Technology Trends

Considering Zero Trust?

A growing number of businesses are implementing zero-trust principles to secure their corporate networks. A zero-trust framework enables greater visibility, control and security over the network perimeter, identities and each endpoint. This set of standards and guidelines is based on the concept of "trust but verify," which can be extended to "verify, re-verify, and keep verifying until you get to zero trust."

Although zero trust offers many potential advantages for fortifying IT security, a study by Gartner Peer Insights found three significant challenges to adoption: cost concerns (56%), lack of knowledge (51%) and technology (51%).

And this is where a trusted MSP can fill a big gap for the many organizations wanting to adopt a zero-trust framework.

Zero trust relies heavily on an organization's ability to accurately identify and classify the data it holds on each document, endpoint or system and accurately identify and classify each user or system that may need access to that data. But the resources required to execute such a project effectively are considerable, especially for businesses struggling to find the resources to perform basic cybersecurity tasks such as patching systems promptly.

By providing the solutions, expertise and skills needed, an MSP can help companies remove the main barriers to adopting zero trust while delivering cost benefits. If your business wants to learn more about adopting a zero-trust framework, we'd love an opportunity to share our expertise.

The Logical Advantage

Viewpoint

5 Traits of Transformational Tech Leaders

Research shows digital transformation is not only continuing in the post-pandemic economy but escalating. Analysts forecast the market for digitalizing business will reach into the trillions this year, and recent studies show:

- Nearly 100% of organizations engage in some level and form of digital transformation.

- More than 75% of companies have commenced digital transformation initiatives since 2020.

- About 70% of businesses consider their transformation projects to be works in progress.

For most organizations studied, the primary goal of digital transformation is growing business—from converting creativity into value for customers to boosting the productivity of people and practices delivering that value as products and services.

This core objective applies to global enterprises as well as the 32.5 million small to medium-size businesses (SMBs) here in the U.S.

What are the qualities of transformational leaders at any size company? Research by Gartner and other tech analysts reveals these five traits:

1. Forward thinkers—They plan for tomorrow more than assess today or analyze yesterday.

2. Continual learners—They reserve time for discovering and exploring new things.

3. Pragmatic innovators—They have the ingenuity to invent, agility to improvise and comfort to copy and customize what works elsewhere.

4. Collaborative communicators—They embrace and share their thinking about technology.

5. Inspirational pathfinders—They illuminate the tech pathway and guide their teams.

We support the goals of many transformational tech leaders.

IT Strategy

10-point Virtual Collaboration Checklist

One legacy of pandemic-driven digital transformation will be the irreversible rise in virtual collaboration.

According to the market data firm Statista, 60% of U.S. employees worked fully onsite in 2019. Today, only about 20% of those workers remain fully onsite. In fact, Statista studies show that during the fourth quarter of 2022, 79% of U.S. workers operated from remote locations or in hybrid environments (i.e., a mix of time in the office and elsewhere.) This deep integration of remote work into company cultures enables organizations to attract and retain more talent and gain a competitive advantage.

Still, businesses of all types and sizes remain challenged to provide highly available, secure and flexible IT systems that facilitate highly productive virtual collaboration. That's why as a top-tier managed services provider (MSP) we developed this 10-point checklist for technology leaders:

1. Develop comprehensive remote work **policies and procedures**.

2. Design **business continuity and disaster recovery** plans.

3. Establish **remote monitoring and management** routines.

4. Conduct **cybersecurity training** for all employees at all levels, not just remote workers.

5. Deploy a **virtual private network** (VPN).

6. Implement **multifactor authentication** (MFA).

7. Provide **business-class internet** service to all users.

8. Enable **file sharing via cloud** services.

9. Install a **video conferencing** platform.

10. Gather ongoing feedback on **system performance** and **user requirements**.

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