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

INSIDE THIS ISSUE:

We love technology and we love helping people.

Give me a call today for a quick (non-salesy) chat to find out whether my team and I can help you better secure your data and get more out of your existing technology!

- **Lee Hewson**
Founder and MD

GOOGLE & YAHOO'S NEW DMARC POLICY - WHY BUSINESSES NEED EMAIL AUTHENTICATION

Have you been hearing more about email authentication lately?

There is a reason for that. It's the prevalence of phishing as a major security threat. Phishing continues as the main cause of data breaches and security incidents. This has been the case for many years.

A major shift in the email landscape is happening. The reason is to combat phishing scams.

Email authentication is becoming a requirement for email service providers. It's crucial to your online presence and communication to pay attention to this shift.

Google and Yahoo are two of the world's largest email providers. They have implemented a new DMARC policy that took effect in February 2024.

This policy essentially makes email authentication essential. It's targeted at businesses sending emails through Gmail and Yahoo Mail.

But what's DMARC, and why is it suddenly so important?

The Email Spoofing Problem

Imagine receiving an email seemingly from your bank. It requests urgent action. You click a link, enter your details, and boom – your information is compromised.

The common name for this is email spoofing.

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It's where scammers disguise their email addresses.

They try to appear as legitimate individuals or organisations.

Scammers spoof a business's email address. Then they email customers and vendors pretending to be that business.

These deceptive tactics can have devastating consequences on companies. These include:

- Financial losses
- Reputational damage
- Data breaches
- Loss of future business

Unfortunately, email spoofing is a growing problem. It makes email authentication a critical defense measure.

What is Email Authentication?

Email authentication is a way of verifying that your email is legitimate. This includes verifying the server sending the email.

It also includes reporting back unauthorised uses of a company domain.

Email authentication uses three key protocols, and each has a specific job:

- **SPF (Sender Policy Framework):** Records the IP addresses authorised to send email for a domain.
- **DKIM (DomainKeys Identified Mail):** Allows domain owners to digitally "sign" emails, verifying legitimacy.

- **DMARC (Domain-based Message Authentication, Reporting, and Conformance):** Gives instructions to a receiving email server including, what to do with the results of an SPF and DKIM check. It also alerts domain owners that their domain is being spoofed.

SPF and DKIM are protective steps.

DMARC provides information critical to security enforcement.

It helps keep scammers from using your domain name in spoofing attempts.

Why Google & Yahoo's New DMARC Policy Matters

Both Google and Yahoo have offered some level of spam filtering but didn't strictly enforce DMARC policies.

- Starting in February 2024, the new rule took place. Businesses sending over 5,000 emails daily must have DMARC implemented.

- Both companies also have policies for those sending fewer emails. These relate to SPF and DKIM authentication.

Expect email authentication requirements to continue. You need to pay attention to ensure the smooth delivery of your business email.

The Benefits of Implementing DMARC:

- Protects your brand reputation
- Improves email deliverability
- Provides valuable insights

Mindset Timed Lock Box

Introducing the Mindsight Timed Lock Box– your new secret weapon for productivity. It's designed to lock away those pesky distractions that keep you from reaching your full potential.

Can't resist the siren call of social media when you should be working? Pop your phone in the box. Once that timer's set, there's no turning back. No cheat codes, no secret unlock. It's just you, your work, and a blissful, distraction-free environment.

BITS & BYTES

IS YOUR BUSINESS LOSING MONEY BECAUSE EMPLOYEES CAN'T USE TECH?

Shiny new tech can be exciting! It promises increased efficiency, happier employees, and a competitive edge.

But that promise can turn into a financial nightmare if you neglect employee training and change management.

When employees have trouble using their business tools, productivity drops. Mistakes can be made, and customer service can fall.

Lack of Technology Training

Imagine investing in a top-of-the-line CRM system. Then you see your sales team floundering instead of excelling.

They can't find key features, struggle with data entry, and miss deadlines.

Why? Because they haven't been properly trained on the new software. It leads to the following costs:

- Lost Productivity
- Costly Errors
- Demotivation and Resistance

Failing to Manage the Change

New technology disrupts workflows. Without proper change management, employees feel overwhelmed and insecure.

The goal is to help them transition successfully with proper training and support.

When companies neglect change management, the following can happen:

- Low Morale
- Use of Shadow IT
- Resistance to Future Improvements

Building a Bridge to Success

So, what is the key to unlocking true value of new technology? It lies in effective training and change management.

Here's how to avoid the negative costs and get the full benefits from your tech.

