The Logical Advantage

TeamLogicIT®
Your Technology Advisor

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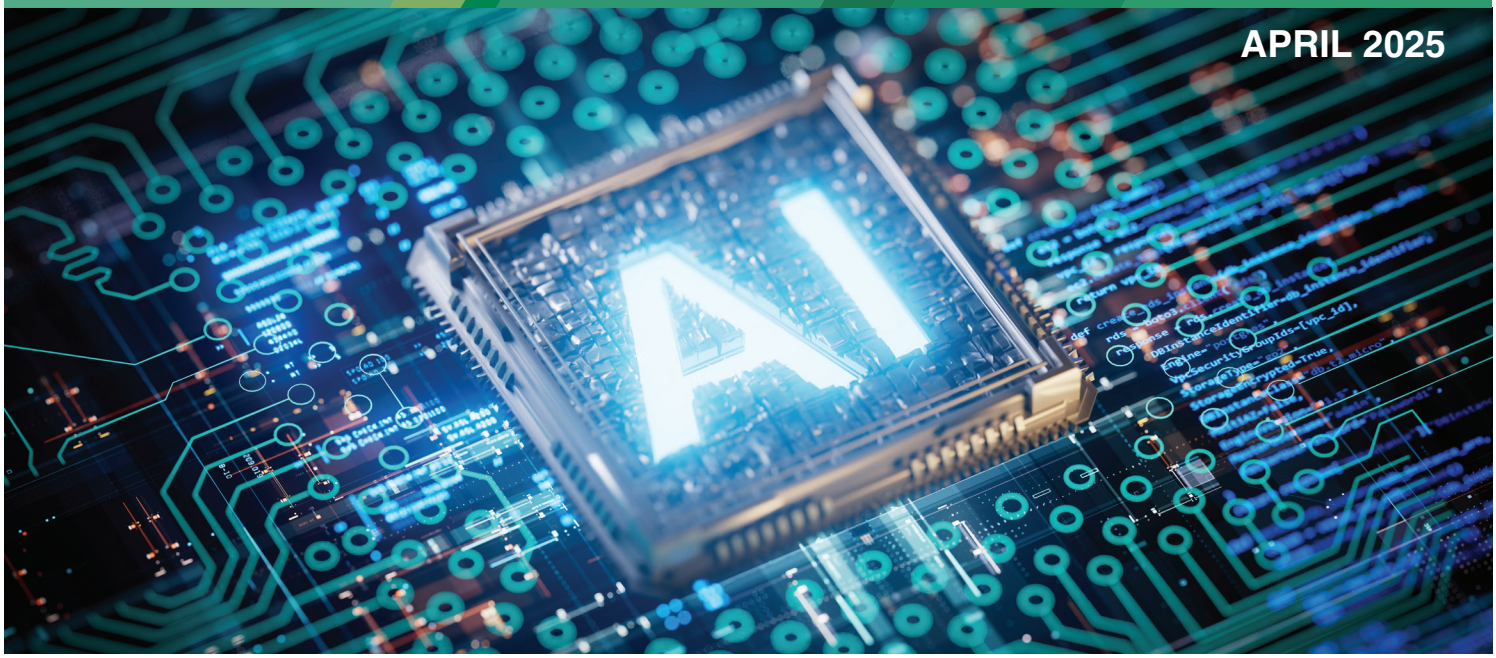

MSPs Facilitate Virtual Collaboration

Rising technologies like artificial intelligence (AI) are driving demand for business skills such as teamwork, communication and problem-solving, according to LinkedIn's recent Workforce Confidence study:

- Six in 10 U.S. workers polled reported that collaborative skills are more important than ever
- Half of them believe using technologies like AI to collaborate will accelerate their careers
- Other LinkedIn data shows this category of capabilities – sometimes called "soft skills" – is linked closely to accelerating job promotions

Why should leaders of small- to medium-sized businesses (SMBs) be interested in this link between technology and soft skills? Because small companies employ more than 60 million people, which is nearly half the national workforce. Plus, other labor research demonstrates that fostering collaborative environments lends competitive advantage to talent acquisition and retention strategies.

That's why, as a premier managed services provider (MSP), we make facilitating your organization's successful virtual collaboration with **co-managed IT** a high priority. We apply best practices and documented processes to helping you handle the rigors of supporting remote workers. How? Five ways:

- Identifying assets and data that require protection
- Protecting your assets proactively
- Detecting incidents and remediating remotely
- Supporting help desk inquiries rapidly
- Partnering with leading tech vendors to ensure your team is connected, productive and secure

Call us for a consultation about our IT services for your remote workforce.

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Viewpoint

MSPs Boost Digital Transformation

Digital Transformation (DX) is a persistent topic in publications like this newsletter. That's because, as tech pundits argue, organizations always must transform in pursuit of growth opportunities like implementing AI apps and in response to market forces like the ebb and flow of a hybrid workforce that splits time between company facilities and home offices.

In this way, leaders of small- to medium-sized businesses (SMBs) share the same objectives as their counterparts at big corporations:

- Drive growth in revenue and innovation in developing and delivering goods and services
- Improve their customers' experiences
- Scale productivity by managing operations and expenses

In simple terms, DX is about applying technology to address all four of those goals. And in practical terms, this pursuit requires running and maintaining digital devices, networks and their programming every day around the clock. How do managed services providers (MSPs) boost DX for SMBs?

- Raising your remote workforce's **productivity** with the leverage of mobile connectivity
- Defending critical data from **cybersecurity** threats such as ransomware, malware and viruses
- Augmenting your IT team as a **single point of contact** serving all your locations near or far
- Collaborating with tech providers through **cloud services** to enable access anytime/anywhere

Call us for a network assessment.

IT Strategy

2 Secrets to Cybersecurity Survival

Studies show human error remains the primary challenge to effective cybersecurity as roughly nine of every 10 incursions can be linked to users – from the front lines to the C-suite – falling for common social engineering techniques. To cope with this nagging reality, we counsel taking two immediate initiatives within your organization:

- **Recognize Risk** – Identify and quantify the tangible cybersecurity risks to your company, such as lost revenue, data remediation rigors and restoration costs. Assess the intangible risks, too, like damage to your reputation.
- **Raise Awareness** – Train team members at every level about cyber threats and the crucial role individual executives, workers and partners play in preventing cybercrime.

How can you implement these secrets to cybersecurity survival on a day-to-day basis?

- **Set Up Simulations** – Show staff how cyber crooks operate using real-world examples. What do social engineering techniques look like in email form? As a text? And sound like over the phone?
- **Rev Up Reminders** – Increase the frequency of notices of when it's time to update passwords and other credentials. Also, persistently and consistently remind users of the value of countermeasures such as two-factor authentication.
- **Workshop It** – Offer cybersecurity education options in person and online as a way and a place for implementing the first two suggested tactics.

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