

The Logical Advantage

TeamLogicIT®
Your Technology Advisor

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Reinforce Your Cybersecurity Pillars

Analyst firm IDC predicts worldwide cybersecurity spending will grow at a pace of more than 12% this year and continue rising through 2028, topping \$375 billion. Why will companies of all shapes and sizes around the globe continue escalating investments in cyber defense? These facts illuminate the reasons:

- Research reveals ransomware attacks reached the highest levels recorded in a single quarter at the end of last year.
- The number of ransomware victims increased 15% in 2024 compared to the prior year.
- Last year also saw the number of new ransomware groups operating in domestic and international cybercrime syndicates grow nearly 70% in 12 months.

Cybersecurity hazards like ransomware threaten organizations large and small. Surveys show that nearly one in five small- to medium-sized businesses (SMBs) may be forced to close permanently after a cyberattack.

How can SMB leaders cope with this mounting risk? As a premier IT managed services provider (MSP), we recommend you reinforce these three pillar practices of cyber resilient companies:

- **Stage Simulations** – Show staff how cybercrooks operate using real-world examples.
- **Ramp Up Reminders** – Increase the frequency of notices of when it's time to update passwords and other credentials. Encourage countermeasures such as two-factor authentication.
- **Run Workshops** – Offer cybersecurity education options in person and online to support and augment the first two tactics.

Seeking guidance and support? Call us for a consultation.

Viewpoint

How AI is Transforming Transformations

Last month, we argued for leaving “digital” out of the label for business transformation projects. Here’s more research that makes this case:

- Studies by LinkedIn indicate that 70% of the basic skills required for a job of any kind will change by 2030.
- Analysts estimate fewer than half of digital transformation (DX) initiatives achieve their objectives.

What’s the common thread? artificial intelligence (AI).

The rapid infusion of AI into common systems is transforming everyday work. An excellent example is Generative AI, a type of tech that creates new content such as text, images and other media that can apply to ordinary business tasks like writing emails.

In turn, what bogs many DX projects is not the availability of AI technology to assist and augment business processes but the relative lack of acumen in many organizations for applying this tech to operations across a company.

Why should leaders of small- to medium-sized businesses (SMBs) care? Because past research confirms that most of them have adopted some level of AI in their existing operations – probably as part of active transformation projects.

We developed a white paper, AI for Every Business – A Quick Business Guide. Call us for your copy and a consultation on how AI can transform your IT.

IT Strategy

Managed Services Fortify Cloud Computing

Studies show that the top cloud management challenges confronting organizations of all shapes and sizes across industries are cost control and security:

- Eight of 10 executives in a recent survey cited managing cloud spending as high priority and “cost efficiency/savings” as the primary analytic they track in this pursuit.
- Nearly 80% of those same executives also reported cloud security as a top priority.

How do IT managed services help executives confront these two priorities? By applying these three core strategies:

- **Proactive IT:** Strategic evaluation and tactical planning provide flexibility and scalability.
- **Preventative IT:** Remote monitoring anticipates problems before they occur.
- **Responsive IT:** A local team of highly skilled technicians respond remotely and onsite to requests with our help desk and network operations center (NOC).

As a premier managed services provider (MSP), we can help you transform IT operations via the cloud by aligning your workforce strategy with your technology strategy. Here’s how:

1. **Perform** a cloud readiness assessment to determine bandwidth, reliability and security.
2. **Recommend** a hybrid, private and/or public cloud for the best fit.
3. **Support** your cloud implementation and migration processes with continuing services.

Interested in greater detail? Give us a call.

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