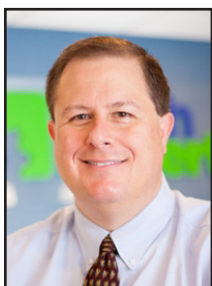




Put These Seven Things In Your 2024 IT Strategy



Thomas Fox is president of Tech Experts, southeast Michigan's leading small business computer support company.

As we enter 2024, it's the perfect time to set the stage for an amazing year. And one crucial part of this is reviewing

your IT strategy.

If you don't have one, the start of the new year is a great time to pull one together then.

Think of it as your business's tech roadmap - a clear plan that shows how you'll use technology to drive growth, efficiency, and innovation.

We believe your strategy should cover these seven areas:

Business goals alignment

Your IT strategy should align seamlessly with your business goals. It's not only about your technology, it's about how that tech can help you achieve your

bigger objectives.

Security first

Cyber security is no joke, and your IT strategy should make it a priority. Protect your data, your customers' trust, and your reputation.

Budget and resources

Outline your budget for tech investments and ensure you have the right resources in place to execute your strategy effectively.

Think about next week, next month, next year, not just today. Your IT strategy should be flexible enough to grow with your business.

User experience

Don't forget about your team. Consider how your tech choices impact your employees' daily work – a happy team is a productive team.

Data management

How will you collect, store, and use your data to make informed decisions?

An effective IT strategy isn't just about following the latest tech trends blindly. It's about harnessing the right technology to drive your business forward, all while keeping an eye on security and your bottom line.



Technology stack

What tools and technologies will drive your business forward? Make sure your IT strategy identifies the right solutions to meet your specific needs.

Scalability

Creating or refining your IT strategy can feel like you're diving right in at the deep end, but you don't have to do it alone. We can help you create the right strategy for your business. Get in touch.



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“Microsoft has launched the Teams Payments app. This is a new feature that allows you to request and receive payments from your customers. You do it within Microsoft Teams meetings.”

How Can You Leverage The New MS Teams Payment App?

There is now another option to streamline the payment process.

Microsoft has launched the Teams Payments app. This is a new feature that allows you to request and receive payments from your customers. You do it within Microsoft Teams meetings.

The Teams Payments app is currently available in the United States and Canada. Subscribers to Teams Essentials and Microsoft 365 Business get it at no charge.

How does the Teams Payment app work?

You can get the app from the Microsoft AppStore. You add it to your Teams account and connect it to your preferred payment service. You can choose from:

- Stripe
- PayPal
- GoDaddy

How do you send a payment request?

To send a payment request, you just need to open the meeting chat. Then, select the Payments icon from the messaging extensions. Then, you can fill out a simple form. It includes the

amount, currency, description, and recipients of your request.

Your customers will see the same card in their meeting chat. They can click on the Pay Now button to complete their payment. You will receive a notification that your payment has been processed.

Benefits of using the Teams Payment app

It saves time and hassle. You don't need to switch between

clear. You can receive your money within minutes of completing a service. Either directly into your bank account or PayPal account.

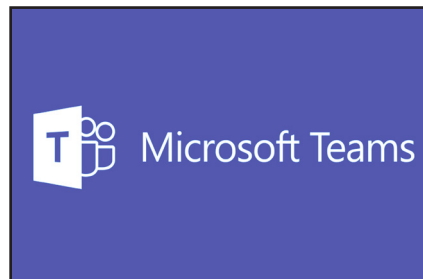
It enhances your professional image and credibility. You can show your customers that you are using a reliable and trusted payment platform. You can also add a seller policy to your payment requests.

It helps you keep track of payments. With the Teams Payments App, you can track transactions in realtime. You'll receive instant notifications for successful payments and customers receive receipts.

It's seamlessly integrated with Microsoft 365. The Teams Payments App seamlessly integrates with Microsoft 365.

It increases productivity. Efficiency is the key to productivity. You reduce the time spent on payment-related tasks by integrating Payments into Teams.

The Teams Payments app marks a significant leap in digital business transactions. By leveraging this powerful tool, you're simplifying payments.



different apps or websites. You can do everything within Teams meetings.

It increases customer satisfaction and loyalty. Your customers will appreciate the ease of paying you through Teams meetings.

It boosts your revenue and cash flow. You can get paid faster and more securely by using the Teams Payments app. You don't need to wait for invoices or checks to



We Love Referrals!

The greatest gift anyone can give us is a referral to your friends and business colleagues. Referrals help us keep costs down so we can pass the savings to our clients.

If your friend ends up becoming a client - we'll give them their free first month of service (for being a friend

of yours) AND we'll give you a \$250 Amazon Gift Card.

Simply introduce us via email to sales@mytechexperts.com and we'll take it from there. We'll look after your friend's business with a high level of care and attention (just like we do with all our clients).



How Can Your Business Be Impacted By The New SEC Cybersecurity Requirements?

Cybersecurity has become paramount for businesses across the globe. As technology advances, so do the threats. Recognizing this, the U.S. Securities and Exchange Commission (SEC) has introduced new rules. They revolve around cybersecurity. These new requirements are set to significantly impact businesses.



