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

IaaS vs. SaaS vs. PaaS – Which One to Choose?

Cloud-based computing technology has taken the world of online and modern businesses by storm. Today, thousands of businesses are opting for cloud computing services to get competitive and more productive in their business activities. It is a relatively broad concept that covers a major part of online activities today. Did you know that even small-scale businesses are now making a huge move towards cloud computing like global firms and multinationals? Well, if you are not familiar with the concept, this short post covers everything you need to know.

However, before opting for cloud-based computing, you should learn about the various services available presently. Cloud computing "as-a-service" is becoming more and more popular every day. For one, there are three main cloud models that you can deploy to support your business activities:

- IaaS (Infrastructure as a Service)
- SaaS (Software as a Service)
- PaaS (Platform as a Service)

Understanding IaaS

The infrastructure as a service comprises highly automated and scalable computing resources that are readily available through efficient deployment to all users. It is an entirely self-service strategy that helps businesses access, monitor, network, store, and perform other activities with their business data without a massive computing infrastructure in their business. This mode of cloud computing service pertains to buying the resources only when the business requires them rather than directly buying the hardware resources. Here are some advantages of IaaS:

- Greater scalability
- On-need resources purchases
- Customers own major control over the infrastructure
- Convenient networking, storage, processing, and server power deployment
- Flexible cloud computing models for clients

Understanding SaaS

In cloud computing, Software as a Service is the major form of cloud application service that many businesses are using. Software as a Service refers to a third-party application provider offering their application services to clients over the network. The main thing about SaaS is that the applications will run directly from your web browser. This eliminates the need for any installations or downloads on your organization's system. Here are the advantages of the SaaS cloud applications:

- Doesn't require downloads and installations
- Clients don't have to maintain and upgrade the service software
- Lesser time to benefit from app development
- Multiple open resources due to the lack of maintenance and updates of the software

Understanding PaaS

PaaS is useful for many applications. It stands for Platform as a Service and offers various cloud application components for numerous software. It mainly offers a framework to developers that they can use to create useful applications and update the existing ones. The role of developers when using this mode of cloud computing services is to manage their applications. Meanwhile, the third-party vendors and enterprises will take care of the storage, networking, and server issues.

There are multiple advantages of PaaS for developers and other clients.

- Scalability and availability
- Application development without the need to maintain the software
- Business policy automation features
- Cost-effective application development resources
- Convenient hybrid model migration

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Effective Business Analysis Techniques

Business analysis is crucial to an organization's survival. It helps understand, identify problems and offer solutions based on the conditions, policies, and requirements of a business. The job of business analysts is to assess the ongoing processes and any information system that exists in a business. They go through the collection of data related to a business's performance to suggest future approaches. Business analysts can help companies make decisions to survive in their respective markets and industries.

Besides, businesses can use various analysis techniques to perform their tasks. In this short post, you will learn about the most effective business analysis techniques that analysts widely use today. To simply put, a business analysis technique is a process that helps with formulating and implementing certain plans to help the business identify its pain points, strengths, and weaknesses to make feasible decisions.

Effective Business Analysis Techniques

PESTLE Analysis

PESTLE analysis is one of the most popular business analysis techniques. It takes into account many factors that are mainly macro-environmental. Some experts also call it PEST analysis in the modern business world. Further, it helps with various

business applications –for example, assessing market risks for a business due to an upcoming expansion, economic event, etc. PEST analysis stands for Political,

Economic, Social, Technological, Legal, and Environmental factors. These are either opportunities or threats for a business, and thus business analysts find them useful to guide a business in the right direction.

M.O.S.T Analysis

The MOST analysis is another robust form of business analysis technique that helps consider the Mission, Objective, Strategy, and Tactics of a business. Business analysts will consider these factors in a sequential order to assess the goals of the business in the most organized manner following its recent performance. The real purpose of this business analysis

technique is to offer an insight into the real vision and strengths of the business in response to the goals that it wants to achieve.

System Analysis

System analysis performs a variety of different tasks for a business. Firstly, it gathers and interprets various facts that affect a business's performance. Secondly, it allows the business analysts to detect the weaknesses, issues, and many concerns within the business. Since it is a problem-solving approach, the results of using this technique help with minimizing the errors that different business components are liable to make.

System analysis helps to build a perceptive and efficient system that takes the goals and mission of the business into account.

Top Business Management Software to Choose From in 2021

Humans can handle multiple tasks at once to some extent. However, when it comes to businesses, professionals go for the best business management software to help them organize and streamline multiple activities for higher efficiency and productivity. Here are some business management software for 2021.

Top Business Management Software in 2021

FloDesk

This business management software is popular due to its email marketing services. It enables businesses to craft appealing emails and newsletters to portray their brand. Further, this software offer automatic lead magnet services, such as delivery and welcome sequences through workflows.

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ProofHub

ProofHub

This software has all the necessary tools and features to manage your business activities. From sharing to storing and processing files, ProofHub covers it all and is compatible with multiple types of devices.

nTask

nTask has the required native modules to deliver multi-facet solutions. You can track your projects' performance through this software for better management.

These tools help in organizing business processes and tasks in the most effective manner. Hence, you can rely on them for greater productivity and quicker results.

Effective Ways to Increase Website Traffic

Useful Content – Offering valuable content that isn't generic, like many other companies provide, can help increase user retention and increase website traffic.

Keyword Placement and Research – Keywords improve SEO score, and you have to use them in your URL, Meta Title, Meta Description, headers, and more. Find the right keywords through research to place them naturally in your content.

Email Newsletter – Send out weekly and monthly newsletters to users and address them by their name to offer a personalized experience with your business and brand.

Online Ads – Use pay-per-click ads, special ads, display ads, social media marketing tactics, and other means to promote your business for more website traffic.

HubSpot Optimization Tips

HubSpot

HubSpot is famous marketing automation software that lets you perform specific marketing activities to promote your business, brand, and products. Here's a list of some valuable HubSpot optimization tips:

1. Block any free email service providers easily
2. Save your custom reports through the "reports home" tab
3. Create a schedule to share your custom report with anyone
4. Track progress by setting workflow goals
5. Set automatic notifications and follow-up emails through workflow automation
6. Clone your most required content to use it multiple times without creating it from the scratch

Which Factors Affect Your Choice of a Business Analytical Tool?

Security – Since your business's big data collections will reside in the storage space of the analytical tool, it must have all the latest encryption and access protocols to prevent security threats.

Objectives – Ask yourself a few questions, such as: What are the objectives of your business? What quantifiable and qualitative analytics requirements do you have for your business? Based on that, choose a viable analytical tool that offers those features.

Customization – The analytical tool that you select should offer you integrative properties to seamlessly transition from one set of goals to another.

Pricing – Price is a major factor – make sure you opt for a cheap analytical tool that doesn't offer you the required services or one that is too expensive for your 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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