TECH TALK
MONTHLY

YOUR MONTHLY DOSE OF
TECH & BUSINESS NEWS

MONTHLY UPDATE
FROM KEVIN

For many companies the holiday season can bring a challenge when it comes to giving out gifts to employees, partners, vendors and family.

Ask us about the free Gift and Budget Tracker that you can download for Microsoft Excel which you can use to track past gifts, create a gift budget, save present ideas, track purchases, etc.

It's the template that keeps on giving as it works all year round, allowing you to stay on top of your gifting for anniversaries, birthdays or any other important dates. Maybe even create a copy for your personal gifts as well !

Just send us an email at kevin@suisc.com and mention the Gift Budget and Tracker Template and we'll send it right over!

The holiday season is also the perfect opportunity to perform some minor updates and upgrades on systems that are otherwise usually busy.

Conference rooms that are booked all the time, those particularly busy employees or C-Suite executives that would otherwise not be able to be without their equipment for a prolonged period of time.

Talk to us about taking advantage of the holiday lull to perform these needed improvements.

Until then, stay safe,

Kevin

DID YOU KNOW?

The computer "bug" was named after a literal bug found in a computer.

An actual moth trapped in a computer relay of the Mark II is the reason "debugging" is a used to describe fixing code.

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HOW TO EFFECTIVELY APPLY TECHNOLOGY TO YOUR BUSINESS INFRASTRUCTURE

Technology can help your business to become significantly more efficient, engaging, and highly successful in your industry. Implementing the right technology can greatly help transform business infrastructure.

Here are 9 of the most common and ground-breaking technologies that can help your company succeed today.

USE OF MOBILE APPS
You can improve your business's overall reputation and seek higher brand recognition by introducing a mobile app with your business logo. Keeping your products, services, and customer support at your client's fingertips wherever they are. And depending on the complexity of your business, it can be surprisingly affordable.

BUSINESS OPERATION AUTOMATION
Not only can this greatly improve efficiency and reduce costs; the use of automation technology helps free up resources that can be re-directed to higher revenue-generating tasks that in turn, increase customer satisfaction.

USE OF ARTIFICIAL INTELLIGENCE
This modern technology can exhibit a human-like behavior. For example, when your customers visit your website, they can benefit from communicating with a Chatbot. Chatbots are a form of artificial intelligence that informs your customers with and answers their queries by using existing data. AI can also enable your business to better use the large sets of raw data acquired from your customers behaviors. By analyzing and setting trend patterns, your business can ensure more effective decisions.

VIRTUAL REALITY (VR)
You can use VR to form virtual environments and settings to understand concepts and ideas better. You can use it to design and showcase your latest products. You can view a 3D model of a product before you actually manufacture it. Allowing you to make any necessary changes before you begin production by using VR models and testing.

CLOUD COMPUTING INFRASTRUCTURE
Cloud computing can help your business reduce IT infrastructure costs by providing a virtual resource space for your operations. Using a combination of hardware and software by hosting your data on virtual platforms you can create a highly scalable infrastructure ready to grow (or shrink) as your business needs change.

HYBRID WORKPLACES
Hybrid workplaces are a modern solution to a the complex problem of social distancing. Offering employees to either work remotely can help to lower business costs. In addition, hybrid workplaces allow employees to work with more flexible hours, which boosts productivity. This allows for business expansion in terms of operations and employee base without substantial costs and investments of traditional offices.

PROJECT MANAGEMENT TOOLS
These tools allow remote access, multiple project management, progress-tracking, and much more. Your teams can use such tools to meet deadlines, track their progress and ensure effective project management.

TIME-TRACKING TOOLS
Time-tracking tools greatly complement project management tools as they help keep track of the time spent on each individual task on a project. This helps your team perform tasks within the given time-frames for increased productivity. This will also help identify tasks that are potential time wasters or require more careful planning.

GADGET OF THE MONTH

ANKER POWERCONF

Host conference calls with clear audio with the Anker PowerConf conference Bluetooth speaker. With its omni-directional technology and 6 built-in microphones, this speaker offers 360-degree coverage to pick up voice from anywhere in the room.

It offers wired connectivity via its USB-C port and wireless connection with Bluetooth 5.0 technology. Thanks to its built-in 6,700mAh battery, you then can go wireless and hold meetings virtually anywhere.

Get yours at www.anker.com

SOCIAL MEDIA PLATFORMS FOR MARKETING
Using social media platforms to market your products, services, business, and brand is one of the principal uses of technology today. Utilizing several social media platforms in tandem allows you to reach a larger audience worldwide and boosts your brand recognition and sales. Plus, it also helps you identify the potential market gaps that you may be able to fulfill.

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10 AWESOME SOCIAL MEDIA AUTOMATION TOOLS

In the last decade, developers from famous social media platforms have changed the way we use their applications. Social media platforms are now excellent tools for marketing products and brands—these platforms act as great sources of exposure for small, medium, and even huge businesses. Here are 10 of the top Social Media Automation Tools, which you can utilize as the first step towards automating your business.

WORKFLOW

helps you organize a proper system as needed and share content according to plan. It allows you to promote the right content with the right audience at the right time.

HOOTSUITE

enables you to keep an eye on your competitors and communicate with your audience and users by creating a community dedicated to your business.

