

THE TECH CHRONICLE

Insider Tips To Make Your Business Run Faster, Easier And More Profitably

DID YOU KNOW?

In 1991, researchers at the University of Cambridge faced a pressing issue: The coffee pot in the main computer lab (the Trojan Room) was often empty by the time they trekked over from different labs and floors. To solve this, Quentin Stafford-Fraser and Dr. Paul Jardetzky invented the first webcam! They rigged up a camera to monitor the coffee pot, capturing images three times a minute. Their software allowed everyone to check the coffee level from their computers, saving them the hassle and heartbreak of an empty pot.



This monthly publication is provided courtesy of **Raul Gonzalez, Solutions Provider.**



OUR MISSION:

To build a community of success-minded entrepreneurs that inspires excellence, encourages collaboration and expands the capacity of all members to achieve great things.



5 ANNOYING TASKS YOU CAN AUTOMATE RIGHT NOW

Odds are that right now you're doing a handful of tasks manually that you don't need to, like sorting through an endless e-mail inbox. According to Microsoft, employees spend just under two hours daily on e-mail – that's more than eight hours a week spent in your inbox instead of on more creative or strategic projects.

But many businesses and employees have found a way off the relentless merry-go-round of to-dos: automation. By using software to manage repetitive tasks (without human intervention), you can complete your to-do list faster, spending less time on menial tasks and more time doing the projects you enjoy.

Task #1: Get Your Inbox To Zero (Without Wasting A Day Of Your Life)

E-mail is essential to our work today, but managing an overflowing inbox is an endless job. Automation tools, however, can quickly organize and prioritize e-mails, schedule responses and even convert e-mails to actionable tasks.

Here are a few ways to automate your e-mail tasks:

1. Automating inbox organization.
In every mainstream e-mail platform, you

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can create filters and rules. Start by setting up filters in your e-mail to automatically sort incoming e-mails based on criteria like sender, subject or specific keywords. For instance, e-mails containing the word "invoice" can be directed straight to a designated folder.

2. Use labels and categorization. Most e-mail platforms have an automatic label feature that helps you categorize e-mails more dynamically than folders will allow. You can apply multiple labels to a single e-mail, making it easier to retrieve e-mails that may fall into several categories.

3. Scheduling and automating e-mail responses. Delayed send or scheduling tools automatically send your e-mails at predetermined times, which can be particularly useful for reaching recipients in different time zones. Write now, send later.

4. Automate task creation from e-mails. Automation services can integrate your e-mail with project management tools and automatically convert incoming e-mails into actionable tasks, so you never miss an important action item!

5. Utilizing AI and advanced automation. If you want to level up your e-mail automation, some automation tools let you use AI to label new e-mails based on their content, which can

streamline how you prioritize and handle incoming messages.

Task #2: Hands-Off Appointment Scheduling

We're all busy people, but booking a meeting shouldn't require 10 back-and-forth e-mails. Calendar automation tools remove this annoying exchange by enabling people to book directly on your calendar and sending automatic event invitations and reminders.

With calendar automation tools, you can:

- 1. Allow clients to book directly into your calendar.** With automated calendar tools, customers or team members can view your available time slots and book directly.
- 2. Sync schedules across devices and team members.** These tools can also sync with most e-mail platforms, ensuring all team members are updated in real time when a time or location changes.
- 3. Send automated appointment reminders.** Calendar tools also support sending automated appointment reminders. These can be customized to go before the appointment, reducing no-shows and making sure everyone is on time and prepared.

Task #3: Streamline Bookkeeping

Tracking the ins and outs of finances manually

is tedious and can also be subject to more human error. Here are three ways automation improves bookkeeping:

- 1. Automatically import and categorize transactions.** Automation software can automatically pull in and categorize transactions from your bank accounts and credit cards, dramatically reducing the need for manual entry and helping maintain cleaner, more organized financial records.
- 2. Generate custom financial reports with one click.** Automated reporting tools also have robust capabilities for generating detailed financial reports instantly. These platforms allow for real-time insights into financial performance, enabling leaders to make informed business decisions quickly.
- 3. Integrate with your bank and payment processors:** There are tools that also provide comprehensive integration with banking systems and payment processors that track cash-flow management and ensure that all transactions are automatically recorded and reconciled in your accounting software.

Focus On The Work You Enjoy

E-mail, appointments and bookkeeping are critical to running your work and business, but they don't need to be a mind-numbing time suck. Use simple automation tools to take manual tasks off your plate so you can focus on the creative and strategic parts of your business you enjoy most.

FREE DOWNLOAD:

If You Are Considering Purchasing a Phone System for Your Business, Consider This....

