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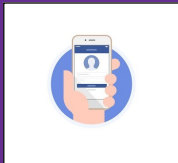
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8 Upgrades to Facebook Messenger that Make it Business Worthy



When Facebook released its Messenger app in 2011, it was primarily

designed as a way for users to chat with each other outside of the main Facebook app. Since then, Facebook has added a plethora of new features and upgrades to Messenger, making...



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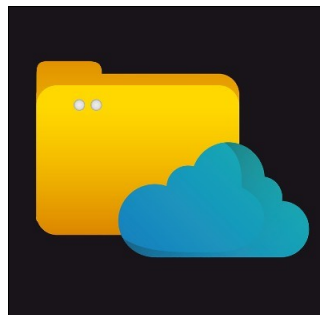
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We are a technology consulting firm specializing in technology implementation and management for businesses. We're known for providing big-business, Enterprise-Level IT services for small and medium-sized businesses.

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The Importance of Having a Secure File-Sharing Solution Cannot Be Overstated



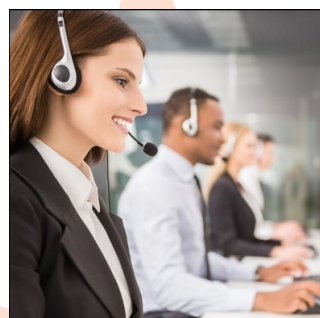
In the business world, you rely on agile and secure access to critical documents on a number of different devices. However, security can quickly become a problem, especially when your users have multiple devices. Is your file sharing service enough to keep your data safe? Or, if it's not, what are you going to do about it?

It's safe to say that most file-sharing solutions have their roots in the cloud. The cloud allows organizations to collaborate and share documents across devices and operating systems, to create a network that your staff can use to access important information and applications. A cloud solution is often used for hosting productivity suites and email systems, but most important of all is file sharing.

Many cloud solutions also offer applications that are designed for collaboration, which means that your team can create documents and communicate in real-time. Business

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3 Ways to Give Your IT Department the Boost They Need



If you have an internal IT department, chances are that they're functioning in a similar manner to a help desk team. They provide technology support for your less-adept employees, or those who encounter errors that they're unable to resolve. Chances are that your IT department could use a hand every now and then, so here are a few ways you can lighten their help desk workload to free up time for more efficient purposes.

Invest in Employee Education

Have you ever encountered the problem of employees not knowing how to use a new solution so they end up asking IT too many questions? This can eat up a significant amount of time and resources that you can't afford to waste. Yet, you can't let your team handle their own IT issues; not without first educating them about how to best approach the problem.

One way that you can address this problem is by educating your employees on basic best practices, including email inbox management, network security, and so on. The more time that you invest in training your employees on how to be autonomous--without the help of

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Why a Major Internet of Things Security Breach is Inevitable



Whether we're ready for it or not, the Internet of Things is coming, and soon. You might see all sorts of con-

nected devices on the market today that you would never think to connect to the Internet, but it's our responsibility to inform you that these new devices could potentially put not just your business infrastructure at risk, but even your own life.

Security experts have long discussed the repercussions that the Internet of Things will have on the world of cyber security. It's been predicted by Gartner that an average of 5.5 million "things" are added to the Internet of Things every day. This could include anything that connects to the Internet, but usually only refers to consumer goods that wouldn't normally have any sort of wireless network connection built into them. By the end of this year, there will be approximately 6.4 billion IoT devices on the market. The real problem here is that these numbers continue to increase by the day,

and if the IoT's growth is any indication, it's not slowing down anytime soon.

There were 3.8 billion in 2014, and 5 billion in 2015, so it's not a stretch to suggest that the number of "things" connected to the Internet of Things will exceed 20 billion by the time 2020 runs around. Many researchers believe that the first major IoT data breach will happen sometime within the next few years.

The Risks

At first glance, it might seem like many IoT devices are of little consequence and shouldn't be worried about on a cyber security level. Appliances like blenders and toasters seemingly don't hold much value to hackers. The problem, however, comes not from the devices themselves, but the networks that they're connected to. If a hacker can bypass the security features of a smart device, they can potentially gain access to the network, and other devices connected to it.

