



Connection

September 2024

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- Data Backup & Recovery
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STREAMLINING SUCCESS: TASK AUTOMATION GUIDE FOR SMALL ENTERPRISES

Running a small business is a whirlwind. You juggle a million tasks and wear countless hats. You also constantly fight the clock. What if you could reclaim some of that precious time?

Enter task automation. It's your secret weapon for streamlining your workflow and boosting productivity. By automating routine and repetitive tasks, small businesses can gain many benefits such as freeing up valuable time and resources. Every minute saved can translate to increased productivity and profitability.

What is Task Automation?

Task automation involves using technology to automate repetitive, manual tasks. Imagine software handling data entry, scheduling appointments, or sending out invoices. All this without your constant oversight. This frees you up to focus on strategic initiatives that drive growth. 88% of small business owners say that automation helps them compete with larger companies.

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What Tasks Can You Automate?

You can automate many tasks across different departments in a small business. Here are some examples:

Marketing:

Schedule social media posts and send automated email campaigns. You can also generate personalized marketing materials.

Sales:

Generate quotes and send automated follow-up emails. Track sales performance through automated reports.

Customer Service:

Set up chatbots to answer frequently asked questions. Automate email responses for order confirmations. Have automation manage appointment scheduling.

Human Resources:

Automate payroll processing and manage employee onboarding tasks. Send out automated reminders for performance reviews.

Finance:

Automate data entry for invoices and receipts. Schedule recurring payments and generate automated financial reports.

Getting Started with Task Automation

Identify Repetitive Tasks.

Analyze your daily workflows and pinpoint repetitive tasks. Ask employees what manual tasks take them the most time.

Choose the Right Tools.

There's a vast array of automation tools available. You'll find everything from simple scheduling apps to complex management platforms. Research and choose tools that integrate seamlessly with your existing software.

Start Small.

Don't try to automate everything at once. Begin by automating a few key tasks and gradually expand as you get comfortable.

Invest in Training.

Provide your team with proper training. You want them to feel comfortable integrating them into their workflow.

The Future of Automation for Small Businesses

Automation technology will continue to evolve. Small businesses will have access to even more powerful tools to boost productivity. Automating now gets you ahead of the competition.

Fun Fact!

The fox in the Firefox logo is said to actually be a red panda!

It is also said they originally wanted it to be a phoenix.

“Firefox” does sound better than “Fire Red Panda!”



WHAT THINGS SHOULD YOU CONSIDER BEFORE BUYING A USED LAPTOP?

Buying a used laptop can be a great way to save money. But it comes with risks. You need to be careful and thorough in your evaluation. Otherwise, you could end up wasting your money.

These tips will help you know what to look for when buying a used laptop (or desktop PC), so you don't end up with a bad one.

- **Determine Your Needs.**
Identify your purpose and set a budget.
- **Check the Laptop's Condition.**
Inspect the physical condition.
- **Check the Battery Life.**
Use software to check the battery's health.
- **Assess the Internal Components.**
Consider the processor, RAM, and storage.

- **Verify the Software & Operating System.**
Verify that the OS is genuine and licensed.
- **Research the Seller.**
Look for reviews and ratings.
- **Test the Laptop.**
Perform a thorough test and use diagnostic tools.
- **Compare Prices.**
Research the market and factor in extra costs.

Do your homework to get the most out of your money!



Gadget of the Month...

Doxie Go SE Scanner

The Doxie Go SE Scanner enables you to scan anywhere and go paperless.

It is everything you want modern scanning to be – clever, simple, and mobile.

Thanks to a small footprint, rechargeable battery, and expansive memory, Doxie fits your life – take Doxie with you and scan anywhere, no computer required. It has available apps for Mac, Windows, iOS, and web viewer for Linux and Chrome OS



Just \$139 on Amazon!

Most Email Platforms Stink at Keeping Out Dangerous Email Attachments

In 2024, computer and network security company SquareX ran a study testing the effectiveness of popular e-mail platforms in keeping out e-mails with dangerous attachments.

