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

Centralized Information Database System with Cloud Computing

A centralized information database is stored in a single location such as a mainframe computer or cloud computing system. The data is modified and maintained in that location. Users can access the data through an internet connection such as WAN or LAN. Large organizations such as banks, companies, and colleges use centralized information database systems.

However, since cloud computing systems turned out to be a secured data storage center many organizations use this space to secure their data. A cloud computing system is virtual storage that connects different computers and offers a cloud storage facility. Whenever the organization with access to the centralized information database wants to use the data, they can view and edit the file on the cloud system

Functions of Centralized Database

Single Central Unit – A single centralized database management system stores the entire data. In a cloud system, the organization with access to the data can use the files from anywhere in the world. They can enter the login credentials and operate the database.

**Distributed Query Processing – ** The notable function of a centralized database is that it fulfills every requirement requested on a single node. The system helps an organization to manage and access the file.

Transparency – The management system uses a single server to process the data and queries. The management data won't store duplicate or irrelevant data.

Scalable – A centralized data with cloud computing is scalable. This means that anyone with access to the server can connect with the server using any network.

Benefits of Centralized Information Database System

Data Integrity – The central database system is data integrity and contains more than one copy of each file in the database. When you add repeated data to the system, you can enhance security protocol. When your data is on a single cloud system, your data will be up-to-date. Furthermore, your teams can easily access the file. Changes made by teams will automatically update in the file.

Saves Time and Money – Many companies switch to centralized management systems to increase efficiency and save money. Meanwhile, they can also reduce downtime. However, when using

multiple systems, your team will waste significant time searching files on different servers. By incorporating a centralized information database management system you can add a layer of efficiency to your server.

Adaptable and Dynamic – A centralized information database management system will make the business process dynamic and adaptable. With this system, you can evolve your company along with the fast-paced world. This management system will help you introduce new programs, report measuring, and new associates quickly. Furthermore, businesses can customize this computing system according to their preferences.

Security – Using a cloud computing system, your team can manage, update, and track data in a secured environment. A cloud-based system offers backup and encryption features to prevent data loss during emergencies. It allows you to save offsite recovery files and access them when needed. A centralized database system protects your business from ransomware attacks, mechanical failure, and disastrous situations.

Data Integrity and Redundancy – Since the stored data is located in a single cloud computing server, you can easily coordinate and communicate with the team. There won't be any duplications and irrelevancy in data.

Chipolo CARD Spot

Do you often have a mini heart attack, looking for your wallet again and again? Then you definitely need the new Chipolo CARD Spot wallet tracker! Chipolo CARD Spot fits into your wallet without adding any extra bulk and helps you find it through the Apple Find My network. Hundreds of millions of friends can now help you find your missing wallet. Get yours at https://chipolo.net/

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Contactless Shopping Experience with Tech-Assisted Shopping

Contactless shopping, as the name suggests, reduces human interaction throughout the buying process. This includes stages of awareness, consideration, and purchase. Businesses have been offering remote purchasing for a long time, where customers purchase products from TV and radio commercials. However, after the digital transformation of businesses, the process has become smoother. The ecommerce industry changed the shopping style and offers customers multiple online payment options.

Since the beginning of online shopping, businesses are introducing new technology with their business to solve shopping problems. The pandemic upgrades these problems and contactless shopping become necessary, forcing businesses to adopt the latest technologies. Let's review some technologies that improved the contactless shopping experience:

Hybrid Business Models

The pandemic and social distancing protocol encouraged online businesses to offer curbside pick-up. In this type of tech-assisted shopping, customers purchase products online and wait outside the store for order fulfillment. This type of contactless shopping offers flexibility to buyers as well as sellers. During the pandemic, curbside pick-up became common, where customers wait outside the local mall, pick-up centers, and even in the third-party location for their delivery.

This type of contactless shopping experience saves shipping costs, makes shopping easier for customers, and gives customers more flexibility. Furthermore, it strengthens brand image, boosts customer loyalty, and increase overall sale. So, it is a win-win situation for customers as well as businesses.

Augmented Reality

Online retailers prioritize product visualization from the first days of eCommerce. Since businesses found product visual marketing effective to engage the audience, businesses hire photo editing experts for standardization and increase clarity.

But, next-generation technologies such as Augmented and Virtual Reality are taking over the retail industry. Even in the eCommerce industry, AR technology improves customer experience. Since AR tools blend virtual and real world, customers can experience the product before shopping.

Contactless Payments

Online payment options play a vital role to promote a contactless shopping experience. It has been more than fifty years since Credit Card became a standard option for cashless payment. Furthermore, other payment options such as bank transfer, PayPal, and Amazon Pay are next-generation tools to receive online payments. Contactless payments use NFC or RFID technologies to complete the transaction. All the above-mentioned payment options enable contactless payments with the help of these technologies.

Improve Employees' Productivity with AI

Artificial Intelligence is rapidly growing and touching all aspects of business from customer insights and marketing to staff recruitment. One major reason for the popularity of AI tools is their potential to improve employees' productivity. Let's understand the benefits of AI tools to improve employees' productivity:

- Artificial Intelligence can identify working patterns and suggest best practices that employees can follow.
- It allows marketing teams to gather customer and market data. Using AI tools, businesses can generate insights and improve the work process.
- Digital reporting allows teams to review and extract critical information for each project. With the help of this information, teams can improve operational efficiencies and reduce review time.

- Smart chatbots handle a low level of communication so marketing teams can focus on major problems. Furthermore, chatbots can solve numerous HR-related problems.
- AI tools improve employees' experience with the company. Also, these tools automatically recognize employees' performance and flag them for a performance-based reward or promotion.
- Artificial Intelligence solves critical problems in real-time with a reduced error rate.

AI offers many benefits to the business sector and offers better customer service opportunities, improved employee satisfaction, and real-time operations. As a result, it improves employees' productivity and performance.

Improve Customer Service with the IoT

Data Collection – The technology allows marketing teams to gather customer information and generate insights. Using these insights, teams can boost sales and target more audiences. The accurate data collected from various devices can tell customer preferences and challenges to use the product.

Personalized Customer Support – Since IoT generates a huge volume of data, companies can understand their targeted audience and can offer personalized customer services and solve their problems in real-time.

Improve Products and Services – Data generated by IoT can share valuable data about how customers are coming along with the product or services. You can collect feedback from IoT tools and improve products and services.

How to Schedule a Meeting with Calendly

Calendly is an event, meeting, and project scheduling tool. Managers can schedule and organize business meetings using Calendly. This app allows you to send reminders and notifications to all the participants. The notable advantage of this tool is the user-friendly interface and easy scheduling process.

1. Create Link – While creating a link you need to add your preferences such as date, time, and other details about the meeting.

2. Share Link – Send a link to the team so they can accept the invitation.

3. Get Booked – Once the team confirms the date and time, they will start receiving the notification.

How Augmented Reality Helps Businesses?

Augmented reality is an incredible technology that includes virtual elements in the real world. Many marketing teams use this technology in retail stores to grab customer attention. By integrating AR technology, businesses can get a massive competitive edge. If you want to digitally transform your business, you should incorporate Augmented Reality tools.

Virtual Reality creates a whole new environment, which makes it suitable for gaming. Meanwhile, AR blends the virtual realm with the real world. This makes this technology perfect to accomplish organizational demands. Here are some benefits of Augmented Reality in the business sector:

1. It attracts and engages more customers
2. Product visualization feature makes it an amazing digital marketing strategy
3. Allow customers to make an informed decision
4. Offering a competitive edge to the business

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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