Invest in Comprehensive Training -

Don't treat training as an afterthought. Yes, some tools say they're easy to use. But people have different tech literacy levels.

Develop a tailored training program that goes beyond basic features. Include video tutorials, hands-on workshops, and ongoing support resources.

Focus on User Adoption, Not Just Features –

Training shouldn't just explain how the software works. It should focus on how the new system will benefit employees in their daily tasks and improve workflow efficiency.

If employees don't adopt the new solution, the project fails.

Embrace Change Management –

Communicate the "why" behind the change. Explain how the new technology will make everyone's jobs easier.

Encourage open communication and address concerns throughout the transition.

THE TAKEAWAY

New technology is a powerful tool, but it's only as good as its users.

Prioritise employee training and change management. This will help you bridge the gap between a shiny new system and a real return on investment.

Happy, well-trained employees using the right tools are your secret weapon. They can help you maximise efficiency, boost morale, and stay ahead of the curve

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MEET THE TEAM
NARAYAN DOSANJH
SECURITY & COMPLIANCE ENGINEER

Our Security and Compliance Engineer Narayan has been with us since 2019, and has risen through the ranks from an Apprentice Service Desk Engineer to his current position.

Having expressed a desire to get more involved in cyber security Narayan joined the cyber team earlier this year and is responsible for monitoring the many security alerts that we get on a daily basis.

He works with clients getting them through their Cyber Essentials and Cyber Essentials Plus, and is involved in any remediation work should somebody click on something they shouldn't!

Narayans calming demeanor is really helpful if a customer finds themselves suffering a cyber incident, fortunately due to solutions and measures we have in place the majority of incidents are fairly minor.

Narayan was the companies self declared sprint champion - though he's been beaten in the car park sprint challenge a couple of times recently! Maybe time for some more training eh?!!

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10 EASY STEPS TO BUILD A CULTURE OF CYBER AWARENESS

Cyberattacks are a constant threat in today's digital world. Phishing emails, malware downloads, and data breaches. They can cripple businesses and devastate personal lives.

Building a cyber awareness culture doesn't require complex strategies or expensive training programs. Here are some simple steps you can take to make a big difference.

- Start with leadership buy-in
- Make security awareness fun, not fearful
- Speak their language
- Keep it short and sweet
- Conduct phishing drills
- Make reporting easy and encouraged
- Security champions: empower your employees
- Beyond work: security spills over
- Celebrate successes
- Leverage technology

WINDOWS 11 BRINGS DRAG & DROP BACK TO FILE EXPLORER

If you're using Windows 11, there's a new update that'll make your daily tasks a lot smoother and more efficient.

One of the highlights is the comeback of drag-and-drop support in the File Explorer address bar. Basically, you can now drag a file straight into another folder using the address bar, making file management more simple.

A lot of people missed this feature when it got removed in a previous update, so it's back by popular demand.

To update, just go to Settings > Windows Update and hit Download and install.

Besides better file management, this update also brings performance boosts (like speeding up File Explorer when accessing pinned or network-shared folders), a new page for managing linked devices, and some tweaks in the Start menu for Microsoft account ads.

INTRODUCING THE NEW MICROSFT PLANNER

Calendars, task lists, and project planning are important business tools. Many people use Microsoft's apps to power these processes including Planner, Microsoft To Do, and Project for the web.

These tools help keep processes on track and enable task accountability. But they're separate apps. Switching between apps can be cumbersome. It adds more complexity to a workflow.

On average, employees switch between 22 different apps 350 times per day. This puts a big dent in productivity and efficiency.

Microsoft is working to solve that. It is rolling out a brand-new version of Microsoft Planner in 2024. The new Planner is packed with exciting features designed to simplify your project management journey.

Here are some of the key features:

- Combines the functions of Planner, To Do, and Project for the web
- Enhanced Collaboration
- AI-Powered Insights with Copilot
- Scaling with Your Needs
- Pre-Built Templates
- Integrates with Teams, Power BI, Viva, and more

We're proud to say that we're now an official EE partner, so we can provide the latest handsets as well as airtime that's excellent value.

EE runs the UK's biggest and fastest mobile network, offering 4G in more places than any other UK network, and was the first to launch both 4G and 5G. It's been voted the UK's best network for ten years in a row.

Your business needs, met

We can provide a range of handsets through EE, including Samsung, Google and iPhone devices, as well as smartwatches and tablets.

You can also insure these devices through us, so you never have to worry if they get lost, stolen or damaged.

Save money and boost your teams' productivity with EE Mobile from Your IT Department. Stay connected to your customers and colleagues on the UK's best network.