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

## 7 Reasons to Shift Your Data to Amazon Web Services

Cloud computing has been trending in the business sector in the recent years. Almost every successful business is shifting its data to the cloud. They want a centralized data storage system for quick access to their files. The system offers data security, unlimited storage capacity, and backup. Amazon Web Services holds more than 40% of the share in the cloud service market. It offers a huge number of features such as virtual storage and cloud-based storage.Many leading companies such as Netflix, Samsung, and Adobe trust AWS for data storage. Here are some reasons why multinational giants are shifting to AWS:

### 1. No Regional Boundaries

Amazon AWS is available in 16 geographical locations and 44 different zones. You can connect with the web service from anywhere around the world and access your business data. Also, you can consult with AWS developers and learn ways to avail maximum benefits from the tool. AWS doesn't restrict its users with regional boundaries. They ensure that every business has access to the server.

### 2. Data Recovery

Data recovery or disaster recovery is an important AWS feature. You can create a backup and restore your data in case of system failure. Since you can recover your data, you don't have to worry about cyberattacks. You can create separate back-ups for your day-to-day tasks. As a result, you can reduce downtime and return your operations to normal.

amazon web services

### 3. Multi-Region Backups

AWS is a decentralized cloud system that allows you to create multiple regions. As a result, you can store your data in different locations and restore data in case of an emergency. By joining AWS, you can access EBS and AMI snapshot mode. This indicates that even if you are in offline mode, you can store the backup. Also, you can schedule backups in multiple regions.

### 4. Multiple Security Layers

AWS offers multiple layers of security to its users. So, if you want a secured and protected back storage service, register with AWS. The tool offers enhanced security and backup features. Also, you can evaluate the system timely and identify vulnerabilities. Improve the monitoring process and conduct infrastructure evaluation.

### 5. Affordable Pricing Model

The reason why AWS is suitable for small and large businesses is its affordable pricing model. AWS is a pay-as-you-go model, which means that businesses will pay only for the features they use. That way you can save a tremendous amount of money on data storage. It is a major reason why AWS is popular in both small and large business organizations.
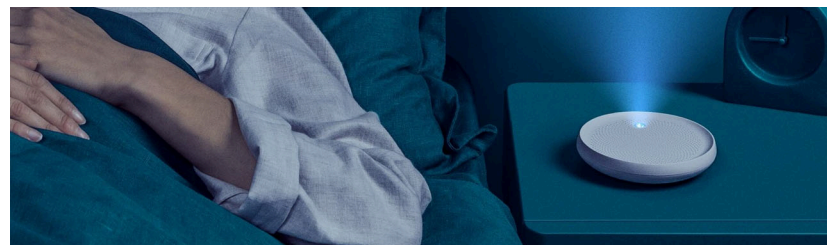
### 6. Scalability Factor

AWS also offers Elastic Load Balancing and Auto Scaling. These are two important tools that simplify the scaling task. As a result, you can improve your team performance and productivity. Also, you have complete control over your configurations and requirements.

### 7. Flexible Platform

Another important feature of AWS is flexibility and customization. You can choose a web application platform, operating system, and programming language. Furthermore, it streamlines the data migration process. Also, you can create a virtual environment to organize important features and applications.

## Dodow - Sleep Aid Device

Dodow is a metronome with a light system that teaches you how to fall asleep naturally, without taking any medicine. With Dodow, someone who normally takes 60 minutes to fall asleep will take no more than 25 and will gain around hundred more hours of sleep per year. Occupy your brain with an activity that is much less distracting and exciting than the thoughts that keep you awake. Get yours at https://www.mydodow.com/

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**PAGE 1**

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# Why Collaboration Tools are Important for Internal Communication

Collaborative tools are becoming more popular, especially after the pandemic. But many business owners still wonder how collaboration tools can help with internal communication? If you have the same question, then here is what you should know. With web-based collaboration tools, teams don't have to stay in the same room for meetings anymore. Here are some advantages of collaboration tools:

### Share Learning Content

Collaboration tools allow you to create a learning resource center. With the help of this feature, managers can share valuable and critical information with the team. Many introverted or shy employees can't communicate with their superiors. Managers can share learning material on the platform or conduct online conference. They can share the latest information about the market and the product.

### Reduce Communication Cost

Cost reduction is an alternative way to increase sales. You can cut down the operational expenses and expand your business. Collaboration reduces communication expenses by limiting snail mail, phone calls, and physical surveys. You can transfer entire communication activities on a single platform, which is a collaborative tool.

