



# TECHLORE

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

## INSIDE THIS ISSUE:

Effective Methods to Technologize Your Business Infrastructure	Page 1	Benefits of PaaS for Businesses	Page 2
Gadget of the Month	Page 1	Tech Tip of the Month	Page 2
Optimize Your Cloud Infrastructure	Page 2	Advantages and Disadvantages of Hybrid Workplace	Page 2
Shift to 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

## Effective Methods to Technologize Your Business Infrastructure

Harnessing the true potential of modern technology is the goal of many businesses and organizations worldwide. Technology helps companies to become more efficient, engaging, and highly successful in their respective industries. Do you know how technology can help transform your business infrastructure?

Here are 8 of the most common and ground-breaking technologies that have helped countless businesses succeed today.

**Use of Mobile-Driven Applications.** You can improve your business's overall reputation and seek higher brand recognition by introducing a mobile application with your business logo. Thus, your customers can avail of your products, services, and customer support anywhere they are.

**Business Operation Automation.** Business operation automation has set many businesses above others in terms of efficiency and cost-saving. The use of technology helps to identify the recurring tasks that are merely an additional labor cost factor.

**Use of Artificial Intelligence.** Artificial intelligence is the modern technology that exhibits a human-like behavior. For example, when your customers visit your website, they can benefit from chatting

with a Chatbot. Chatbots are a form of artificial intelligence that informs your customers and answers their queries considering the previous data. AI is also enabling businesses to use the large sets of raw data they acquire from customer behaviors. By analyzing and setting trend patterns, businesses ensure effective decisions.

**Virtual Reality Applications for Your Business.** Virtual reality can help form virtual environments and settings to understand certain concepts and ideas better. It is a great way to design and showcase the latest products. You can view a 3D model of a car before you actually manufacture it. Hence, you can make necessary changes before beginning the production by using VR.

**Cloud Computing Infrastructure.** Cloud computing can help your business reduce IT infrastructure costs by providing a virtual resource space for your business operations. Cloud computing offers a combination of hardware/software elements by hosting your data and operations on virtual platforms.

**Hybrid Workplaces.** Hybrid workplaces are the future of the workplaces in the years to come. Offering employees to either work remotely or in-office can help to lower business costs. In addition,

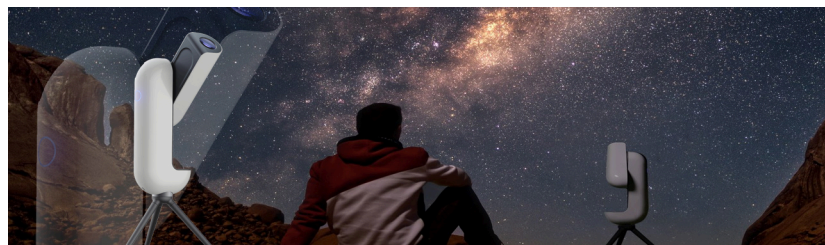
hybrid workplaces motivate employees to work on flexible hours, which boosts productivity. It also allows you to expand your business in terms of operations and employee base without substantial costs and investments.

**Project Management Tools.** From an operational point of view, your business may benefit from project management tools. These tools allow remote access, multiple project management, progress-tracking, and much more. Your project teams can use such tools to meet deadlines, track their progress, ensure effective project management, and improve.

**Time-Tracking Tools.** Time-tracking tools are similar to project management tools because they show the time spent on each task

and project throughout the operations of a business. For example, turning on time-tracker tools helps you perform tasks within the given timeframes for better business productivity. Furthermore, you'll be able to identify the tasks and operations that are potential time wastage and require careful planning.

**Social Media Platforms for Marketing.** Using social media platforms to market your products, services, business, and brand is one of the principal uses of technology today. Utilizing several social media platforms to reach a larger audience worldwide boosts your brand recognition and sales. Plus, it also helps you identify the potential market gaps that your business may be able to fulfill.



### Vespera

Vespera is the perfect combination of telescope and camera. Smart and fully automated, Vespera is a revolution in the world of Astronomy. With a completely redesigned experience of observation, it will allow you to

re-connect with the stars. Explore and observe the night sky, take your own photos of celestial objects, and share your discoveries in one place. Start your journey. Experience the Universe. Preorder yours at <https://vaonis.com/vespera>

# 7 Tips to Optimize Your Cloud Infrastructure

## What is Cloud Optimization?

Cloud optimization pertains to managing resources, reserving capacity, reducing resource wastage, etc. The prediction technology sets observations for your workload on cloud infrastructure using artificial intelligence and machine learning. After analyzing the processes and operations thoroughly, you learn about the potential offsets and gaps in the operation of your cloud infrastructure.

