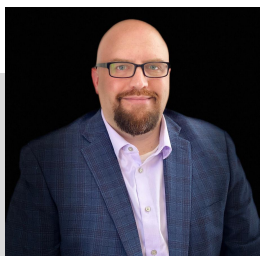


# TECH TALK

## MONTHLY

YOUR MONTHLY DOSE OF  
TECH & BUSINESS NEWS



### MONTHLY UPDATE FROM JOHN

I'm super excited to announce our first ever Tech Talk monthly newsletter!

Each month, I'll keep you up to date on the latest Technology (in plain human speak) and reveal ways you can better use technology to build and grow your organization.

In this month's issue - we talk about the biggest (fast growing) risk to your business and introduce you to a tool that's helped thousands of businesses survive over the past few months.

(HINT: you likely already have free access to it)  
As always, give me a call on 312.414.0206 or shoot me an email at [jjordan@betterworldtech.com](mailto:jjordan@betterworldtech.com) if you'd like a no-obligation chat about your technology needs.

Stay safe,

John Jordan  
General Manager

### WHAT'S INSIDE?

- 01** MONTHLY UPDATE FROM JOHN
- 02** THIS NOW THE BIGGEST CRIME RISK TO YOUR BUSINESS
- 03** A LOVE LETTER TO MICROSOFT TEAMS
- 04** WHAT IS 2-FACTOR AUTHENTICATION?

### DID YOU KNOW?



The first word to ever be auto-corrected was "teh". Can you imagine how many times it has been auto-corrected since?

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# NEWS FROM THE IT DESK



## 01 THIS IS NOW THE BIGGEST CRIME RISK TO YOUR BUSINESS

If someone asked you to take a wild guess at the world's biggest crime, what do you think? Burglary maybe? Common assault? Or perhaps you might take a more humorous approach and suggest man buns or women with strong eyebrows?

Well, you might be surprised and concerned, to find out that the most commonly reported crime right now is actually online fraud, also known as cyber crime.

With one in ten people now falling prey to internet fraudsters and over five million cases reported every year, cyber criminals are very real predators that can have a devastating effect on lives and businesses.

These figures are just the tip of the iceberg. Many more cyber crimes are believed to go unreported because victims feel too embarrassed to let on that they've been duped by a stranger sitting behind a keyboard.

The digital age comes with a lot of well documented pros and cons. We can now work from anywhere in the world and stay connected, but that has an added effect on our personal lives, and stress levels.

Cybercrime costs billions of dollars every year. That's an obscene amount of money by anyone's standards. On top of that, the really scary thing is the ever-increasing industry called data theft is now relatively easy for anyone to get involved.

Gone are the days of 1980s sci-fi movies, where computer hackers were dark, mysterious, and possessed savant-like levels of intelligence.

Today, anyone with the inclination and \$50 to spend can pick up a powerful piece of software that will enable them to hack into your computer systems and wreak havoc.

Funny enough - the best way to be 100% sure a hacker can't break into your business is to not use computers. We all know that's not possible. The second best way is to make sure you have **Next-Generation Cybersecurity Protection & Tools** in place.

Call me today on 312.224.1712 or send me an email at [elopez@betterworldtech.com](mailto:elopez@betterworldtech.com) if you want a **no judgement** chat about your Cybersecurity coverage.



Emmanuel López

- Corp Matchmaker
- Philanthropy Leader
- President - OU Alumni Association - Chicago



*Your smile is your logo, your personality is your business card, and the way you make others feel is your trademark."*



## 02 A LOVE LETTER TO MICROSOFT TEAMS

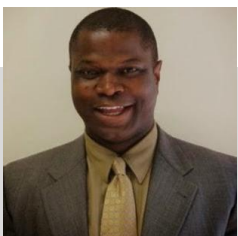
We at BetterWorld Technology are massive fans of Microsoft Teams, and believe it has huge advantages for most of the businesses that we support.

We all know that successful businesses have great teamwork and with everything that has happened over the last couple of months; Teams has been the number one app to keep everyone working together.

Microsoft brought it out in 2017 as their answer to alternative platforms such as Slack, that let you collaborate and communicate more effectively.

However, because Teams integrates with the rest of the Microsoft 365 platform; it has a real edge over Slack - demonstrated by the deep integration of all its applications.

If you're using Slack, it also means you can cut down on yet another monthly expense and take advantage of the enterprise level security features Teams has.



**Ceddrick Lovins**

- Regional Manager
- B Local Georgia Board Member
- Smart Home Enthusiast



*I have been in corporate America for a long time, but I have never worked for a company like BetterWorld before. This company was my introduction to the world of B Corporations, and to a better way of doing business."*

Here are the three things we most love about it:

### Project Management

Teams allows you to focus in on just the project you're currently working on. Information is partitioned into separate channels, so you can view messages, documents, and meetings just related to a specific project.

That removes the hassle of wading through an inbox full of noise and clutter. It's surprising how productive that kind of focus can make you.

### Easy Communication

No need just to rely on email anymore. With Teams, you can post messages in channels, again with the context of the project you're working on. It's easy to get the attention of any colleague by giving them a @Mention. You can also arrange 121 or group video calls easily.

### The Interface Makes It Easy

Microsoft did a really good job. It's intuitive and easy to use. It's simple to find the information you are looking for and to move between different projects. Even if you've never used Teams before, you'll pick it up quick.

If you're not using Microsoft Teams in your business and you'd like to learn more about how it can help you better communicate internally and externally, give us a call at **408.409.7866** or email me [clovins@betterworldtech.com](mailto:clovins@betterworldtech.com)







## TECH TIP: What is 2-factor authentication?

2 - Factor Authentication (also known as 2FA) is an extra layer of security on top of a username and password. It's normally an item from one of the following 3 categories:

1. Something you know (E.g. A pin number, answers to "secret" questions etc.)
2. Something you have (E.g. token on a smart phone, a credit card etc.)
3. Something you are (E.g. A fingerprint, eye scan, voice recognition etc.)

The purpose of 2FA is that if a hacker finds your username and password, they will still need the 2nd factor (layer) of information to access your account, making it much harder for them to gain access to all your Important Business Information.



## WE LOVE REFERRALS

The greatest gift anyone can give us is a referral to your friends. Referrals help us keep costs down so we can pass the savings to our clients.

If your friend ends up becoming a client - we'll gift you the value of their first month of service, either \$500 or \$2,500, dependent on their service!

Simply introduce your referral via email to [wecare@betterworldtech.com](mailto:wecare@betterworldtech.com) and we will take it from there. We promise to look after your friends business with the same high level of care and attention as we do with all our clients.



## NEED A LAUGH?

There was a safety meeting at work today. They asked me, "What steps would you take in the event of a fire?"

"Big Ones" was apparently the wrong answer.



### James F. Kenefick

- Chairman BetterWorld Tech
- Serial Tech Entrepreneur
- YPO Member



*Continually improving is going to help ensure your company doesn't become stagnant. If employees understand the need to keep getting better, then they're going to be motivated to work hard. You want to show everyone that your company culture is going to keep improving as well. Growing as a business is about pursuing greater financial success, but it's also about making sure that everything keeps trending positively in the office."*

