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### Why It's Great that Managed Services are Managed



One of the key benefits of managed IT services is right in the title. It's managed, meaning that you don't have to worry about maintaining or configuring your systems. Many small businesses see these kinds of advertisements out in the world but don't necessarily understand what services are being marketed to them. We'll take a deep dive into what you can expect from "managed" services for your organization...



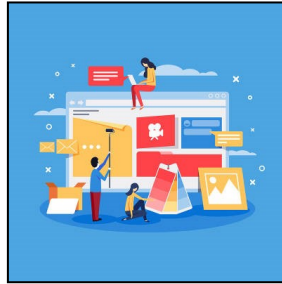
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### About Global Tech Solutions

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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## Public Cloud Line of Business Apps Causing Headaches for IT



"Line of Business" may be one of the most confusing terms you'll see in business management. That is largely because no two people have the same definition of it. Line of Business, would typically get you to think of the process that allows an idea to become a tangible product or service that someone would pay money for.

When talking about software, however, line of business applications are the specific applications any business or organization uses that allows them to run their business the way that they run it. For example, if you run a salon, your line of business software is your scheduling system, your point of sale software (which today are often bundled together), and any specialized software that you may use to provide value to your customers.

For many businesses, their line of business applications are the key to their business and their relationships with their customers, and are typically utilized by staff in certain ways that may not always be conventional. This presents a lot of problems for IT administrators, who are tasked with designing, deploying, managing, and supporting secure and reliable IT infrastructures, but in the course of doing so may hinder staff in the application of their jobs. To remedy this specific problem, a lot of companies have begun to move some of their LOB applications to the cloud in an attempt to mitigate the problems employees are having.

### Your Staff Knows More Than You Think

Let's face it, today's worker knows more about IT than any other worker in history. Even the people that can just pluck around their iPhone know more than many people about the way that computers, cloud computing, and remote mobility work. We often don't give them the credit they may deserve because they are constantly getting fooled by the Amazon phishing emails (to be fair, they are getting more and more sophisticated). What your employees absolutely do know is how to do their jobs. They may use an application that hasn't been

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## Communicate Better with a Cloud-Based Unified Solution



At first glance, the way your organization handles communication in-house might not be the first place your business looks to make money. Still, the point stands that a business that communicates better, functions better; and, when a business is functioning properly, it can work harder to make more money. If your organization isn't utilizing a unified communications solution yet, you should be.

### Issues Stemming from Non-Unified Communications

For the sake of argument, let's say that your business has twenty employees who all use their own personal email addresses to go about their day-to-day duties. This is extremely unprofessional, as it shows all of your clients that you have zero control over communications between your employees' personal email accounts, as well as the information shared with them. It goes without saying that your organization's reputation will suffer as a result of this. Plus, sending sensitive information through accounts that you simply have no control over is sure to break at least a couple of security best practices.

This makes it awfully confusing for clients, too, since they don't have a frame of reference to judge whether or not the person emailing or calling them is actually with the company they

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## Proactive Monitoring and Management Is Keeping Organizations Safe



All businesses should be conducting business by looking toward the future, remaining cognizant of

what horrors today's headaches could become later on. If they fail to do so, it could lead to disastrous results, like crippling downtime and operational issues in the long term. If you can be proactive about maintaining your technology, you can prevent these issues from manifesting, nipping problems in the bud before they cause trouble for your organization.

As an organization that depends on technology to maintain operations, your productivity and efficiency is inevitably tied to how well that technology systems function. The only way to guarantee optimal efficiency is to keep

a close watch on your systems and perform proactive maintenance, effectively cutting out opportunities for your central information systems, networks, and endpoints to dip below the acceptable operational efficiency threshold. If you maintain your technology frequently enough, the odds that a devastating hardware failure or similar event throws a wrench in your operations are significantly reduced.

If you need a tip on how to know when your technology is costing you money, consider this. If you're still paying for all of your services, even when your technology isn't working as intended, it's ultimately costing your business money with no return on investment. For example, if your router stops working properly and you don't have a spare device, your organization won't have access to the Internet. If your organization relies on the Internet to function, then you're not making progress on any projects, meaning that your

technology--once a boon to your operations--has suddenly become the bane of your budget. You can apply this scenario to just about any technology you use. Servers? Point of sale terminals? Workstations? All of these can impede operations if not maintained.