### Travel Cost Savings

If your employees attend international or interstate meetings, you might be spending a huge amount on travel. Collaborative tools allow your teams to conduct meetings through video conferencing. This also indicates that if your managers are on a business trip, they don't have to return to attend an urgent meeting. They can connect with the teams through online collaborative tools.

### Increase Employee Satisfaction

Collaborative tools allow employees to connect with their managers for solutions. They can immediately contact with their managers during challenging situations. With simple taps on their mobile, they can write to their managers and expect an immediate solution to the problem.

Employees can share feedback with their managers for a meeting, project, and managerial decisions. When employees have flexible options to share their problems they will feel happy to work with your business.

### Connect Employees with Experts

Collaborative tools also connect employees with technical experts. For instance, marketing managers can contact IT experts when they notice a computer error. Also, if an account executive found an error in the ledger, they can contact their managers for a solution. As a result, teams can complete their tasks more effectively.

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# Benefits of Glassdoor Scores for Businesses



**glassdoor**

Glassdoor is a sister company of Indeed and offers great value to employees from different industries. When you have a positive profile on these platforms, you can attract the right talent. Glassdoor provide a complete picture of businesses to employees as well as customers. That's why experts suggest businesses maintain their profiles on platforms like these.

– Positive scores on Glassdoor can help you reach more applicants for open positions in your business.

– Glassdoor evaluates reviews and ratings posted by employees to generate Glassdoor scores. If you have a positive score this means that you have higher employee retention.

– Many customers want to know how a business treats its employees. They believe that businesses that facilitate their employees can offer great service to their customers.

– Attract the right talent and boost your team performance.

Glassdoor is an incredible tool for businesses and employees. The tool allows employees to share their experiences with potential employers. If you want to maintain a reputation in the market, you must portray it on the right platforms like Glassdoor.

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# Tips for Business Digitalization

Digitalization opens many growth opportunities, improves communication, and brings transparency to the workplace. It also boosts productivity by automating time-consuming tasks. You can automate tasks such as data entry, emails, and customer support through digitalization.

1. Whether you want to boost sales or increase brand awareness, you should have clear goals. These goals will help you make informed decisions.
2. Hire the right people to complete the digitalization process.
3. Create your game plan and make effective strategies.

Digitalization reduces workload, operational costs, and human error for businesses. Businesses are introducing advanced tools for higher efficiency.

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# Tools for SEO Marketing

### Google Search Console

Google Search Console is a free tool that generates reports and insights for marketing teams. Using these insights, managers can create effective strategies to engage more target audiences.

### Ahrefs

Ahrefs is an SEO tool recommended by many marketing experts. The notable benefit of this tool is it highlights the elements on your website that require improvements. Also, you can evaluate your website's top-performing pages and copy the same strategies on other pages.

### SEMRush

SEMRush is an all-in-one market tool that offers domain analysis. With this feature, you can compare your website with competitors' and determine sections that need improvement to boost your SEO ranking on Google.

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# How to Improve Financial Performance of Your Business

Did you start your business with a low budget but with a lot of dedication and enthusiasm? If yes, then the budget shouldn't be a problem to achieve business success. For many entrepreneurs, budget is the only problem that holds them back. If you take control of your business's financial performance, you can your obtain targets with ease. You can expand your customer base by increasing customer retention and experience. There are many customer retention tools such as gamification, customer loyalty programs, and CRM. Implement tools to improve customer conversion rate. Live chat, strong CTA, and contact details are budget-friendly methods to boost financial performance. Use advanced tools for record-keeping such as Fresh books or Intuit Quickbook Online. If you still can't boost your sales, try revising your business' pricing and offers. A customer feedback tool can help you understand the problem to boost sales.

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# Take the NeoLore Cyber Security Survey

Has your company done a Cyber Security Maturity Assessment within the last year? Do you have an IT security policy in place? Do you know if you've been hacked or are leaking data?

If your answer was "no" or "I'm not sure" to any of those questions, your company may be at risk for a devastating cyberattack.

Get the NeoLore Networks Cyber Security eBook for Free!

### It Features

- Information on the various threats to your business
- NIST Security Framework
- CIS Controls
- Basic Controls

And More!

## https://neolore.com/cybersecurity

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**PAGE 2**