dsp IT SOLUTIONS

TALKING TECH
HELPING YOUR BUSINESS

FROM DAMIEN'S DESK:

As you will know from previous newsletters DSP IT Solutions has a mission to give back to the community. This month is no different.

With Easter just around the corner we are supporting my wife, Nicola, in raising funds for the Good Friday Appeal through her efforts in completing the 2023 iCAN Challenge.

The iCAN Challenge is a 50km walk from St Kilda to Frankston. This involves five state schools; Elisabeth Murdoch College, Langwarrin Primary School, Woodlands Primary School, Langwarrin Park Primary School and Pearcedale Primary School.

On the day she will be walking alongside more than 230 Grade 5 to Year 12 students all with one common goal - to raise as much money as they can. Together their goal is to raise $150,000 to go towards the fund-raising efforts of the Royal Children's Hospital.

If you would like to support this fantastic cause please visit the link below to make a donation. We certainly will be......

https://fundraise.goodfridayappeal.com.au/fundraisers/nicolapepper/ican-challenge-2023

Stay safe out there.

Damien Pepper - Managing Director
dSP IT Solutions

DID YOU KNOW?

The first St. Patrick's Day parade took place in America - not in Ireland.

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 on to our clients.

Simply introduce me via email damien@dspit.com.au or (03) 9001 0817. I promise to take good care of them, just like we do with all our customers!

dSP IT Solutions
182C Sladen Street
Cranbourne VIC 3977
(03) 9001 0817
sales@dspit.com.au
www.dspit.com.au

#SuperResponsive   #WeMakeTheComplexSimple   #BuildRelationships   #NothingIsTooHard

HOW IS THE METAVERSE GOING TO CHANGE BUSINESS?

But what does that actually mean for businesses? Is it just something that social media companies need to be concerned about?

According to people like Apple's CEO Tim Cook, the metaverse is coming. He stated that "Life without AR will soon be unthinkable." Whether that's a short-term or long-off prediction, companies need to be ready.

First comes the understanding of what the metaverse is. Metaverse is a general term; hence why it's not capitalised like a proper name. The metaverse refers to a collective upgrade of the internet to a 3D virtual environment. This would be a world interconnected between various sites. These sites would reflect the immersive games that you see today.

Did Facebook/Meta invent the metaverse? No.

The idea of connected 3D immersive worlds has been around for decades. Several online gaming companies have staked a territory in the metaverse. But their applications are less interconnected.

What's one of the best representations of the early metaverse? It's a short-lived software called Adobe Atmosphere. This 3D immersive experience included interconnected online worlds.

It also gave people the ability to chat with others. It was a bit before its time but shows how the concept of the metaverse has been around for a while.

The metaverse is getting attention now because technology has advanced. It has begun to catch up to the needs of such a world.

This includes fast internet connections and immense processing power. It also includes a delivery method for 3D that works on most PCs.

Are we there yet? Not quite. But the metaverse is picking up steam. Recently, Microsoft announced a partnership with Meta. This partnership is to bring Microsoft 365 apps into the metaverse. This means collaboration in an entirely new way. Microsoft notes that 50% of Gen Z and millennials expect to do some of their work in the metaverse in the next two years.

How Does the Metaverse Impact Your Company?

With companies like Microsoft looking at the future of AR/VR, it could be a reality soon. You can expect the metaverse to touch your own company in some way in the next few years. Here's a preview of what it may impact.

Where to Advertise

When the internet was first introduced, companies didn't immediately realise its potential.

Now, most companies wouldn't consider operating without a website. It's a necessity for driving leads and converting sales. If the metaverse takes off as a new 3D iteration of the internet, it could be just as important.

This means exploring metaverse-type advertising in virtual worlds.

Also, potentially creating your own VR site or showroom.

How to Service Customers

As the popularity of social media took off, companies realised customers used it to reach out.

Seventy-nine percent of consumers expect companies to respond to a social media message. And they expect that response within a day.

To address that need, many businesses have a social media presence. The metaverse may be the next step. If people begin hanging out there, they will expect to interact with businesses in that space. Just like they do now with social networks.

This means companies need to be aware of how customers may be using the metaverse as it grows. Adding a question about metaverse use to a year-end customer survey could be a way to be proactive on this topic.