## Utilize Cloud Performance

**Monitoring Tools.** Without monitoring the performance of your cloud infrastructure operations, you may not be able to reveal the entirety of the shortfalls and performance lags that you are experiencing. Learning the performance stats and other vital information about your cloud

infrastructure will help you pick the best optimization practices.

## Search for Unused Idle

**Resources.** Do you want to reduce the cloud infrastructure costs to gain a cost-effective virtual resource system for your business? Learn about the unused or only once-used resources that you are paying for in your cloud infrastructure bills. Often developers forget to close the storage or other cloud facility after they complete the jobs. Thus, the bills add up while the resources sit idle for no use.

## Utilize Latest Features and

**Tools.** Most of the cloud infrastructure providers deliver regular updates, checks, and maintenances. They deploy efficient features that significantly impact the operations of cloud infrastructures.

## Scale the Cloud Infrastructure

**for each Application Instance.** Numerous providers and their cloud computing infrastructures enable the use of auto-scaling features. You can minimize or even maximize the storage space for each application on your cloud infrastructure. As a result, you can allocate optimal resources for every application and minimize the wastage or idle time of every resource, such as storage spaces.

## Define Rules and

**Metrics.** Defining rules and metrics allow you to focus on managing all the instances that you opt for when transferring your operations to a cloud database and infrastructure. Additionally, it is important to reduce the number of idle instances to boost the efficiency of your cloud infrastructure operations.

**Use Heat Maps.** Heat maps identify the peak and low times of cloud computing demands. In turn, this ensures that you can be up to the optimal working capacity using the maximum resource efficiently during the peak computing demand time. On the other hand, learning when you can shut down the servers helps ease the burden on your cloud infrastructure.

**Bid for Spot Instances.** Spot instances are usually quick and easy to sell; that's why they are up for auction. When you need to perform a quick or batch job, you can bid for spot instances. You can terminate such instances upon the completion of jobs to reduce the cloud infrastructure workload.

# Why Small Businesses Should Shift to Cloud Computing Infrastructure

Clouding computing infrastructure refers to the organization of virtual resources. These include a combination of different software and hardware elements that can include:

- Computing power
- Data storage (clustering, log access, security)
- Networking facilities
- Storage recovery/ Data Backups

## 5 Benefits of Shifting Your Business to a Cloud Computing Infrastructure

**Remote Access.** Remote workers can access sensitive data, documents, and files from anywhere globally if they have a stable internet connection. Having log access can enable them to perform vital tasks from their remote workspaces.

**Low Physical Business Costs.** A cloud computing infrastructure

eliminates the need for small businesses to manage complex IT structures.

**Improved Collaboration.** Real-time sharing allows workers and managers to access the same documents/files from anywhere and anytime.

## Cloud Computing

**Security.** Reputable and latest cloud computing infrastructures offer advanced security, which boosts access collaboration and reduces the risk of losing sensitive data instead of traditional IT infrastructures.

**Consistent Productivity.** A power outage at the physical office doesn't mean that your workers and employees won't be able to access cloud computing resources. Cloud infrastructures maintain consistency in service. Hence, it will rarely affect the productivity of a small business.

# Benefits of PaaS for Businesses

Platform as a Service (PaaS) refers to a remote cloud computing infrastructure. Here are the top benefits of PaaS:

- Remote Working Facility: Entirely web-based networking and working facilities no longer confine the designers and software developers to on-site infrastructures.
- Reduced Costs: With per-use costs, it is easy for businesses to avoid the capital investments and costs of hosting large computing infrastructures on-site.
- Multi-Platform Features: Developers and software designers can access and work on multiple projects simultaneously using different operating systems and devices.
- Latest Technology: Eliminate the risks of businesses optimizing their out-of-date tech and tools.

# How to Optimize Your Business Website

**Layout:** Designing an attractive website layout grabs the users' attention and makes sure they come back.

**Navigation:** Easy navigation from one webpage to another provides a user-friendly interface.

**Content Optimization:** Optimize the content on your website according to the products/services that you provide.

**Categorize:** Categorize the important elements of your website, so the users find what they are looking for easily.

**Keyword Research:** Keywords that correspond with your business, products, and services.

**Responsive Call-to-Action:** Add CTA buttons that are responsive in real-time.

# Advantages and Disadvantages of Hybrid Workplace

## Advantages

- A research paper from Microsoft revealed that the company's productivity remained unchanged despite the pandemic due to flexible working hours.
- Reduced business costs due to lack of physical office and constant energy use
- Motivated employees due to freedom of work

## Disadvantages

1. Working diversely with remote and in-office workers can affect employee relationship
2. You have to spend time choosing the right hybrid model for your new workplace setting
3. Scheduling and coordinating with employees becomes difficult
4. Sharing context and work with in-office employees may be easy. Conversely, remote workers will be missing out on essential in-office work interactions

# 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>