

TECHLORE

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

INSIDE THIS ISSUE:

How Machine Learning Can Help Your Business	Page 1	How Is Big Bata Changing the Business World?	Page 2
Tech Gadget of the Month	Page 1	Tech Tip of the Month	Page 2
5 Tech-Related Etiquettes You Should Know and Follow	Page 2	The Evolution of E-Commerce to Touch Commerce	Page 2
How Can Organizations Benefit from Cloud Computing?	Page 2	Call to Action	Page 2



"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

How Machine Learning Can Help Your Business

Machine Learning helps to enhance business operations for organizations around the world. That is why this technology has become increasingly popular in the last couple of years. Read on to learn about some of the business benefits of Machine Learning that can help your organization thrive.

Real-Time Decision Making

Organizations nowadays rely heavily on accurate and genuine information to execute the right decisions at precisely the right time. In the connected world of today, if you do not have access to intelligent technology capabilities, it would be quite impossible to pull out the right information from the continuously evolving Big Data.

Machine Learning algorithms allow companies to transform huge data sets into actionable intelligence and knowledge. You can incorporate this valuable information into day-to-day business processes to respond to the business circumstances or fluctuating market demands.

Consequently, business organizations that leverage Machine Learning can stay ahead of the competition and take active measures in real-time to maintain their competitive edge.

Product Recommendations

Today, most of the reputable eCommerce platforms such as Amazon and Alibaba implement machine learning for making product recommendations. Here, the Machine Learning algorithms use the consumer's buying history and match it up with the massive product inventory in order to spot hidden patterns and group products of a similar nature together.

Boosting Network Performance and Security

Using Machine Learning algorithms, you can monitor your network's behavior for irregularities in real-time mode and implement proactive measures automatically. The self-training coding of machine learning algorithms enhances the cybersecurity state continuously to reveal security-related insights specific to every business's network.

Elimination of Manual Data Entry

One of the biggest problems businesses face these days is inaccurate and duplicate data. To a considerable extent, you can avoid errors and mistakes created

by manual data entry by implementing Machine Learning and predictive modelling algorithms. Machine Learning algorithms improve these processes and tasks by making use of discovered data from several databases.

Increasing Consumer Satisfaction

Machine Learning can facilitate in bettering customer loyalty and ensuring superior consumer experience that leaves little to desire. ML algorithms accomplish this by using prior call records for assessing consumer behaviour. This significantly cuts down the time and expenditures invested in

managing relationships with consumers.

Hence, using machine learning to increase customer satisfaction is a win-win situation for both the customer and your business.

Final Thoughts

There is no denying that if implemented in the right manner, Machine learning cannot only serve as a splendid solution to an array of business problems but it can also streamline most of your organization's processes. As a result, the productivity of your company is increased which helps your business to expand.



Orba

Orba is a new musical instrument. In the palm of your hands, you get a synth, looper, and MIDI controller that allows you to make music anytime, anywhere. Utilizing feather-touch sensitivity you can translate

simple gestures from your hands and fingers effortlessly into sound. Anyone can create music in a fun and innovative way even if they have never played an instrument before. Get yours today at <https://bit.ly/2u8skjd>

5 Tech-Related Etiquettes You Should Know and Follow

Our society has instilled within us certain etiquettes to follow to become functioning and likable individuals. But with sudden technological shifts, these etiquettes tend to change, while people's knowledge of said changes doesn't.

This means that people often fail to realize that they're doing something wrong. With no one to tell them otherwise, they are often left to discover proper tech-related etiquette or 'netiquette' themselves.

While such formalities are extensive, you should at least know about and follow these five tech-related etiquettes.

1. Avoid Over-Usage of System Resources

File drop systems such as email, provide a relatively large capacity.

This doesn't mean, however, that you have to fill it. Avoid attaching large and unnecessary files, pictures, videos, etc. that would reduce loading times for the receiver or might even max out their email storage (which would bounce their incoming emails).