It's important to make an informed choice. To help you navigate this decision, we've put together a comprehensive guide. Discover the key factors to consider and ensure you choose the best system for your needs. Read on to find out more!

Get your FREE copy today:
biznettechnology.com/phoneguide/



CARTOON OF THE MONTH



"It's interesting - Mom hates early Christmas sales, but she loves early back-to-school sales."



HOW CAN CLOUD PBX / HOSTED PBX / VIRTUAL PBX HELP ME?

Imagine a phone system that exists entirely in the cloud. No more bulky hardware, no more expensive maintenance, just seamless, reliable communication. Welcome to Cloud PBX, a software-based phone system hosted on a high-security cloud computing platform. Users connect through virtual extensions using any device with a standard SIP protocol. Let's dive into why a Cloud PBX might be the perfect solution for your business, especially in a vibrant and disaster-prone area like Miami.

Save Big on Investment

One of the most immediate benefits of switching to a Cloud PBX is the cost savings. Unlike traditional PBX systems that require physical hardware, a Cloud PBX eliminates the need for any of this:

- No hardware purchases: Forget about buying expensive phone system hardware.
- No hardware maintenance: Save on ongoing maintenance costs.
- No central telecom closet: Free up office space usually reserved for telecom equipment.
- No power backup needed: The cloud system doesn't require an on-site power backup.
- Simple installation: Set up without the need for extensive hardware installation.
- Flexible device use: Use any SIP device, whether it's software-based or hardware-based, from any provider.
- No physical phones required: Operate from smartphones or other mobile devices.

Emergency and Disaster Recovery

Living in Miami, businesses must be prepared for emergencies and natural disasters. Here's where Cloud PBX shines:

- Always operational: Even if your office loses power, your Cloud PBX remains active in the cloud.
- 24/7 emergency services: Access emergency PBX services round the clock.

- Mobile phone integration: If there's no internet, calls can be transferred to mobile or satellite phones outside your area.
- Voicemail retrieval: Even without cell coverage, users can access voicemails once they're able to connect.

Operates with Mobile Telephony

Another significant feature is the ability to operate in conjunction with local and/or satellite cellular telephony. If the virtual extension cannot respond due to an internet outage, the call can be transferred from the cloud to any mobile number via IP trunks, even those outside the company's geographical area. Moreover, the virtual extension can receive voice messages even if the user has no cellular coverage. Once able to make a call, users can access the Cloud PBX to retrieve their messages.

Ideal for Emergencies

Cloud PBX isn't just for day-to-day operations. It's a powerful tool during emergencies:

- Self-service for urgent info: Offer special or personalized messages through an IVR system to provide callers with relevant information about your company's status during an emergency.
- Remote call centers: Set up a cloud-based call center where operators in unaffected areas can guide people on how to handle the current situation, providing information on meeting points or service restoration times.

The Best Choice for Communication

In Miami, where businesses need to be ready for anything, Cloud PBX is the best option for ensuring continuous, reliable communication, both during regular operations and in emergencies. Contact us today to schedule an online meeting with one of our consultants. We'll help you transition to a Cloud PBX solution tailored to your needs and budget.

MOST E-MAIL PLATFORMS STINK AT KEEPING OUT DANGEROUS E-MAIL ATTACHMENTS

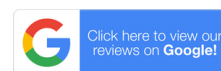
In 2024, computer and network security company SquareX ran a study testing the effectiveness of popular e-mail platforms in keeping out e-mails with dangerous attachments. One hundred malicious documents were sent through a third-party e-mail provider to platforms including Gmail, Outlook, Yahoo!, AOL 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.



What Our Clients say about us:



“ Always a pleasure to work with you guys! For about 8 years now you've been handling our IT and Phone systems and kept us running smooth. Thank you for always being there for us! ”





SMARTPHONE SOLUTIONS FOR DESKLESS WORK

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12 RULES FOR LIFE: An Antidote To Chaos

By Jordan Peterson

In *12 Rules For Life: An Antidote To Chaos*, Jordan Peterson, acclaimed clinical psychologist and one of the world's most influential public thinkers, distills complex theories on human personality into 12 practical principles. This book, grounded in knowledge from psychology to religion to mythology, challenges the pursuit of happiness and instead emphasizes finding meaning amid life's inherent suffering. Through a blend of personal anecdotes, clinical insights and ancient wisdom, Peterson crafts a compelling book that encourages taking individual responsibility to combat the chaos of modern life. His straightforward style and deep dives into cultural and psychological issues make this book a profound guide for anyone looking to bring more order and fulfillment to their life.



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.