Of course, the potential for damage extends far beyond the scope of just your own business. When you consider how computerized cars and physical infrastructure components, like dams

and power plants, have become, you might realize that there is the potential for disaster, all thanks to the Internet of Things.

For example, what happens when a hacker disables a car's brakes, or they decide to override a system setting on a dam and flood the surrounding landscape? As the potential for damage increases, so too does the potential for a hacker to grow interested in a target.

Why Vendors Aren't Doing Anything About It

One of the major reasons why vendors are creating devices with security vulnerabilities is perhaps because of the lack of actual regulation and standards put into place to ensure quality of the device. In part, this is due to organizations refusing to spend money on devices that aren't guaranteed to turn a profit. Thus, popular devices from different markets--not just consumer electronics, but also appliances and other industries--may wind up being manufactured with...



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3 Ways to Give Your IT Department the Boost They Need

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IT--the more time that you can save in the long run. Plus, this kind of professional development is beneficial for your employees, too.

Set Up A Documentation Center

Have you ever resolved a problem that's been asked multiple times, to the point where it just gets frustrating and time-consuming to answer the same question over and over again? This is often the case with IT support.

In times like this, it would be helpful if you had a center where you can direct users who might be having trouble with basic issues that are frequently encountered. This is what we call a documentation center. If you have one, your techs

can simply send a link to the file containing instructions on how to fix a basic problem.

Outsource IT Support

One of the easiest ways that your business can help your help desk is by outsourcing some responsibilities to a managed service provider. In most cases, your organization will have to focus on one of two responsibilities. You will either focus on management and maintenance of your IT, like applying patches and security updates, or you will focus on keeping operations moving forward. Yet, you'll probably only have time for one of these, so you'll be presented with a dilemma that's not easy to resolve. Which one is more important?

In situations like these, Pulse Technology Solutions is happy to help. Our trusted technicians can work with your team to ensure that they're not held back by minor IT hiccups, while your in-house team can work toward implementing new and innovative solutions designed to improve operations. Or, if your in-house team wants to focus on providing support, we're happy to innovate for you.

To learn more about our managed IT services, reach out to us at 239-362-9902.



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applications like Google's G-Suite and Microsoft OneDrive for Business can sync your files across your entire device infrastructure, so that all of your employees have access to the most recent version of a specific document. This is helpful if your business has many different people collaborating on the same project.

The only question that remains is how secure your cloud needs to be. Since you're storing your data in a cloud-based format online, you run the risk of hackers and user error bringing your business to its knees. Surprisingly, however, most file-sharing systems are relatively secure, and the main threat comes not from external threats, but from inside users. User error is a primary cause for data

breaches, as they can accidentally expose files to dangerous circumstances or hand over credentials without realizing it. Therefore, something needs to be done in order to guarantee that your files aren't being exposed to more threats than necessary.

Depending on the type of cloud solution you implement, you can have full control over the user access and security permissions of your file sharing system. A public cloud can provide the basic file storage and sharing services that you desire, but if you want maximum security, you'll want to invest in a private cloud, where your solution is stored on-site. The only problem is that private clouds require extensive management and maintenance that your business might not have time for.

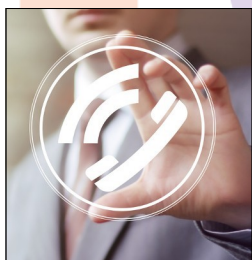
Pulse Technology Solutions can ease this pain point by offering our cloud management solution. If you want to get the most security out of your file-sharing in the cloud, you'll need expert technicians to monitor and maintain your private cloud server. However, the SMB's IT budget doesn't typically allow for this type of flexibility. Outsourcing this responsibility to Pulse Technology Solutions makes your job much easier, as you don't have to invest the time and resources into it.

To learn more about file-sharing services and cloud computing, reach out to us at 239-362-9902.



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How VoIP Can Enhance Your Company's Budget and Operations



Chances are that you're fed up with your in-house telephone network. It may have once been necessary to communicate with

your employees and your clients by using a landline, but the modern office has since moved toward a more digital alternative in the form of Voice over Internet Protocol (VoIP) telephony.