SENDIBLE

You can automate replies to the audience's queries, collaborate with others, generate valuable reports, and schedule updates with Sendible. This multi-purpose tool will help you organize and plan posts so your marketing team can focus on important tasks and activities.

COSCHEDULE

This automation tool helps you schedule your posts, thereby saving a lot of time and effort. CoSchedule enables you to schedule up to 60 posts at once.

CHATFUEL

enables you to create a chatbot that engages customers and provides accurate responses in real-time to enhance customer satisfaction.

AGORAPULSE

You can schedule your social media posts and track the performance of your posts to make better decisions. You can engage a larger audience using their informative reports. Their social media management features are amazing.

SEMRUSH

This all-in-one digital marketing automating tool is the best PPC and SEO toolkit. This tool allows you to automate posts, promote campaigns, track results, and generate valuable analytics.

TAILWIND

This scheduling tool also helps with analytics. Tailwind will not only help you automate posts, but it provides posting recommendations so you can reach more potential leads.

LATER

With 600,000 happy users, you can already assume this tool's popularity. You can This tool allows you to manage your social media comments. Furthermore, it lets you schedule Instagram posts and increase engagement.

ICONOSQUARE

provides personalized information for social media platforms. This way, your business can progress with social media marketing campaigns using informed decisions. Save time with their in-depth analytics and reporting.

Automating your marketing process and method helps minimize errors and understand customer behavior while saving time, effort, and money. You can even schedule the entire campaign and stay ahead of competitors. So choose the best social media automating tools from the list above and take the first step to business automation.

STEPS TO MOTIVATE YOUR EMPLOYEES TOWARDS A SIMILAR GOAL

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Project management tools motivate your employees to focus on similar business goals. These tools manage workflow and help with time-management. Moreover, it brings efficiency in handling problems and helps manage resources. Here are some of the steps you can take to direct your employees to a similar goal while utilizing project management tools:

- Plan and schedule the tasks and projects accordingly, bringing efficiency to the workflow
- Maintain better collaboration and reduce errors and inaccuracies in the workplace
- With this project and time management tool, allocate tasks while considering employees' capabilities and skills
- Offer employees easy and straightforward techniques to share, receive, and access files
- Integrate new employees easily with the simple interface of the tool
- Lower the risk of mitigation through proper management and accountability of employees
- Manage your resource and budget by maintaining the records and generating valuable insights

Choosing professional and efficient software enables you to efficiently collaborate and increase projects' success rates. Numerous options are available online so pick the best one that fulfills all your needs and requirements and bring all your employees to the same platform.

05

THE BENEFITS OF AN ELECTRONIC SIGNATURE

Many businesses prefer handwritten signatures over electronic. Here are some benefits of a digital signature and why your business may adopt this technology:

- Electronic signature enables you to communicate and collaborate globally. It also facilitates your business with remote authentication.
- This technology ensures added security over traditional paper documents. You can easily conduct transactions with this enforceable and stronger online signature system.
- This new technology reduces your energy and time as all the documents are digital.
- It facilitates communication with the clients keeping them satisfied and happy.
- Environmentally friendly way to decrease paper production.

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HOW TO USE HASHTAGS FFECTIVELY

- Local hashtags will engage larger audiences
- Build a brand community using these hashtags
- Use hashtags on Pinterest and Instagram to increase exposure
- Create conversation through brand hashtags and specific products
- Numerous search tools are available to search related hashtags
- Use real-time or trending topics
- Use the same hashtags to compete for marketing campaigns
- Consistently update your content to increase engagement and reach

Most top brands in the world use hashtags for a successful branding technique. Hashtags filter the relevant content so users can discover similar posts. Follow the above tips to engage new followers and potential customers.

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BENEFITS OF USING ACTIVECOLLAB AS A TIME MANAGEMENT TOOL

A time management tool will help you track and manage your project while organizing your tasks as well. By effectively using these tools, you can bring productivity to your working environment and make better decisions. However, there are numerous tools available to manage your project within time. Activecollab is one of the best. Here are some benefits of introducing Activecollab in your business:

This tool provides seamless collaboration and connects your team from any location around the world. With this tool, you can easily share and receive files, perform team discussions, and improve internal communication.

It offers you an interface to help you organize your workflow and list your tasks and subtasks. With an organized workflow, you will never miss a deadline.

It can also provide optimal data security role-based access, email integration, and view the payable hours with the payroll management feature.

WE LOVE REFERRALS

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If your friend ends up becoming a client - **we'll gift them their free first month of service** *(for being a friend of yours)* **AND we'll gift you a $250 Amazon Gift card!**

Simply introduce me via email to kevin@suisc.com and I'll take if from there. I personally promise we'll look after your friends business with a high level of care and attention (just like we do with all our clients).

NEED A LAUGH?

What is an astronaut's favorite place on a computer?

The space bar!

TECHNOLOGY TRIVIA

The question this month is:

What iconic Doctor Who alien race is celebrated on December 21?

The first person to post on our Facebook page and answer correct gets a $10 Amazon Gift Card!

THANKS!
FOR A GREAT YEAR

The team and I appreciate you all so much! We are looking forward to 2022 with you! Merry Christmas and Happy New year!
- Kevin