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Small Businesses React To a Massive, And Growing, Internet of Things



At first glance, the Internet of Things is confusing, but now that we've been seeing "smart" devices hit the market for some time, there are understandably a few very serious issues that come with so many devices being able to be accessed from the Internet. The utilization of "smart" devices carries value. Here we have machines that do a lot of the heavy lifting for us in our lives, and with the ability to remotely control them, they only become that much more valuable.

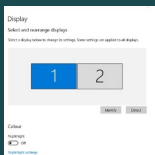
With the shift in the manner in which humans interact with machines - and increased number of available machines, it is important to look at how these devices could have an effect on your data security. Today, we look at a few security issues that have popped up with the IoT and how responsible IT administrators can help their organizations ward off these negative situations.

The Things

The things you find in your workplace are honestly not that different than the things you will find in your home, your gym, or any other place you come into contact with smart equipment. There are the ones that the business utilizes, and the ones brought there by their employees. Wearables, like smartwatches, if directly attached to a network, can bring in nefarious code, but for the most part, these devices come with integrated security software

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Change Display Settings in Windows 10

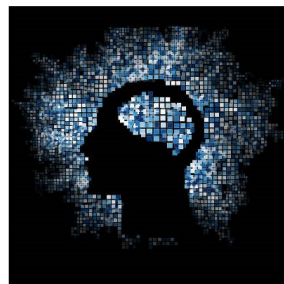


One of the easiest ways you can customize your Windows 10 experience is by changing your device's display settings. There are plenty of settings to change as per your specific needs, so this week's tip will be dedicated to getting the most out of your displays, whether it's a large new monitor you got over the holidays or an old one that has a little more life in it...



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Automation Is Getting a Kick in the Pants From A.I.



Security continues to be a major pain point for businesses of all shapes and sizes, and with the overwhelming volume of new and emerging threats hitting the scene on a daily basis, many professionals have turned to automated solutions based around artificial intelligence to fight back. While this presents a considerable benefit, it also creates other issues that need to be addressed if we want to take advantage of it in the years to come. Is there a way to use A.I. for network security without putting your business at risk?

To get the most out of A.I., we first need to understand why A.I. seems to be the likely answer to a lot of troubles surrounding network security.

About Global Tech Solutions

We provide IT Support such as technical helpdesk support, computer support, and consulting to businesses nationwide. It's always been our goal to provide enterprise-level IT practices and solutions, with small business prices.

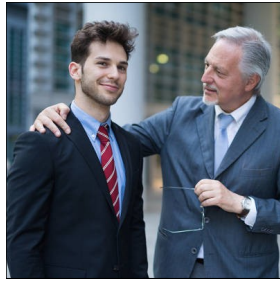
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What Makes A.I. So Helpful?

Automated systems might be able to help organizations protect a network to a certain degree, but there are a lot of reasons to be cautiously optimistic about their inclusion in modern network security. Considering the lack of technology education in today's business environment, it can be difficult to acquire the skills needed to protect against high-level threats and implement necessary security solutions. This doesn't change the fact that security is more important than ever before, though, as more devices are being introduced to networks every day. The more devices, the more likely threats are to surface, and the more difficult it is to protect networks. A.I., backed by algorithms to detect threats, has the potential to improve network security, as well as make the jobs of internal IT departments much easier.

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Engage Your Employees With Innovative Technology



How does your business fare with employee engagement? Do you find your employees have trouble

staying on-task, or they simply aren't interested in the work they do? This is more common than you might think, and you can help them improve the quality of their work with certain kinds of technology.

When your employees are engaged, they are more likely to invest in the future of your company, as well as their own future within your company. Research doesn't see this situation as likely as you might think, though. The numbers from a 2015 poll from Gallup place the number of engaged employees at about 30%, while 50% claim they aren't engaged with their work, and an additional 20% claim that they are actively disengaged by their workplace. So... where does your business fall?

There are several ways to improve employee engagement, but we'll focus on

just three of them: digital signage, Bring Your Own Device (BYOD), and cloud-based communication solutions.

"Do you find your employees have trouble staying on-task..."

