

AUGUST 2025



TALKING TECH

HELPING YOUR BUSINESS



FROM DAMIEN'S DESK:

Cyber threats are no longer reserved for large enterprises. Small and medium-sized businesses (SMBs) are increasingly targeted—and often lack the resources to defend themselves.

That's where SMB1001 comes in.

Developed by Dynamic Standards International, SMB1001 is a multi-tiered cybersecurity certification framework designed specifically for SMBs. It offers a practical, scalable, and cost-effective approach to building cyber resilience.

The framework includes five progressive levels that align with your business's maturity and needs. Whether you're just starting out or ready to advance your security posture, SMB1001 provides clear, actionable steps to protect your data, systems, and reputation.

We have just started a multipart email series which is piquing the interest of our subscribers. If you would like to be involved or would like more information on how SMB1001 can be beneficial to your business, please reach out.

Visit <https://dsp.click/SMB1001> and book a consultation today, to learn how to protect your business.

A handwritten signature of Damien Pepper in blue ink.

Damien Pepper - Director
dsp IT Solutions

WE LOVE REFERRALS

The greatest gift anyone can give us is a referral to your business friends.

Referrals help us keep costs down so we can pass on the savings to all our clients.

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



DID YOU KNOW?



Samsung is just over 38 years older than Apple!



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

AI FOR EFFICIENCY: HOW TO AUTOMATE DAILY TASKS AND FREE UP YOUR TIME

Running a small business means wearing a lot of hats. These hats go from managing operations, handling customer inquiries to keeping everything running smoothly. There's a solution that can lighten the load, AI-powered automation. Thanks to technological advancements, these tools have become more accessible and cost-effective than ever, allowing small business owners to automate tasks they previously had to handle manually.

Here are Smart Ways to Automate Daily Tasks and Free up Your Time:

1. Automate Customer Support Without Losing the Personal Touch

- **Use AI Chatbots for First-Line Support**
AI-powered chatbots, like Tidio or Chatfuel can handle frequently asked questions, schedule appointments, and collect customer information automatically.
- **Smart Email Assistants**
AI tools like Zendesk AI or Freshdesk can read incoming emails, categorise them, and even suggest replies. Some go a step further and can automate responses.
- **AI-Enhanced Customer Feedback**
AI tools like Survicate or Qualaroo can analyse customer feedback in real-time, spotting trend and highlighting areas for improvement automatically so you can act faster.

2. Streamline Scheduling and Calendar Management

- **Let AI Handle Your Calendar**
AI-powered tools like Calendly and Reclaim.ai can automatically suggest meeting times, taking into account everyone's availability, time zones, and preferences.
- **AI-Powered Appointment Booking**
If you offer services or consultations, tools like Acuity Scheduling let clients book appointments directly from your calendar.
- **Optimised Time Allocation**
AI tools like TimeHero or Trello use data and patterns from your calendar to suggest the most efficient way to allocate your time for various tasks.

3. Supercharge Your Marketing – Without Hiring an Agency

- **Create Content with AI Writing Tools**
AI writing tools like Jasper AI, Copy.ai, and ChatGPT can generate blog posts, social media content, and email campaigns quickly and efficiently.

• Automate Social Media Posts

Social media management platforms like Buffer or Later use AI to suggest the best times for posting, automatically queue content, and even generate hashtags.

• AI-Driven Analytics for Better Decision-Making

AI tools like Google Analytics and HubSpot can analyse the effectiveness of your marketing campaigns in real-time, providing insights into what's working.

4. Financial Tasks Made Easier

- **Use AI Accounting Tools**
Tools like QuickBooks Online and Xero automate tasks such as categorising expenses, reconciling accounts, and generating reports.
- **Automate Invoice Generation and Payment Reminders**
Tools like Wave and Zoho Books let you generate invoices automatically and send payment reminders.
- **Financial Forecasting with AI Insights**
Tools like Fathom or Float forecast revenue, track expenses, and aid data-driven financial decisions.

5. Internal Team Collaboration & Workflow Automation

- **Automate Repetitive Team Tasks**
Tools like Zapier and Make.com connect your apps and automate workflows.
- **AI Note-Taking & Meeting Summaries**
Tools like Otter.ai and Fireflies.ai transcribe meetings and generate notes automatically.
- **Streamlined Project Management**
Tools like Asana or Monday.com help you assign tasks, track deadlines, and monitor project progress.

*Ready to integrate AI into your business?
Contact us for AI-powered solutions!*

The real cost of

OUTDATED TECH

Productivity drops
Employees lose at least

21 days

per year due to
slow or inefficient
technology.

Security at risk

60%

of data breach victims blame
an unpatched vulnerability.

Maintenance
drains cash

Outdated systems
cost almost

15%

extra to maintain each year.

Compatibility
issues

89%

of IT professionals waste time
weekly due to unwanted, outdated
or overcomplicated technology.

Business survival
threatened

20%

of small businesses risk
closure this year due to
slow tech adoption.

Time to modernise

We can help make sure your
business tech is working for you.

Get in touch.

**Don't let old tech hold
back your business.**

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NEED A LAUGH?

What happens when a hard drive gets into a fight?



It asks for backup!

SIMPLE AND EFFECTIVE BACKUP AND RECOVERY PLAN

Every business runs on data: customer information, financial records, communications, product files, and more. Yet data security is often in the bottom of the to-do list.

Unsure where to start? Here are simple, effective backup and recovery plans that every small business can use:

1. Know Your Storage Limits
2. Use a Cloud Service
3. Automate Your Backup Schedule
4. Test Your Recovery Plan
5. Keep a Local Backup for Fast Access
6. Educate Your Team
7. Keep Multiple Backup Versions
8. Monitor and Maintain Your Backups
9. Consider a Hybrid Backup Strategy

Get Your Free Cyber Shield for Your Business!

OWN IT. SECURE IT. PROTECT IT.

Half of all Cyber Attacks Specifically Target Small Businesses and Cybercrime is becoming more prevalent with each passing day. Yet, 51% of small businesses say they are not allocating any budget to cybersecurity. Learn how to protect your business from cyber criminals by downloading this free booklet. [Click Here](https://www.dspit.com.au/cybershield/) or go to <https://www.dspit.com.au/cybershield/>



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Better telecommunications.
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SIP**

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telecommunications or internet?*

(03) 9008 6900
sales@dspcommunications.com.au
www.dspcommunications.com.au

AUGUST TRIVIA QUESTION . . .

Test your knowledge!

The answer to last month's question was a) A T-rex hurdling cacti.. Can you guess the answer to the trivia question below? The answer will be revealed in next month's newsletter.

What is the name of Google's Large Language Model?

- a) Siri
- b) Gemini
- c) Cortana
- d) Alexa

