



TECHLORE

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

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"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

Why Outsourcing Can Save You Big Money

By now you've no doubt heard about outsourcing, but is your business taking advantage of the cost and time savings that outsourcing can do for you? With so much competition, no matter what your business niche is, you can't afford to ignore the many ways that outsourcing can benefit your business.

Outsourcing helps your business grow so you can compete against larger companies. When you outsource services and projects, you'll be able to focus on the other critical functions of your business.

Here's what you need to know when it comes to outsourcing and saving big money.

Why You Should Be Outsourcing

The main benefit of outsourcing is to lower your business costs and save money so you can invest that capital in other areas of your company. Hiring other professionals to do the work for you on an as-need basis can save money when you don't have to hire an employee for every skill you may need throughout the year. You can get the skilled expertise you need without having to hire someone full time for a project that you may only need to have completed once or twice.

What Should You Outsource?

Every technical and business process can be outsourced.

Concentrate on the strong skills your team already has and outsource those projects that an experienced vendor can do at a lower cost and with better quality than you can. Some common projects to outsource include year-end accounting, IT networking and infrastructure, software development, and website construction. Outsourcing lets you pay someone else to do the job better!

You're in Control

One of the reasons that many businesses shy away from outsourcing is the concern that they may lose control and visibility during the outsourcing process. There are a few things you can do to have as much control as possible:

Stay involved with the project from beginning to end. Clearly define your expectations to everyone involved. This includes goals and deadlines.

Always be available for communication with the vendor you've outsourced to. Otherwise crucial decisions may be delayed, or decisions are made without you – decisions you may not approve of.

Be Transparent to everyone on your team, including the vendor you've outsourced to. They should be part of regular communication.

You don't need to micromanage every detail of the project but keeping on track with transparency and visibility are essential to successful outsourcing.

Efficiency and Productivity

A business that is running efficiently and productively is going to save money and see profits. Outsourcing allows you to focus on multiple objectives and tasks at the same time without hiring more employees to reach your full potential. Outsourcing also boosts productivity when the vendor you've hired is in a different time zone. If you're assigning work to a provider in a country overseas, you'll be able to benefit from the time gap.

Choosing an Outsourcer

When deciding what outsourcer to use, follow these guidelines:

- What do you want to achieve? Define the tasks and what you want to accomplish.
- How experienced is the provider? Find out what their qualifications are and any other projects they've worked on.
- Ask for references. Having references you can contact will give you firsthand information about how professional the provider is and will give you the confidence that they can do the job.

Once you've outsourced one or two projects, you'll see how easy it is – and how profitable it is to your growing business!



Nest Hello Video Doorbell

The Nest Hello Video Doorbell revolutionizes smart doorbells and provides a compact, yet an impactful solution. Using your home network, you can easily sync the doorbell with your mobile device. Every time the doorbell rings, you get an alert on

your phone with a live HD video feed, and thanks to active noise cancellation, the ability to talk to the person at the door. Built-in sensors can detect movement near the doorbell, notifying you of someone's presence. Learn more at <https://bit.ly/2GjUa8N>

How to Improve Your ARPU (Average Revenue Per User)

It doesn't matter if you're selling a product or a service, one of the most important ways to tell if your business is doing well is by what your average revenue per user (ARPU) is telling you. What is ARPU and why do you need to improve the numbers if you want to grow your business to the next level?

Definition of ARPU

ARPU is a business metric that's used to calculate just how much revenue your business is making for each paying customer. When you know what your ARPU number is you'll be able to take a hard look at your business growth and see just where you are when it comes to your competition.

Calculating ARPU is easy – determine your total amount of

recurring revenue each month and divide this number by your total number of customers.

If your ARPU number is small, it means that you'll need more customers if you want to see more profit. If the ARPU number is high, you'll need fewer of those customers to raise your earnings.

Acquire More Customers

One of the distinct ways to improve your ARPU is by getting more customers. An excellent way to do this is by building on the brand that's already working for you. Modify your marketing strategy to reach new customers for more sales. Introduce new products to your business and then update your brand, website, and social media campaign. So far,

you've been targeting who are most likely to buy from. Now it's time to target the next group.

Once you've acquired new customers, turn them into loyal, repeat customers by continuing to focus on exceptional and unique customer experience.

Cross-selling and Upselling

Another way to improve your ARPU is by using two marketing strategies, cross-selling and upselling. Add another related product to sell alongside the main product to cross-sell. To upsell, add a new feature to your products and services to offer as an upgrade at a higher price. Both of these strategies can increase your revenue.

Adjust Pricing

A big part of your business success is charging the right price for your product or service. You can raise your ARPU by increasing your prices – take a look at what products and features are most important for your customers. Then optimize the price.



Using these methods here can help push up your ARPU, helping to capitalize on your business growth.

What It Means To Be A Digital Citizen

Humans are now at a point where the entire world is connected through technology.

This has given rise to the idea of digital citizenship – a means to unite the world's different cultures, ethnicities, and nationalities under one common citizenship. A digital citizen is a person who can adequately utilize the power of information technology (IT) and the internet to navigate and engage with society.



At first, being a digital citizen was all about actively participating in online conversations, journalism, blogging, etc. But now, anyone who has an email address and an online presence of any kind is considered a digital citizen.

Experts believe that becoming a digital citizen today is much harder than it will be tomorrow.

There are countless baby boomers and Gen-Xers that are not very proficient with IT and the internet. Plus, there is a serious lack of IT and internet access in developing and under-developed countries, restricting more than half the world's population from becoming digital citizens.

However, tech experts and researchers believe that by the year 2050, the number of digital citizens will have doubled – due to cheaper and more scalable access to IT systems and the internet.

So, in essence, becoming a digital citizen now starts with having access and the know-how to operate IT systems and navigate the internet. It is further watered down to things like digital literacy and communicative abilities. All in all, being a digital citizen essentially means that you are primed and ready for not only the present but the future!

Netflix's Bid to Lure in Younger Viewers

NETFLIX

Never one to be left out of new marketing strategies, Netflix has come up with a unique way to pull in younger viewers. Set to be released for testing later this year, Netflix will introduce character-driven video previews to pull in even more of their more youthful viewers. Kids will be given a few video previews that match their viewing tastes. Sounds familiar, right? Netflix is already doing this with all their users.

But they're taking it one step further for kids. Rather than playing little snippets, kids will get to listen to some of their favorite characters talking about the show. For instance, get ready for Rayla from the "Dragon Prince" to talk about his latest adventure. The goal is to engage kids and excite them, so they want to watch the entire episode.

Tech Tip: Insert Content Into Microsoft OneNote

Most people aren't taking advantage of Microsoft's OneNote when it comes to smart content. Use the Insert tab on the ribbon to insert content to make OneNote the flexible app it's meant to be:

- Add file attachments that can be opened directly in OneNote.
- Attach or capture recorded audio and video from meetings.
- Include and attach spreadsheets and tables to detailed notes.
- Add time and date stamps to organize information when sharing OneNote with other team members.
- Add and organize your tasks by assigning tags to each item on your to-do list.
- Customize the look of OneNote pages with page color, size, and layout.

Windows 7 End of Life is Coming, are you Prepared?

The countdown is on. As of January 14th, 2020, Microsoft will no longer be providing support or patches for the following software platforms: Windows 7, Office 2010, Exchange 2010, Windows Server 2008/R2 and Small Business Server 2011.



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>