Digital Signage

Some offices have monitors placed around the office that give statistics, reminders, and directions to those wandering around the office. These monitors can be used to give workers an idea of how they are doing, as well as display important information that they all might need to do in order to get their jobs done in a more efficient manner. Examples include deadlines, key performance indicators, and who has closed the most deals (or another important factor for your business) to spur on a little friendly competition. You can even use it to offer incentives to employees who perform above and beyond.

Bring Your Own Device

Some employees would rather work using their own devices rather than the ones you provide them with. This is because they are more familiar with their own devices than the ones your business gives them to get their work

done. Maybe their own devices are simply better than the ones provided, too. Either way, a Bring Your Own Device policy solves several issues that your organization might face, such as the revenue used to purchase these devices... as long as the policy is handled correctly to address the potential security issues caused by this.

Cloud-Based Communications

Employees are more productive when they feel their feedback is valued. To this end, collaboration is critical, as everyone who puts forth ideas and information will feel like they are at least being listened to--even if their ideas don't make it into the finished product. This can also create a sense of camaraderie between your employees and improve teamwork on a fundamental level.

Global Tech Solutions can help your business break boundaries and improve employee engagement through the use of technology. To learn more, reach out to us at (800) 484-0195.



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(through their OS), and are less of a threat than devices that are left unprotected by their developer support.

The problem businesses have is that it's against a consumer's nature to disregard the cool, new devices because they may present a problem for them down the road. So now there are literally billions of smart devices connected to the Internet each day that don't get any attention. This is largely because the idea of the "smart" life, the one where people are clamoring to be the first in their neighborhood to be using these smart technologies, simply hasn't materialized, leaving support for older products at a minimum or non-existent. Turns out a small business doesn't have the available capital to invest in

replacing all their technology with smarter technology. So companies (and consumers) are doing it piecemeal. If IoT devices are to become the standard, manufacturers are going to have to find a way to provide IoT devices affordably. There is little doubt that a world where typical products are connected, monitored, and managed is still an inevitability, but that reality hasn't developed as fast as some people projected.

IoT Uses for Business

The modern business typically tries to use innovative new tools in the most effective manner possible. The Internet of Things, however, may seem like one of those concepts that weren't built for business use, as the tools that get the most press are smart appliances and energy-saving technology like smart

thermostats and smart lights. This couldn't be further from the truth. In fact, industry experts surmise that nearly 70 percent of all IoT implementations through 2020 will happen in a business setting.

So, what are some of these smart tools that an SMB should consider deploying?

1. *Real-Time Data Management* - By attaching all of your resources to a network, administrators are able to track every part of your business, whether that be expenses, workflow, hardware, etc.
2. *Streamline Supply Chain* - For the...



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Automation Is Getting a Kick in the Pants From A.I.

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Of course, there are several reasons why A.I. for network security isn't the best solution. Here are a few of them.

Considering How Threats Are Detected by Artificial Intelligence

How does A.I. detect threats? Even if machine learning gives these solutions

the ability to learn over time, it has to start somewhere. A.I. initially identifies threats based on algorithms assigned to them. According to the MIT Technology Review, A.I. is essentially "trained" to detect threats based on tags assigned to specific data sets. The unfortunate side-effect of this is that the programs can essentially be reverse-engineered

by hackers if they get ahold of them, effectively giving malware developers the ability to create threats that aren't identifiable by the majority of automated systems.

Overreliance on a Single Method

With only one way to detect threats, A.I. is quite vulnerable to being exploited, as hackers can simply turn that into their own advantage. This is why it's so important to have multiple algorithms to detect threats, as only one isn't going to be enough to keep all threats out of your network. Consider this hypothetical scenario: your office hires a single security guard that keeps watch over the front door of your building. There are no other guards on-site to protect the building, and you don't have security cameras. While nobody is getting in the front door, what about...