Basically, VoIP uses your organization's Internet connection to transmit your call to the receiver. It's efficient because it provides a service via one that you already pay for, rather than adding an additional cost to your budget. However, VoIP provides several other benefits that can save your business money. Here are two of the best ways that VoIP helps your business's communications become more cost-effective.

VoIP Eliminates an Unnecessary Cost

As we just mentioned, since VoIP uses your business's Internet connection, it helps you avoid the fees of going

through your local telephone provider for all of your telecommunication needs. Plus, most telecommunication providers will try to bundle telephone services with others, which can make it seem like you're paying for services that you don't want or need. With VoIP, you're using an asset that you already have (and need) to cut down on operational expenses.

"VoIP uses your organization's Internet connection to transmit your call to the receiver. It's efficient because it provides a service via one that you already pay for, rather than adding an additional cost to your budget..."

Granted, in order to guarantee that your VoIP system experiences minimal operational trouble, you need to focus on improving your Internet connection by either working with your Internet service provider or auditing your router's performance. We recommend contacting technology professionals before implementing major changes to your IT infrastructure--especially one such as VoIP.

VoIP is Flexible

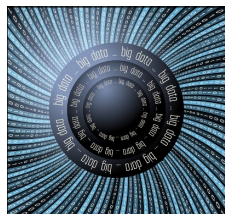
When you add new users to your organization's network, it often entails some intensive cabling to ensure that the new user's technology is connected to the in-house network and the Internet. However, as the amount of technology you accrue increases, the amount of space that you have for new workstations and server units decreases. This results in a complex network infrastructure that makes it difficult to effectively optimize operations. This is especially the case if your business is growing.

VoIP makes it much easier to provide new technology without all of the complex cables. Rather than set new telephone cables for each and every new worker that you onboard, all you have to do is make sure that they have a steady Internet connection. This makes it much easier to provide phone systems to your employees. However, you still need to be mindful of bandwidth, as VoIP can put strain on an unprepared network...



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Collecting Data is Easy, Using it to Benefit Your Business is the Challenge



Big data is a trend that's gaining traction in the business environment. By taking a close look at the data that you collect, and identifying trends, you can potentially predict how your business can perform, and how your clients will respond to your products or services. Yet, there are two major questions that you need to ask: how are you going to use this data, and is the data that you've collected specifically to achieve that goal?

Big data, according to Gartner's IT glossary, is "high-volume, high-velocity and/or high-variety information assets that demand cost-effective, innovative forms of information processing that enable enhanced insight, decision making, and process automation." In other words, businesses collect this data, and then use tools to analyze it to find trends and other useful information that can be used to improve the way that they do business. Yet, there's one thing that can hold businesses back, and it's in the actual data that they collect.

The problem here is that, even if you manage to collect all sorts of data and analytics, how much of it is actually useful and relevant to your organization's operations? For example, as an IT company, we could take a critical analysis of support requests that technology companies receive, and see if there are common themes amongst them. This would help us by allowing us to build out workflows to combat the commonly-occurring issues. However, since we typically target SMBs, any information related to how enterprises handle their technology would be, while somewhat helpful, not nearly as useful as examining the major pain points of small businesses.

For your organization, big data, depending on what your goods and services are, can help you better target your audience and find potential buyers. Therefore, you want big data that accounts for your target audience, and information outside this realm won't necessarily help you.

Granted, big data doesn't always seem to make sense; at least, not for Tom Goodwin at Forbes. He explains that

the human condition itself is counterproductive to big data, and that we often act in unpredictable ways: "Big Data doesn't get how weird we are. Big data can't explain how I can be a Guardian reading, Whole Foods loving, Golf playing guy that owns an old lowered plastidipped BMW with spinning chrome wheels. Well, I know I can't. People are irrational, they do things for strange reasons that even they don't understand. They may explain it, but they will post rationalize to seem more logical."

Basically, what big data comes down to isn't just about the data that you collect, but what you manage to do with it. While you might be able to predict some things, it's important to take what you collect with a grain of salt, as when dealing with people, chances are that when you try to predict their actions, you'll continue to be astounded on a daily basis. That's just how we are as individuals, and until an algorithm can...



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We partner with many types of businesses in the area, 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.



James Ritter
Founder & CEO

Tech Trivia
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