The Logical Advantage

TeamLogicIT®
Your Technology Advisor

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Explore AI's Advantages for SMBs

According to Gartner, more than half of active companies are piloting artificial intelligence (AI) solutions for their enterprises, with many already gaining an edge over competitors or reducing operational costs. Where are they trying AI? This list is only a sample from the range of functional applications:

- **Strategic Planning** – Identifying new markets, forecasting industry trends, predicting customer behavior, and similar analytic projections
- **Finance/Administration/Legal** – Powering analysis and researching regulations for compliance purposes
- **Human Resources** – Creating job descriptions and other methods of qualifying candidates
- **Customer Service** – Developing chatbots for routine responses, analyzing feedback, personalizing offers and other product or service customizations
- **Operations** – Optimizing supply chains, guiding quality control, and other streamlining practices
- **IT** – Troubleshooting code, monitoring cybersecurity threats, and an array of task automation
- **Sales/Marketing** – Prioritizing leads, enriching proposal content and focusing social media campaigns

AI's dizzying advancement into everyday digital business may feel intimidating to leaders. We believe these seven steps can help you make informed decisions about AI adoption and maximize its potential benefits:

1. Identify Opportunity
2. Assess Data
3. Set Objectives
4. Explore Tools/Platforms
5. Run Pilots
6. Train Users
7. Sharpen Policy/Cybersecurity

Interested in the details? Call us for a consultation.

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Viewpoint

Lead Digital Transformation with 3 Strategies

Digital transformation (DX) – business strategy designed to make leverage of digital technologies to modernize processes, products and services – is more prevalent than ever:

- In a recent PwC survey, 97% of CEOs reported having taken steps toward DX during the past five years.
- Foundry's 2024 State of the CIO study discovered that nine in 10 tech execs believe their primary role is driving DX.

Why should leaders of today's small to medium-sized businesses (SMBs) take notice? Two reasons:

- The hastening progression of new tech like AI into the workplace is an inescapable imperative for businesses of all shapes and sizes, not just big companies.
- Senior managers at SMBs typically have neither the time to operate as a full-time DX executive nor the head count or funding to hire one.

So, how can SMB execs drive DX despite these challenges? We recommend adopting three strategies:

- **Proactive IT** — Strategic evaluation and tactical planning provides the flexibility and scalability required to meet market demands and business initiatives.
- **Preventative IT** — Remote monitoring anticipates problems before they occur, preventing disruptions to your operations.
- **Responsive IT** — A local team of highly skilled technicians responds to your needs, both onsite and remotely.

IT Strategy

Breach-Blocking Managed Services

CSO magazine recently developed a list of the biggest data breaches in the last 25 years, measured along two dimensions:

- Number of users impacted
- Number of records and/or accounts involved

By this reckoning, the statistics individually and collectively are staggering. Billions of people worldwide have been affected. Hundreds of millions of accounts have been compromised. And the roster of organizations infiltrated reads like a who's who of digital enterprise: Adobe, eBay, Equifax, Facebook, LinkedIn, and the like. These enormous figures and prominent names can create the misleading impression that just tech giants are most vulnerable, imbuing small to medium-sized businesses (SMBs) with a false sense of safety.

Truth is SMBs increasingly are becoming preferred prospects for cybercrime. Seven in 10 SMBs have experienced at least one cyberattack in the last 12 months.

SMBs often have limited security budgets, which may translate into fewer cybersecurity tools and lower investments in cybersecure infrastructure. How can SMB leaders overcome these limitations? By working with a managed IT services provider (MSP) to implement three affordable, highly effective services that aim at the greatest cyber threat, business email compromise (BEC):

- Monitoring with anti-spam, antivirus solutions
- Detection of scams that trick staff into divulging confidential information
- Protection against malicious URLs and attachments with quarantines

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