NEOLORE NETWORKS INC.

TECHLORE

"Insider Tips to Make Your Business Run Faster, Easier and More Profitable"

INSIDE THIS ISSUE:

"As a business owner, you don't have time to waste on technical and operational issues. That's where we shine! Call us and put an end to your IT problems finally and forever!"
-Jim Stackhouse
NeoLore Networks

Four Ways AI Is Set To Disrupt the Ecommerce Market

The fact stands undisputed that artificial intelligence has become the rage these days and embedded itself deeply in all facets of our lives. AI is on the rise, with 37% of businesses using it right now for some purpose. Moreover, AI will be at the foundation of nearly 80% of all the technology that will be in development in 2021. Since the advent of AI, eCommerce is one of the areas that have revolutionized drastically and will continue to do so in the future. Read on to find out how.

1. Phasing Out of CRM (Customer Relationship Management)

Undoubtedly, one of Artificial Intelligence's most remarkable features is its predictive ability. Traditional Customer Relationship Management tech might soon become obsolete technology. Gathering large amounts of data to draw future predictions and conclusions is outdated now. This painstaking process is now optimized to make it more organized and efficient.

All you will need is your Artificial Intelligence, specifically programmed to absorb the reservoir of data coming through. The AI system will then provide you with all the accurate information about who is most likely to buy your product/service and what steps you can take to

engage with your buyers in a more efficient manner. This engagement will most likely increase your sales velocity, as you will be connecting more with your customers.

2. The Prevalence of Chatbots

Chatbots have become very popular lately and play a pivotal role in the eCommerce landscape. You often come across these chatbots on the landing pages of Ecommerce official websites. A chatbot is essentially an Artificial Intelligence-based computer that is programmed to connect with your clientele in a more personalized manner. Such chatbots facilitate buyers to search for the product they want by comparing various other products. They also help you to make your online payment transaction. Furthermore, courtesy to their programming, chatbots can respond to your queries and complaints by directing you to the relevant service personnel.

3. The Automation of Warehouses

The stage is all set to take the automation of warehouses to a completely different level by leveraging Artificial Intelligence machine learning algorithms. Your warehouse operations contribute greatly to decide the sales trends of your company. Innovative organizations such as Amazon are using robots run by AI-based

computers to enhance warehouse operations such as categorizing, packaging, and parcel sorting. Continuous efforts are underway to take advantage of artificial intelligence to boost the efficiency of warehouse tasks as well as the delivery schedule of the products. You can expect robotic automation that makes use of AI to become more prevalent in the coming years.

4. The Improvement of Individual Product Recommendation

Product recommendation is an extensive practice in the eCommerce domain. Product recommendation engines using AI algorithms analyze the signals that customers give when searching for different products. The engine

then uses these signals to identify each customer's preferences and compiles a list of recommended products based on these preferences. The eCommerce website then recommends these products to the customer when he/she is looking to make an online purchase. The technology used for such AI-based engines is advancing itself with time and will play a crucial role in the eCommerce of tomorrow.

Conclusion

As things stand, Artificial Intelligence is well poised to disrupt the eCommerce realm. The impact and scalability of AI in this domain are only going to increase with time. Of course, it is a positive sign that eCommerce is heading in the right direction.

SmartHalo 2

The SmartHalo 2 Smart Biking Device is the ultimate solution to a very common cyclists' problem. Just like while driving, it's unsafe to use your phone while cycling. SmartHalo 2 replaces your phone while you ride, minimizing the risk of distractions.

The built-in activity tracker tracks the distance, speed, and calories burned during your cycling trips. The SmartHalo 2 is essentially a multi-purpose bicycle accessory designed to make cycling easier, convenient, and safer. Check it out at www.smarthalo.bike

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Is Your Smart Home Secure?

As more appliances and devices are available to make your home efficient and smarter to use, it's more important than ever to protect your home network and the devices that you have connected to your smart home system.

Set up strong encryption for your Wi-Fi. When setting up your router, use strong encryption, such as WPA2 (Wi-Fi Protected Access 2) for access to your network. This provides encryption keys that are unique for each wireless client that connects to your Wi-Fi.

Rename your router. Don't use the router name that often comes from the manufacturer, which may identify the model or make. Instead, come up with a unique name that doesn't include any personal identifiers.

Keep your Wi-Fi private. Set up a separate network for guests to your home. This way they can log into a network that isn't connected to your smart home devices.

