

APRIL 2026



How AI Is Driving IT Spending

Per market intelligence firm IDC, global IT spending is growing at its fastest rate since 1996 when expanding PC usage and internet adoption drove technology investments.

What is driving today's pace? Funding for **artificial intelligence (AI)** infrastructure. IDC estimates today's AI wave will reach \$4.25 trillion by end of this year. Yet, IDC also predicts four in 10 organizations pursuing AI projects will fall short of 2026 business objectives. Why? "Implementation complexity, fragmented tools and poor lifecycle integration," said one analyst.

Why should leaders of small- to medium-sized businesses (SMBs) heed this trend? Because AI tech is the driving force behind today's **digital business transformation (DBX)**, and SMBs can sharpen their competitive edge against enterprises, small and large, with tools such as:

- **Generative AI** – Technology tools that generate images, text, videos and other media

- **Agentic AI** – AI systems capable of independently planning and executing complex, multistep tasks, acting autonomously, communicating with other agents and adapting to new information

How can SMBs investing in AI apps hit their goals and maximize returns on their investments? Turn to TeamLogic IT for AI enablement:

- **AI readiness assessments**
- **Business discovery workshops**
- **Security and data governance planning**
- **End-user training** (e.g., Microsoft Copilot, ChatGPT, Google's Gemini, Anthropic Claude)
- **AI assistant enablement** (i.e., helping create custom AI agents)

Want to learn more? Call for a consultation.

Viewpoint

Enduring Mounting “Impersonation” Scams

Cybersecurity analysts say 2026 will be the “year of impersonation attacks,” driven by AI-powered technology. In fact, a growing proportion of the millions of instances of cyber fraud reported to the FBI involve “deepfakes” – i.e., scams including images, videos or audio recordings altered by **generative AI** apps. These tools create more convincing “phishing lures” by mimicking legitimate graphics, pictures and voices.

Recent research shows that in the last few years, as many as eight out of every 10 small- to medium-sized businesses (SMBs) have been targets of social engineering campaigns using deepfakes. And more than half of those firms suffered financial damage as a result, contributing to more than \$50 billion in losses from cybercrime since 2020.

That’s why as advocates for **cyber resilience**, TeamLogic IT believes that, when impersonation is the problem, people should be at the center of the solution. How can SMBs foster a cybersecure culture powered by people?

1. **Lead by Example** – Culture flows from the top. Beef up your own AI IQ.
2. **Put Policy First** – Develop and establish formalized policies specific to AI tricks.
3. **Experiment Responsibly** – Identify prime vulnerabilities, then deploy countermeasures that reduce these risks.
4. **Share Knowledge** – Train employees internally or through online courses.
5. **Train and Train Again** – Educate from the front lines to the C-suite.

IT Strategy

How MSPs Strengthen “Microshifting” Practices

The definition of working remotely is evolving as rapidly as technologies that enable it.

While **cloud services** increasingly allows workers to collaborate in secure, stable environments from any location at any time, **artificial intelligence (AI)** empowers them to optimize their time at work. HR pundits call this trend “microshifting” as employees make leverage of cloud tech and AI tools to structure days in minute ways that mesh with productivity preferences and personal schedules.

Why should leaders of small- to medium-sized businesses (SMBs) pay attention to this workforce trend?

- More than 60 million people work at small companies, amounting to nearly half the national workforce.
- Recent surveys show that many employees spend about a third of their time involved in some form of **virtual collaboration**.

In fact, many experts now consider hybrid work an embedded aspect of the nation’s labor market. Moreover, many analysts believe practices like microshifting play a critical role in mitigating employee burnout in this breakneck digital age.

How do **managed services providers (MSPs)** support collaboration-friendly virtual environments? By ensuring core IT infrastructure runs smoothly:

- **Servers and networks**
- **Email and messaging**
- **Backup and recovery (BUDR)**
- **Cloud computing**
- **Proactive, preventative cybersecurity**

Visit teamlogicit.com to learn more.