dsp IT SOLUTIONS

TALKING TECH
HELPING YOUR BUSINESS

FROM DAMIEN'S DESK:

AFL footy season is drawing to a close. I hope your team has made it through to the finals. I am a long-suffering SAINTS supporter and there is no JOY for us. As they say there is always next year 🙂

Late last month we welcomed two new team members. Firstly, we have Shane who is helping our customers with their technology projects. He can help your organisation to put in place technology to solve day to day roadblocks and help create efficiencies. Next, we have Jack who is the new team leader for the support desk. Jack has brought a wealth of knowledge to DSP. He has served with the Australia Army being deployed to look after IT both locally and overseas, so he knows how important it is to keep systems working at an optimum.
Our customers will get to know both Shane and Jack over the coming months. Welcome aboard guys!

Have you heard about the new domains ".au"? So now you can reduce your domain name down to mycompany.au instead of mycompany.com.au.

Currently there is a freeze on these new domains and are only for sale to the owners of the same .com.au domain. I would encourage you to give us a call on how to secure your .au domain. My crystal ball says that if you don't own it your competitors will try and buy it or worse still a hacker may buy it to use in Phishing emails.
Get yours secured right now!

Damien Pepper - Managing Director
dsp IT Solutions

DID YOU KNOW?

"Bluetooth" technology was named after the medieval Scandinavian King Harald "Bluetooth" Gormsson who is said to have united Danish tribes under a single kingdom.

WE LOVE REFERRALS . . . .

The greatest gift anyone can give us is a referral to your business colleagues/friends. Referrals help us keep costs down so we can pass the savings to our clients.

Simply introduce me via email; damien@dspit.com.au or (03) 9001 0817 and I'll take it from there.

I personally promise we'll look after your colleague's/friend's business with a high level of care and attention, (just like we do with all our clients).

dSP IT Solutions
182C Sladen Street
Cranbourne VIC 3977

WHAT ARE THE 3 MAIN METHODS OF MFA?

When you implement multi-factor authentication (MFA) at your business, it's important to compare the three main methods of MFA and not just assume all methods are the same.

There are key differences that make some more secure than others and some more convenient.

Let's take a look at what these 3 methods are:

1. SMS-BASED
The form of MFA that people are most familiar with is SMS-based.
This one uses text messaging to authenticate the user.
The user will typically enter their mobile number when setting up MFA. Then, whenever they log into their account, they will receive a text message with a time-sensitive code that must be entered.

2. ON-DEVICE PROMPT IN AN APP
Another type of multi-factor authentication will use a special app to push through the code.
The user still generates the MFA code at log in, but rather than receiving the code via SMS, it's received through the app.
This is usually done via a push notification, and it can be used with a mobile app or desktop app in many cases.

3. SECURITY KEY
The third key method of MFA involves using a separate security key that you can insert into a PC or mobile device to authenticate the login.
The key itself is purchased at the time the MFA solution is set up and will be the thing that receives the authentication code and implements it automatically.
The MFA security key is typically smaller than a traditional thumb drive and must be carried by the user to authenticate when they log into a system.

Credential theft is now at an all-time high and is responsible for more data breaches than any other type of attack. With data and business processes now largely cloud based, a user's password is the quickest and easiest way to conduct many different types of dangerous activities.

One of the best ways to protect your online accounts, data, and business operations is with multifactor authentication (MFA).
It provides a significant barrier to cyber criminals even if they have a legitimate user credential to log in. This is because t hey most likely will not have access to the device that receives the MFA code required to complete the authentication process.

Most Convenient Form of MFA?
The most convenient form of MFA, it would be the SMS-based MFA.
Most people are already used to getting text messages on their phones so there is no new interface to learn and no app to install.
The SMS-based is actually the least secure because there is malware out there now that can clone a SIM card, which would allow a hacker to get those MFA text messages.

Most Secure Form of MFA?
If your company handles sensitive data in a cloud platform then it may be in your best interest to go for better security.
The most secure form of MFA is the Security Key:
The security key, being a separate device altogether, won't leave your accounts unprotected in the event of a mobile phone being lost or stolen. Both the SMS-based and app-based versions would leave your accounts at risk in this scenario.

NEED A LAUGH?