### Proactive Monitoring

Global Tech Solutions has proactive monitoring services that can help your business make sure all technology on its network is kept in tip-top shape. We can monitor your technology solutions using automated monitoring software, allowing our technicians the opportunity to address any issues as they crop up. This means that if there is any issue that appears on your network, we can address it before it becomes a major problem. Most of the time, the issue probably doesn't even need an on-site visit...



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## Public Cloud Line of Business Apps Causing Headaches for IT

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whitelisted by your IT department, they may try new software to see if it can help them be more efficient and effective, they may even use an application designed for one purpose for an entirely other purpose because it works for them.

For the IT administrator, all these scenarios are no-no's and should be avoided, right? Well if it gets the job done and revenue in the door, it is already doing more than the stuffy IT admin whose whole position, while crucial to the endeavor as a whole, is for practical purposes more a defensive measure. Since these workers know what solutions work for them, cloud-based software as a service (SaaS) has begun to become workers' favorite method of deploying LOB applications. Employees gain the access and the flexibility they like, while getting full-featured programs that allow them to be more productive. It seems like it is a system that would work fine, but why then are

so many IT professionals, business owners, and executives averse to meeting in the middle?

### One Simple Answer: Security

Every organization wants their employees to have the tools they are proficient with so they can be their most productive. The issue becomes when IT isn't consulted before a software decision has been made. Most businesses, even the ones that function primarily in the cloud, have some onsite resources, and if there would ever be problem with the security of your organization's technology assets, rest assured, IT would bear the brunt of those issues.

In order to get a reliable and secure IT infrastructure, your IT staff should be in on, and really running point on, any technology investments your company is going to make. This allows them to do their due diligence and make sure that there isn't a better solution, or one that works better with the resources that your organization already has in place.

Your IT department has to understand specific business requirements, the workflow of the employees, their own expertise with industry best practices, and what types of regulatory compliance the organization is going to have to meet (and the corresponding changes that have to be made for that). Simply put: you can't manage IT systems without IT technicians; and, any technician worth his/her salt isn't going to allow major IT projects to falter, security to be lapsed, and downtime to pile up, so that their co-workers can be comfortable using software that may or may not be best-suited for the task at hand.

### Collaboration Typically Brings Success

While staff can't be allowed to use whatever software they see fit on the company networks, when it comes to making LOB application purchases, IT has to have a conversation with...



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## Communicate Better with a Cloud-Based Unified Solution

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claim to be from. In fact, some hackers make this their primary method of attack, calling companies or sending out unsolicited emails asking about how they can help your business, hoping that whoever they contact doesn't have the foresight to wonder if dealing with them isn't a good thing. All businesses should have a unified email domain name and phone number so as not to create situations like these.

This whole debacle gets more complicated when an employee decides to leave your business. If you're using a unified communications solution, it's simply a matter of deactivating the employee's email account or phone extension, but otherwise, you're risking these employees walking away with more than just their intentions of finding a new job. They could be taking contacts, sensitive information, and account access with them as well, creating a

lingering problem that needs to be resolved as quickly as possible. Ultimately, these are issues that shouldn't even be issues in the first place; and they don't need to be if you implement a unified communications solution from Global Tech Solutions.



### The Main Points of Unified Communications

Unified communications is a collection of the best business communication services on the market. They all work together to tie your organization's employees together, while also helping

you communicate with your business' clients. Here are some of the major points to consider for your business' unified communications solution:

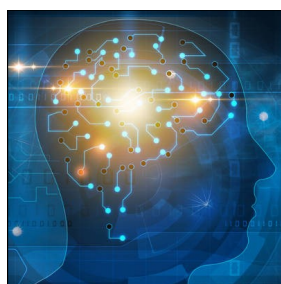
- Unified email hosted by Global Tech Solutions, complete with access to email archiving for later access.
- Unified phone system accessible through the cloud, making it available for use on laptops, desktops, and mobile devices.
- Instant messaging and other apps that let your organization stay connected at all times.

Your business shouldn't be without a unified communications solution. To learn more about how you can get started, reach out to us at 718.360.2000.



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## A.I. Is Starting to Move Businesses Forward



There is an interesting segment of today's workforce who don't trust the idea of artificial intelligence.

They believe that it is inevitable that artificial intelligence is going to suddenly become sentient and enslave or kill the entire human race. That's why they believe that in using A.I. to streamline data analysis, they are on the front lines of the war to come.