Understanding the new SEC cybersecurity requirements

The SEC’s new cybersecurity rules emphasize the importance of proactive cybersecurity measures. These are for businesses operating in the digital landscape.

One of the central requirements is the timely reporting of cybersecurity incidents. The other is the disclosure of comprehensive cybersecurity programs.

The rules impact U.S. registered companies, as well as foreign private issuers registered with the SEC.

Reporting of cybersecurity incidents

The first rule is the disclosure of cybersecurity incidents deemed to be “material.” Companies disclose these on a new item 1.05 of Form 8-K.

Companies have a time limit for disclosure. This is within four days of the determination that an incident is material. The company should disclose the nature, scope, and timing of the impact.

It also must include the material impact of the breach. One exception

to the rule is where disclosure poses a national safety or security risk.

Disclosure of cybersecurity protocols

This rule requires extra information that companies must report. They report this on their annual Form 10-K filing.

The extra information companies must disclose includes:

- Their processes for assessing, identifying, and managing material risks from cybersecurity threats.
- Risks from cyber threats that have or are likely to materially affect the company.
- The board of directors’ oversight of cybersecurity risks.
- Management’s role and expertise in assessing and managing cybersecurity threats.

Potential impact on your business

Here are some of the potential areas of impact on businesses from these new SEC rules.

- 1. Increased Compliance Burden** – Businesses will now face an increased compliance burden as they work to align their cybersecurity policies with the new SEC requirements.

- 2. Focus on Incident Response** – The new regulations underscore the importance of incident response plans. Businesses will need to invest in robust protocols. These are protocols to detect, respond to, and recover from cybersecurity incidents promptly. This includes having clear procedures for notifying regulatory authorities, customers, and stakeholders.

- 3. Heightened Emphasis on Vendor Management** – Companies often rely on thirdparty vendors for various services. The SEC’s new rules emphasize the need for businesses to assess vendor practices. Meaning, how vendors handle cybersecurity. This shift in focus necessitates a comprehensive review of your vendor’s security policies.

- 4. Impact on Investor Confidence** – Cybersecurity breaches can erode investor confidence and damage a company’s reputation. With the SEC’s spotlight on cybersecurity, investors are likely to take note. This includes scrutinizing businesses’ security measures more closely. Companies with robust cybersecurity programs may instill greater confidence among investors.

- 5. Innovation in Cybersecurity Technologies** – As businesses strive to meet the new SEC requirements, they will seek innovation. There is bound to be a surge in the demand for advanced cybersecurity solutions. This increased demand could foster a wave of innovation in the cybersecurity sector.

“One of the central requirements is the timely reporting of cybersecurity incidents. The other is the disclosure of comprehensive cybersecurity programs.”



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Embracing Technology: Steps To Join the 21%

In today's rapidly evolving business landscape, the phrase "every company is now a technology company" has become increasingly relevant.

Yet, it might surprise you to learn that only 21% of businesses are truly incorporating technology into their strategic thinking in a meaningful way.

If your business isn't part of that 21% just yet, don't worry. Here are five ways you can take inspiration and make technology an integral part of your business strategy.

Learn from success stories

One of the first steps in embracing technology is to look at businesses that have successfully integrated it into their operations. Study their journeys to understand what they did and how it benefited them.

These success stories can serve as a wellspring of inspiration for your own tech transformation. By examining their strategies and experiences, you can gain valuable insights into the possibilities that technology holds for your business.

Find a tech partner

Navigating the complex world of technology can be challenging, especially if you're not well-versed in it. To bridge this gap, consider finding a reliable tech partner.

A tech expert can guide you through the intricacies of technol-

ogy, helping you comprehend its potential and how it aligns with your business goals.

Whether it's consulting firms, IT professionals, or technology service providers, there are resources available to assist you on your tech journey.

Understanding the impact of technology

It's crucial to grasp the profound impact that technology can have on your business. Your tech partner can provide you with valuable insights and ideas on how technology can enhance your operations, improve efficiency, and drive growth.

By having a clear understanding of the potential benefits, you'll be better equipped to make informed decisions regarding technology integration.

Explore low-code or no-code solutions

You don't need to be a computer science expert to leverage technology. Start by exploring low-code or no-code solutions that are user-friendly and require minimal coding knowledge.

These platforms allow you to create customized software applications, automate processes, and build digital solutions without the need for extensive technical skills.

By dipping your toes into these tools, you can experience firsthand how technology can streamline your operations and improve productivity.

Participate in workshops and creative sessions

Technology isn't just about learning; it's also about envisioning a different future for your company and your team.

Engage in workshops and creative sessions that encourage you to think outside the box when it comes to technology integration.

Collaborate with experts and fellow business owners to brainstorm innovative ideas and strategies for leveraging technology to your advantage.

These interactive sessions can help you envision how technology can shape your business's future.

Remember, you don't have to embark on this journey alone. There are resources, experts, and organizations like ours ready to support you every step of the way.

By taking inspiration from successful tech adopters, seeking guidance from tech partners, understanding the potential impact of technology, exploring user-friendly solutions, and participating in creative workshops, you can position your business to join the 21% of companies that are thriving in the age of technology.

Embrace the digital transformation and unlock new opportunities for growth and success. Get in touch with us, and let's embark on this tech-driven journey together.