Change device default usernames. Many devices come with default usernames and passwords. Change them and make them unique to you. Before purchasing any device, be sure it allows for user and password changes, otherwise consider buying a different brand.

Use a strong password system. It's easy for you to remember simple passwords – and it's just as easy for cybercriminals to guess these passwords and hack into your network. Complex passwords are of a combination of upper and lowercase letters, numbers, and symbols.

Use a password manager. To add even more security, use a password manager. This software not only helps to generate complex passwords, it also stores them, so you don't have to remember them or be tempted to write them down.

Use two-factor authentication. When you use two-factor authentication (2FA) a one time code is sent to your smartphone for you to use with your password. This extra layer of security makes it harder for hackers to break into your devices.

Update devices when required. Always makes sure that your devices are up to date. It's these updates that will provide protection from any known vulnerabilities to the device. If possible, turn on the automatic update function so the latest software patches are always installed.

Disable device features. Many smart devices come with services that by default are enabled, such as remote access. Review these features and disable those you don't need. For instance, smart home technology such as the Amazon Echo and Google Nest ship with features automatically enabled, such as the function to record users.

Upgrade devices. Take a look at the devices you already use on your home network and when they were purchased. It may be time to upgrade your security cameras to newer models that have more advanced security. Check out websites and read reviews to learn which devices are rating highest for home network security.

Cyber Security Challenges That Businesses Can Expect In 2020

Physical Infrastructure Hacking

Hacking physical infrastructures such as power grids and media channels is the work of sophisticated cybercriminals and hackers. This has the potential to cause an unmitigated disaster. If you were to compile a list of IT cybersecurity challenges in 2020, physical infrastructure hacking definitely deserves a place at the top of the list.

Threat to Cryptocurrency Technology

Many organizations that make use of cryptocurrency technology fail to implement stringent security controls. Consequently, they succumb to massive financial losses. This is going to be an even bigger concern in 2020 if appropriate security measures are not put in place. Unprotected cryptocurrency runs a huge risk against common threats such as DDoS attacks.

Ransomware

Ransomware is a deadly cybersecurity concern. It is expected that in 2020, the primary targets will be organizations that possess valuable information such as people's web browsing activities. It is imperative to have back-ups for all the important data and update your systems regularly to mitigate the damage caused by ransomware attacks.

While the thought of these threats can be depressing, the only way to tackle them is through improved security infrastructures, proper attention to the safety of information, and the creation of strong passwords.

What You Can Do With Google Slides

If presentations are part of your job description, Google Slides is a free program that's included with Google Drive. With hundreds of different fonts and templates to choose from, you can create presentations that look professional and personalized. Add animation and embedded video to add even more unique content to your slides. When complete, you'll be able to access your presentation from wherever you are and through any device, including your PC, tablet, or phone. You can also share Google Slides with anyone, giving them rights to view, edit, or comment.

Google Slides also works with PowerPoint. Open and edit PowerPoint presentations using the app or Chrome extension. Then convert the files to Google Slides – and you can also convert Google Slides to PowerPoint, eliminating the need to worry about different file formats.

Insert Content Into Microsoft OneNote

Most of aren't taking advantage of Microsoft's OneNote when it comes to smart content. Use the Insert tab on the ribbon to insert content to make OneNote the flexible app it's meant to be:

- Add file attachments that can be opened directly in OneNote.
- Attach or capture recorded audio and video from meetings.
- Include and attach spreadsheets and tables to detailed notes.
- Add time and date stamps to organize information when sharing OneNote with other team members.
- Add and organize your tasks by assigning tags to each item on your to-do list.
- Customize the look of OneNote pages with page color, size, and layout.

Windows 7 End of Life is Coming, are you Prepared?

The countdown is on. As of January 14th, 2020, Microsoft will no longer be providing support or patches for the following software platforms: Windows 7, Office 2010, Exchange 2010, Windows Server 2008/R2 and Small Business Server 2011.

Windows 7

JANUARY 14 2020

The Top 10 Ways Hackers Get Around Your Firewall And Anti-Virus To Rob You Blind

Cybercrime is at an all-time high, and hackers are setting their sights on small and medium businesses who are easy prey. Don't be their next victim! This report reveals the most common ways that hackers get in and how to protect yourself today.

In this report, we cover: The #1 threat to your business that even the BEST firewalls and anti-virus software can't protect against, a common misconception about employee devices on your office network and exactly what you need to do now to shut this down immediately, and more!

https://neolore.com/10hackers

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