2. Respect People's Privacy

This applies to a significant number of different scenarios. Firstly, when making a video or taking a picture in public, avoid aiming your camera at strangers. If you wish to take someone's picture, request permission first. Secondly, when sharing someone's profile, photos, or content online, ask their permission (if they are private). Thirdly, avoid taking screenshots of private conversations and spreading them on social media.

3. Check & Respond to Messages Promptly

It can be considered rude to view or read someone's message and ignore it or put it off for later. Make a habit of replying the instant you get someone's message, even if it isn't reciprocated. Routinely check for messages but avoid constant use of your devices. Similarly, if you receive an email that requires a reply, be quick to respond. Don't archive the email, or remember to reply when you get the time or have more information.

4. Avoid Upsetting Behavior

Not everyone in public will be used to your typical behavior, so avoid actions that may upset others. For example, if you speak loudly, avoid picking up calls in public places or confined areas such as elevators,

or the subway. Similarly, avoid watching videos or songs with your speakers – use earphones instead. Avoid using your camera flash; it may irritate some people (especially epileptic individuals).

5. Talk to People

Using your mobile phone when you're out with someone or your family is discourteous. You may check it occasionally, but if you're continually on your phone or are constantly checking it, it is very disrespectful to the company.

Take the time to talk instead – you can use your phone at home or anywhere you don't know someone. But if you're in the presence of a significant other, family, or friend – put your phone aside and communicate!

How Can Organizations Benefit from Cloud Computing?

Better Mobility

Regardless of where they are present in the world, applications and data are available to all employees, courtesy of Cloud Computing. Individuals may take their work anywhere they want via tablets and smart phones. Whether they are working on-site or visiting customers in their places of residence, they can easily carry their work with them!

Cost-Effective Solution

Cloud Computing is a very cost-effective solution. There is no need for organizations to spend sizeable amounts of money on hardware, utilities, facilities, etc. This is because employing the use of cloud computing means that they do not have to buy equipment and build a specialized data center.

Data Security

Security of data is one of the prime concerns of every company. Data breaches can have a devastating impact on an organization's revenue and consumer loyalty.

Cloud Computing offers a slew of advanced security features such as internal firewalls and intrusion detection systems. These features ensure that data is securely handled and stored.



How Is Big Bata Changing the Business World?

Improved Targeted Marketing. Courtesy to big data, targeted marketing has become quite the rage these days and will continue to do so in the future. Target marketing has facilitated businesses to accomplish their long-term objectives with impeccable results.

Organizations can fulfill the demands of their perceived consumers and create their marketing strategies in a more effective manner. It is quite like anticipating the requirements of your consumers in advance and basing your services and/or products on these specific requirements. As a result, the marketing level and consumer contentment increase. This leads to greater sales and a boost in revenue.

Best PDF Editors

Adobe Acrobat Pro DC – Acrobat boasts a very rich combination of security, creating, reviewing and editing features. In addition, it's easy-to-use interface design makes it very convenient to navigate the broad toolset available. A cloud subscription option is available that includes very advanced features well within reach of small businesses and individuals.

Nitro Pro 12 – It has excellent integration with Nitro Cloud. This makes securing signatures and working together on various files very easy and hassle-free. Courtesy to this PDF editor, you can edit without needing an app or software to open. This makes document workflows feel seamless.

PDFelement – It offers several impressive features that include editing, annotating and converting PDF files to other formats, filling PDF forms and adding signatures.

The Evolution of E-Commerce to Touch Commerce

The concept of touch commerce revolves around the idea of being able to buy anything with the touch of a finger. A few years ago, this concept may have been regarded as unrealistic, but today, when convenience is every single person's top priority, touch commerce is the way of the future. Touch screen technology's immersion with one-click shopping has led to easy shopping, checkouts, and payment systems. As soon as you link your bank account and cards to the system, all you have to do is touch the 'buy' button on any product.

This is especially useful in supermarkets where long queues and payment systems are a hassle. Every item you pick up, you can buy it then and there and when you're done, walk out of the supermarket. Touch commerce makes not only the user's lives easier but also the employees. According to research giant Deloitte, touch commerce could potentially increase buying behavior by 150%. The rise of impulsive buying coupled with touch commerce would revolutionize mobile commerce and the product market forever!

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>