

modern business **IT.advisor**

"Insider Tips To Make Your Small Business Run Faster, Easier, And More Profitably"

Our A Team serving Bay Area's SMBs.



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Stay Compliant

By Upping Your Cyber Security Practices

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Our Mission:

To become a trusted advisor and strategic partner to the Bay Area's SMBs and help them solve their daily issues, optimize efficiency and security and grow a competitive advantage with IT.

If you own or operate a business, there are plenty of things you must do to ensure success. You have to make the right hiring decisions; develop a product or service that you can sell; build relationships with clients, employees and partners; and much more. One of the biggest responsibilities that comes with owning or operating a business is ensuring that your business is compliant with any guidelines put in place by regulatory bodies.

Every business needs to make an effort to stay compliant, and a big part of that is making sure your cyber security practices are up to standards. With technology rapidly advancing and regulations changing fairly often, you have to stay up-to-date on any changes that should be made going forward. You also need to make an effort to plug any holes in your current cyber security plan.

You can do this by asking yourself a few questions and making the necessary adjustments if you answer no to any of the following:

- Is my business protected by a firewall and antivirus software?
- Do I use backup solutions, and do I have a disaster recovery plan in place?
- Has my storage stayed up-to-date with any technological changes?
- Do I have any content or e-mail spam filtering software?
- What data am I encrypting?

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**Cyber
security and
compliance
work right
alongside
each other.**



SHINY NEW GADGET OF THE MONTH

Bird Buddy

Bird-watching from your home has never been easier. Bird Buddy is the newest development in the world of birdhouses.



Bird Buddy looks like your normal birdhouse but has so much more to it. It has a built-in camera that will send a push notification to your phone whenever a bird is visiting. Bird Buddy comes standard with artificial intelligence bird recognition so you'll know exactly what types of birds visit your home. It's easy to install and can even be mounted to the outer walls of your house or on fence posts. It's built from incredibly durable materials; you won't have to worry about inclement weather or squirrels destroying your birdhouse. Bird Buddy is the most advanced birdhouse on the market and is available for pre-order now.

Bay Area's Award-winning
IT & Cybersecurity

TruAdvantage Recognized for Excellence
in Managed IT Services

10 Habits To Ensure Equality In Your Hybrid Team

Businesses across the country are switching over to hybrid work environments. If you're in this boat, you may be wondering how to keep things fair between your remote and in-office employees. Below you'll find 10 habits to implement that will create an equal environment for all of your employees.

Change How You Track Productivity

When you work in an office, many consider "working" to simply mean being in a work environment. If you have a hybrid team, you need to come up with a new system to track productivity. This measurement should be based on output and results.

Standardize Your Meetings

It can be awkward and frustrating for a remote employee who can't hear or see what's going on during a meeting due to poor camera angles or audio issues. It can help to have your entire team meet on Zoom rather than just those who are working remotely.

Use Public Channels

Use public channels like Slack or Microsoft Teams for communication between your team to ensure everyone is in the loop.

Digitize Your Resources

You need to have digital resources readily available for your remote team members because they can't simply ask their nearest coworker or check office records for information.

Keep Remote And Office Workplaces Consistent

You may have spent a lot of money designing your workplace but you also have remote employees who may be working in cramped spaces. Make sure your design principles extend to your remote employees. This will help so that productivity, safety, training and brand representation will all remain consistent.

Diversify Company Rituals

Many businesses focus on creating a company culture, but this becomes difficult with remote



and in-office employees. You need to make sure your company and team-building rituals include everyone.

Equal Rewards

There should not be a difference between the rewards your in-office and remote employees receive. Make sure you are acknowledging your remote employees on public channels and sending them gifts or perks since they can't participate in team lunches.

Coordinate Team Schedules

If you have employees coming and going from the office at all hours of the day, communication can get fuzzy. Try to keep your departments' schedules lined up so people can still use one another as resources.

Repeat Important Announcements

Your remote employees will not be in the break room hearing about everything that's happening in the office. You need to keep them informed of any ongoing developments with the business or other major announcements.

Seek Feedback

You should always try to get feedback from your remote and in-office team members so you can make necessary adjustments. The experience needs to work for all of your employees, so feedback is critical.

By putting some of these tactics into action, your hybrid team will be working more cooperatively and efficiently than ever before.



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Using Multiple Public Clouds In Your Business? *Try Out Cross-Cloud*

Public clouds are commonplace among businesses these days. A public cloud is an IT model where on-demand computing services and infrastructure are managed by a third-party provider and shared with multiple organizations using the public Internet. About 73% of businesses are currently using two or more public clouds. This is becoming a problem because most public clouds are not designed to operate alongside other cloud systems.



Almost half of technology executives report that their cloud structure is increasingly complicated, but they are looking to increase consistency across their public cloud environments. The cross-cloud operating model is aimed at fixing any inconsistencies between clouds and making them more compatible with each other. With cross-cloud, operators can deploy, monitor and manage apps for every cloud. This will allow businesses to spend more time working on their business and less time trying to manage multi-cloud dilemmas. The VMware Cross-Cloud services portfolio is an industry-first, multi-cloud architecture that unifies app and cloud infrastructure, development and operations.

THE WORST MONTH FOR THE STOCK MARKET SINCE THE PANDEMIC BEGAN

The stock market saw a very rough start to kick off 2022. Some stocks that saw rises throughout the past two years suffered

from the opposite effect in January. Vaccine maker Moderna, one of last year's top-performing stocks, started the year down nearly 40%. This drop is believed to be caused by research suggesting that the firm's booster shot is less effective against the omicron variant.

Another company that experienced a big drop is Netflix. They had poor fourth-quarter earnings and saw their shares drop 37% in January. With higher prices announced for every streaming package on Netflix, it seems unlikely that their stock is in for an immediate bounceback. Other stocks that had a major negative trend in January are Etsy, Advanced Micro Devices, Nvidia, Caesars Entertainment and Domino's Pizza. Stocks have swung wildly since the year began, and only time will tell if things return to a level of normalcy for many companies that had stock increases throughout the pandemic.