These people may have seen one too many movies.

The artificially intelligent systems we have today are mostly being used to analyze data, because it's easier and far more cost-effective for a computer to sift through it all than it is to pay a half dozen professionals to do the same work. Today, we look at this new trend of using A.I., and see where exactly

small businesses can use this new technology to their advantage.

### Where A.I. Meets Business

There are a lot of applications being developed that are designed to learn as they go. They help organizations manage/analyze their data to extract useful and actionable insights. Since companies today are collecting more and more data, it stands to reason that the faster, and more efficiently, they can go through that data, the more effective the analysis can be, and the better decisions can be made with the analysis.

Since A.I.'s memory and precise recording outmatch anything that humans are capable of many applications are starting to utilize A.I. for accuracy. Many CRMs are now starting to utilize machine learning capabilities to help businesses move faster. In the future the platforms will almost certainly come equipped with an A.I. that recognizes a worker's voice and can be commanded to file the data away in the appropriate places.

Another place where A.I. can help the small business is in customer service. It can suggest or automate answers based on the situation, it can pass messages directly to who needs it and most importantly radically reduce the amount of time called on a call, reducing overhead. By having a constantly learning a small business can gain the consistently that everyone wants out of their A.I.

In 2018, A.I. is having a significant impact on the business world as the practical uses for these algorithms increase. For the small business that wants to get into A.I. but doesn't know where to start, consider these two tips before... starting your A.I. initiatives.

**Consolidate your data:** In order to get the most out of any A.I. solutions, you have to have your data in a central place like a data warehouse. This will give the A.I. the best chance to be...



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## Know Your Tech: Encryption Key



Security is a necessity. Every technology professional will tell you this, but in an age where employees are taking information on the go, it's trickier than it's ever been before. Encryption is one of the ways that businesses are attempting to shore up their security, but this also requires having an encryption key. This week's technology term is all about encryption, as well as how encryption keys protect your business' data.

### Defining Encryption and Encryption Keys

Encryption is the act of scrambling your organization's data so that it can't be seen by prying eyes. Anyone who doesn't have the encryption key will see nothing but a bunch of nonsense. Through the use of algorithms, these keys are guaranteed to be unique, meaning that there are no two patterns that are alike. Of course, depending on the type of encryption being used, there could be one or two keys needed to decrypt information.

**Symmetric algorithm:** Symmetric algorithms are often called secret key encryption. This uses one key to encrypt and decrypt data. Since this

makes for an efficient encryption method, it can be used to encrypt large amounts of data. The bad side of this encryption is that it only uses one single encryption key, so you need to make sure that it remains in your possession at all times.

### Asymmetric algorithm:

Asymmetric algorithms are commonly used in public/private encryption, in which there are two keys involved. The public key--the one used to encrypt data--can be shared, whereas the other--the private key--is private, and used to decrypt the data later. Asymmetric is considered the more secure of the two options, since the private key that decrypts the data isn't actually shared.

### What Are These Keys Used For?

Encryption keys are used for a variety of objectives, but the ultimate goal is still the same: security of both the data and the encryption keys themselves. The strength of the encryption key depends on several variables, including the length of the symmetric keys and the algorithm used to create it. These keys usually have short shelf lives called a crypto-period, meaning that you should understand details about how the encryption key will be used before

committing to it and expecting it to work for you indefinitely.

- **Data encryption keys:** These keys prevent data from being read by anyone who isn't authorized to view it. These keys are also held onto for a bit past their crypto-period.
- **Authentication keys:** An authentication key is used to determine that the data encrypted has not been altered at all while it's in transit. This is ideal for sending and receiving data so that authenticity is guaranteed.
- **Digital signature keys:** Digital signature keys are similar to authentication keys, but they take it a step further by applying a digital signature to the user. This means that someone who digitally signs a document can't actually deny that they've done so.
- **Root keys:** The public key infrastructure is used for authentication and digital signatures, and the root key is the highest level of key in this infrastructure. Due to the importance of this key, it's generally protected by a hardware security module...



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We partner with many types of businesses nationwide, and strive to eliminate IT issues before they cause expensive downtime, so you can continue to drive your business forward. Our dedicated staff loves seeing our clients succeed. Your success is our success, and as you grow, we grow.



Abraham Brown  
CEO

### Tech Trivia

25% of Americans use only a mobile device to use the Internet.

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