Employee Training

One of the touted benefits of the metaverse is its ability to enable more immersive training. This could greatly increase training capabilities for everyone from doctors to forklift operators.

IS THAT A REAL TEXT FROM YOUR CEO? OR A SCAM?

Imagine you're going about your day when suddenly you receive a text from the CEO.

The head of the company is asking for your help. They're out doing customer visits and someone else dropped the ball in providing gift cards.

The CEO needs you to buy six $200 gift cards and text the information right away.

The CEO promises to reimburse you before the end of the day. Oh, and by the way, you won't be able to reach them by phone for the next two hours because they'll be in meetings. One last thing, this is a high priority. They need those gift cards urgently.

Would this kind of request make you pause and wonder? Or would you quickly pull out your credit card to do as the message asked?

A surprising number of employees fall for this gift card scam.

There are also many variations. Such as your boss being stuck without petrol or some other dire situation that only you can help with.

Without proper training, 32.4% of employees are prone to fall for a phishing scam[1].

Variations of this scam are prevalent and can lead to significant financial losses, both personally and in the business.

In one example[2], a woman from Palos Hills, Illinois lost over $5,000 after getting an email request from who she thought was her company's CEO about purchasing gift cards for the staff.

TIPS FOR AVOIDING COSTLY PHISHING SCAMS

1. Always Double Check Unusual Requests
Despite what a message might say about being unreachable, check in person or by phone anyhow. If you receive any unusual requests, especially relating to money, verify them. Contact the sender through other means to make sure it's legitimate.

2. Don't React Emotionally
Scammers often try to get victims to act before they have time to think. Just a few minutes of sitting back and looking at a message objectively is often all that's needed to realise it's a scam. Don't react emotionally, instead ask if this seems real or is it out of the ordinary.

3. Get a Second Opinion
Ask a colleague, or better yet, your company's IT Service Provider, to take look at the message. Getting a second opinion keeps you from reacting right away. It can save you from making a very costly judgment error and only takes a few extra minutes.
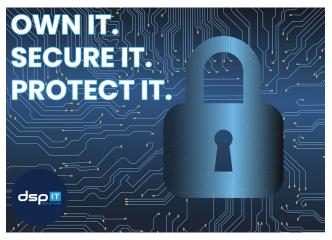
Sources
1. https://itsupplychain.com/1- in-3-employees-fall-forphishing- attacks-withouttraining/
2. https://abc7chicago.com/scam-email-fake-boss-from/5901884/

OWN IT.
SECURE IT.
PROTECT IT.

If you want to know for SURE that your current IT company (or IT person) is truly doing everything they can to secure your network and protect you from ransomware, bank fraud, stolen and lost data and all the other threats, problems and costs that come with a data breach, then you need to contact us for a FREE Security And Backup Audit.

To claim your FREE Cyber Security Audit go to: https://www.dspit.com.au/cyberaudit/

NEED A LAUGH?

What did one hat say to the other hat?

You stay here, I'm going on ahead.

PREMIUM TRAVEL POUCH

Tired of digging through your bags to find all the right chargers and cables when you get to your hotel?
This high-quality travel pack by 'SIDE BY SIDE' will help you keep your spaghetti jungle under control. Easily store all your power cables, USB chargers, extension cords, adapters, plugs, hard disks, flash drives etc. organised in one place when you are on the move!
Search "Side by Side Pouch" on Amazon to see all the models.

COOL WINDOWS 11 FEATURES

Every time Microsoft releases a new Operating System, some people love it and some people hate it.
Here are some areas in Microsoft's latest Operation System, Windows 11, that focus on working easier and faster:
• Snap Layouts
• Master Search
• Clipchamp Video Editor
• MS Teams Video, Audio & Text Messaging
• Accessibility Features
• Collections in Microsoft Edge
• Microsoft Defender SmartScreen

WIN A $30 AMAZON GIFT CARD!

The winner of last month's trivia question was Kevin from Coastal Surveys.
The answer was b) Vehicles as they were assembled.

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

Charles Babbage is known for creating the first . . . . .

a) Mechanical computer
b) Vacuum tube transistor
c) General purpose digital computer
d) Software language

Call us with your answer (03) 9001 0817 or email jo@dspit.com.au