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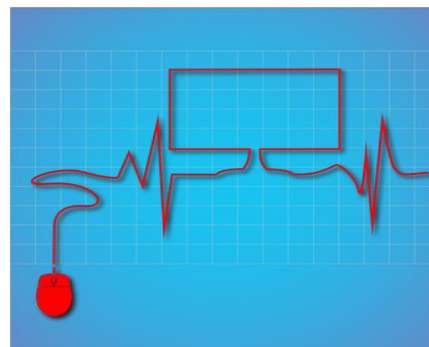
There are very few industries more reliant on compliance and proper procedures as the

healthcare industry. Since healthcare depends so heavily on medical technology, the management of this IT becomes a focal point that must be considered when planning out any infrastructure or data dissemination policy. However, artificial intelligence could change this for the better. Here's how.

Part of the problem for many healthcare institutions is that there is a staggering amount of physical documents that are used to keep track of patients, processes, and procedures. As reported by SiliconAngle, Dr. Vasi Philomin of Amazon Web Services claims there are 1.2 billion medical documents created every day in the

healthcare industry, in the United States alone. With so many documents, it's no surprise that it's difficult for people to manage them.

And what's a way to take out the menial tasks done throughout the workday, or organize countless documents accumulated in a collection that is impossible for humans to go through on their own? That's right--artificial intelligence. While it might seem like a weird way to use A.I., it is certainly a viable option, and one that industry professionals are considering to boost efficiency of care and ease of use.



The Health Insurance Portability and Accountability Act (HIPAA) complicates this issue, but Amazon Web Services is hoping to challenge this with new initiatives. A service called Academic Comprehend Medical aims to help narrow down candidates for clinical trials--something that is impossible without the help of computers and artificial intelligence. Of course, this is only a small amount of what could be accomplished through the use of A.I. in the medical industry, so the future could potentially be very bright for any organizations that utilize this technology.

You can count on Global Tech Solutions to keep our fingers on the pulse of any interesting technology developments in the industry. For more information about healthcare solutions, call us today at (800) 484-0195.



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The Rise of Machine Learning For Small Businesses



A.I. is one of those technologies that captivates the imagination with endless possibilities. You can't turn your head these days without using something integrated with early artificial intelligence. Machine learning platforms, which are very rudimentary forms of A.I. are now being used to improve many of the tools a small business uses. Today, we will briefly go into what machine learning is and how small businesses are using it to their advantage.

"You can't turn your head these days without using something integrated with early artificial intelligence."

Smarter Machines?

The first thing you have to understand about machine learning is that it is just a branch of A.I. As such, it basically describes a method of analyzing huge amounts of data in which prospective models of problem solving are automated. In layman's terms, the computer solves basic problems without human intervention. This is significant for a few reasons, but the most glaring is that businesses today, and even small businesses, take in a lot of data. Traditionally, humans were paid to go through all

this data, or it was archived and disregarded until there was a major question.

This shift is in the manner in which these machine learning systems analyze data, identify patterns, and make decisions from the analysis of those patterns. This seemingly advanced technology is being deployed at a dizzying rate and is beginning to surround us all, in our phones, on search engines, and in the systems that we manage our business data. For the small business, there are opportunities to utilize this technology to help carve out a larger market share.

Small Business Machine Learning

The philosophy behind utilizing machine learning for a business is just an extension of the overarching strategy of deploying automated systems to cut down on personnel and human resources costs. This strategy has worked in several sectors, albeit with automated systems that were more pre-programmed than "smart" like the machine learning systems.

An issue many small businesses will run into when deciding whether or not to try and innovate to the point where machine learning is an option, is where exactly it fits. Other questions persist as well.

They include:

- What is the capital and operational investment of deploying this technology?
- How it will have to be utilized to provide a competitive advantage?
- What systems can be improved through the use of machine learning?
- How much time do you have until you would be at a competitive disadvantage if you didn't invest in the technology?

Once you've ascertained how exactly to deploy machine learning, you can go ahead implementing it where you feel it is warranted.

Benefits of Machine Learning

A.I. and machine learning carry with it specific benefits. Some of them include:

- **Forecasting business** - What might be the most popular use of machine learning, the technology can be used to replace data and service analysis while being used to replace processes that were done manually or not done at all.
- **Customer service** - Chat-bot technology essentially automates the customer...



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Abraham Brown
CEO

Tech Trivia

Over half of YouTube's users are under 20 years old.

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