the provider with a fiber plan.** If your current ISP isn't offering fiber right now, it's possible that another provider in your area is. You can find all the providers available in your area by entering your address in a service like [WhistleOut](#). On ISP websites, you can [check to see if it's available near you](#).

### The fiber benefits you're waiting for

Why is fiber internet so much better than cable? In short, it's faster, more reliable, more supportive for multiple users at once and the best option for streaming entertainment.

- **Faster** – Fiber internet travels on dedicated fiber optic cables via light, rather than on copper cables via electricity. The combination of light and fiber optic cables is better equipped to carry signals significantly farther and faster than copper.
- **More bandwidth** – Along with fast speed, fiber gives you greater capacity, so your connection can handle more data.
- **Matching upload and download speeds** – Working from home requires top upload speeds for video conference calls, backing up files to the cloud, sending emails with attachments and using applications like Google Docs. Only fiber offers equally fast download and upload speeds.
- **More reliable** – Unlike copper, fiber optic cables are resistant to weather changes. Its insulation against outside interference helps make it the most reliable network available.



This all adds up! Think about how much connection you're using right now—maybe you're reading this on your phone, while streaming music via your Alexa speaker in the background and enjoying a home temperature controlled by your smart thermostat. And that's just you! Maybe other people in your household are simultaneously streaming a movie, hopping on a Zoom call, using an app to get in a quick workout or playing a game on their Nintendo Switch.

### What if you don't have fiber?

If it's not in your neighborhood yet, you can reach out to providers near you and let them know you would switch to fiber if it were available. Because the network is so expensive and labor intensive to install, providers have to make decisions about where the investment would be most worth their while.



The complexities that need sorting out is best left to a collaborative effort between management, provider, and one other group: the employees of the client. There should be 100% buy-in for all parties to assure that the importance of systems security is real and that a failure can lead to loss of business, the cost of recovery, the requirements of breach notifications, and the possibility of business closure. All members of the collaborative triad have a vested interest. Last month we talked about the importance of policies.

A few days ago I was reminded how important it is for all users in an organization to know that any requests for fund transfers, account changes, or invoice payments require scrutiny. This is where Security Awareness Training becomes important not only for the knowledge that it imparts on users, but that it also has become a checkbox for insurance carriers to require SAT at all levels of a company. Recognizing phishing, spear phishing, and signs of BEC (Business Email Compromise) can save a business. Failure can doom it.

DanTech Services has always promoted layers of security—and implemented layers of security to our clientele. SAT elevates staff to become stewards of their own security, which in my opinion is some of the best security possible. It's as important as protecting keys to the store, the combination to the safe, and the access to financial accounts.

Let us know if you'd like a CSRA so that you can know what the cyber security exposure is of your business.

Take that next step and give us a call! (907) 885-0501 is my direct line.

Dan



Congestion will get worse and containers will become less available once the backlog in China is cleared, Braun said, adding that shipping lines already have problems planning exports based on containers coming in on the import side of things.

People might not be aware of the full impact the current shipping crisis will have on higher prices for consumer goods, a leading economist told Bloomberg.

Even if companies pass the cost of rising shipping fares straight to customers, this will only have a slight effect on headline inflation – but its full impact might be being overlooked, Volker Wieland, economics professor at Frankfurt's Goethe University in Frankfurt and a member of the German government's council of economic advisers, said.

"Even if the order of magnitude is smaller than estimated, the dynamic builds over a year and has significant effects," he told Bloomberg.

"That means there's a danger we're underestimating the impact."



If you experience problems with your computers and network devices now is time to think about optimizing and servicing them. Otherwise when your computer is broken you won't be able just go and get a replacement, you wait and nobody could tell you for how long.

### All Companies are Tech Companies Now!

- ◆ If you use QuickBooks or another bookkeeping software—you are a Tech Company
- ◆ If you databases to keep track of your customers— you are a Tech Company
- ◆ If you use computers connected via network at your office—you are a Tech Company
- ◆ If your employees work remotely—you are a Tech Company

**Call 907-885-0502 for Tech Company expertise now!**