One hundred malicious documents were sent through a third-party e-mail provider to platforms including Gmail, Outlook, Yahoo!, AOL and Apple iCloud Mail. What they found was that the majority of the harmful documents successfully evaded e-mail provider antivirus and malware scans. "It genuinely scared us that it was this easy," the company wrote.

Remember, you are the last line of defense in your inbox. Never click on an attachment you weren't expecting, verify the sender before opening and ensure your device is protected with the most up-to-date security software.



SMARTPHONE SOLUTIONS FOR DESKLESS WORK

Business isn't happening exclusively in the office anymore. People work from almost anywhere and they're doing it from their phones. As more employees move toward a "deskless" work life, smartphones are no longer just communication tools but are the epicenter of many business operations.

According to a 2020 report by Emergence, about 80% of the workforce worldwide is deskless, meaning they don't have a traditional office or workplace. Many deskless employees are service techs, sales, retail, construction, or health care workers. However, data shows that 60% of deskless workers aren't happy with the tech that employers provide them, and a whopping 78% said tech is a crucial factor when choosing a job. Embracing a mobile mindset isn't just a business advantage – it's essential to staying productive and competitive.

Support Your Workforce With Mobile Apps

With just a few taps on a smartphone, your team can clock in, communicate, manage tasks, revise documents and stay connected, regardless of their physical location.

Productivity Apps:

Project management tools revolutionize team collaboration, allowing for real-time updates and seamless coordination. Mobile Payments: Payment apps make transactions smoother, more secure and more flexible to customer preferences, supporting sales anywhere, anytime.

Operations Management:

Operations apps track inventory in real time. These tools are crucial for maintaining accuracy and efficiency in inventory management, and they can be used directly on a smartphone.

Marketing:

Engage with audiences through mobile-first marketing apps that let marketing team craft and monitor campaigns from their phones, including managing social media activity, scheduling posts and tracking engagement across platforms.

CRM And Sales Enablement:

CRM platforms ensure that customer information and sales tools are always in your team's pocket so they can access detailed contact insights, pipeline management and sales actions anytime.

Keep This In Mind Before Buying

First, check that an app is compatible with your existing systems. Then, make sure it's customizable to fit your business processes and requirements. You'll also want to

consider the app's cost, including any initial setup fees and ongoing subscription charges, to ensure it's within budget. Above all, security is paramount, especially for apps that handle sensitive data like payment apps. Look for robust security features and compliance with relevant industry regulations.

Enhance Business With Deskless Tech

For business leaders navigating today's versatile work environment, integrating mobile apps into daily operations is not just for the fully deskless workforce. It's a forward-thinking move for any company aiming to streamline workflows and stay competitive. By providing the right tools that work as effectively on the go as they do at a desk, leaders can future-proof their businesses, ensuring their team has the resources they need to succeed in the increasingly mobile-centric world of work.

Tech Giggles!

Why was the
phone wearing
glasses?

...

Because it lost its
contacts!



What's NEW at CSU?



Started the month off with National Fresh Breath Day! We were Mint to be there to receive Fresh goodies to help ensure there was no Stinky talk!



It was left-handers day! We have 4 (Adam missed out on the group pic) which means 30% of CSU is left-handed!



Nina went on a cruise! She danced, zip-lined, and hopped around the beautiful Caribbean! We're glad she had a fun time but we are glad to have her back!

September Birthday Battle!

NINA (NEE-NUH) NOUN: VS DANIEL (DAN-YELL) NOUN:



TV show enthusiast, most knowledgeable in pop culture, CSU's young fresh presence, cutest nails (most of the time), Caitlyn's spell-checker, and pickiest eater.

HAPPY BIRTHDAY NINA!
We love you and all your quirks!



CSU's newest member, hard-working, down for a fun time, the keto king, cat person, quietly clever, and not very good at Mario Kart.

HAPPY BIRTHDAY DANIEL!
So happy you joined the CSU fam!



Bow Day!

Almost everyone forgot to wear a bow, but the fun must go on! So we made some and the office was extra fancy for a day!