What is a computer's favourite snack to eat? Microchips! 😀

TEN AWESOME SOCIAL MEDIA AUTOMATION TOOLS

In the last decade, developers from famous social media platforms have changed the way we use their applications. Social media platforms are now excellent tools for marketing products and brands; these platforms act as great sources of exposure for small, medium, and even huge businesses. Here are 10 of the top Social Media Automation Tools, which you can utilise as the first step towards automating your business.

WORKFLOW

helps you organise a proper system as needed and share content according to plan. It allows you to promote the right content with the right audience at the right time.

HOOTSUITE

enables you to keep an eye on your competitors and communicate with your audience and users by creating a community dedicated to your business.

SENDIBLE

You can automate replies to the audience's queries, collaborate with others, generate valuable reports, and schedule updates with Sendible. This multi-purpose tool will help you organise and plan posts so your marketing team can focus on important tasks and activities.

COSCHEDULE

This automation tool helps you schedule your posts, thereby saving a lot of time and effort. CoSchedule enables you to schedule up to 60 posts at once.

CHATFUEL

enables you to create a chatbot that engages customers and provides accurate responses in real-time to enhance customer satisfaction.

AGORAPULSE

You can schedule your social media posts and track the performance of your posts to make better decisions. You can engage a larger audience using their informative reports. Their social media management features are amazing.

SEMRUSH

This all-in-one digital marketing automating tool is the best PPC and SEO toolkit. This tool allows you to automate posts, promote campaigns, track results, and generate valuable analytics.

TAILWIND

This scheduling tool also helps with analytics. Tailwind will not only help you automate posts, but it provides posting recommendations so you can reach more potential leads.

LATER

With 600,000 happy users, you can already assume this tool's popularity. This tool allows you to manage your social media comments. Furthermore, it lets you schedule Instagram posts and increase engagement.

ICONOSQUARE

provides personalised information for social media platforms. This way, your business can progress with social media marketing campaigns using informed decisions. Save time with their in-depth analytics and reporting.

Automating your marketing process and method helps minimise errors and understand customer behaviour while saving time, effort, and money. You can even schedule the entire campaign and stay ahead of competitors. So, choose the best social media automating tools from the list above and take the first step to business automation.

These Marketing Trends Didn't go out of Style

When people think about trends they often imagine what's in style at that current moment. We like to imagine that trends come and go, but the opposite is sometimes true. In fact, the greatest trends become a part of our culture. At one time people thought mobile phones, texting and computers were just a phase, but decades later they are still here because they made our lives better! Trends in marketing are the same. Sometimes a fresh marketing strategy will pop up, and if it works, it will become a mainstay.

As you continue to plan your marketing strategy for the next few months and the upcoming year, you can look at previous statistics to ensure your methods are successful. Below, you will find three marketing strategies that have proven successful in the past. If these strategies are properly utilised by your organisation in today's climate, you will quickly see results.

Using Influencers

People love to use their smartphones and social media. During the pandemic, many businesses started to advertise on Instagram and TikTok through the use of social media influencers. A TopRank Marketing survey found most B2B marketers believe this strategy changes minds, improves the brand experience and yields better campaign results.

Advertising On Podcasts

There are podcasts available that discuss every topic imaginable, and over 30% of us listen to a podcast on a monthly basis. That percentage rises when you look at younger demographics. Advertising on podcasts is a great way to reach a younger audience.

Leveraging AI

The importance of Artificial Intelligence (AI) for B2B marketing became crystal clear recently, when a Salesforce study reported that 80% of business buyers expect the companies they reach out to will talk to them "in real time," regardless of the hour. This statistic highlights how important chatbots and other AI solutions are for customer conversion.

If you've seen success with certain marketing trends in the past, you don't have to get rid of them when you develop a new marketing strategy.

WIN A $30 VILLAGE GIFT CARD!

The winners of last month's trivia question were Chris from Showtime Attractions and Lisa from Latrobe Community Health Service. The answer was c) Interface Manager.

You could be the winner of this month's trivia, just contact us with the answer to the question below, Good Luck!

Before becoming the web's video juggernaut, what was the plan for You Tube?
a) A video dating service
b) A Napster for videos
c) A web-based movie theatre for Indie films
d) An aggregator for video content

Contact us with your answer now! (03) 9001 0817 or jo@dspit.com.au