

JANUARY 2021

# TECHNOLOGY INSIDER



Your monthly newsletter,  
written for humans not geeks.

## Bye 2020. You were... something special.

### What a year we've left behind.

Although, with many of the negatives we had no control over, there came some positive changes to the way we do things.

So many businesses now have people working from home on a permanent or semi-permanent basis. As much as no one asked for this, it's been great to see how many businesses that we work closely with have adapted. And in the process, they have become more flexible.

This flexibility often results in a more motivated, engaged workforce that really appreciates the ability to work different hours and work from home (WFH). This is a huge benefit. Especially if you're looking to hire new people.

Because what's the greatest competitive advantage in your business? It's your people, of course.

We believe that offering flexible working and the choice between WFH and going

into the office will help you attract the very best people in your field.

This year is going to be a "buyer's market" for employers. A great opportunity to take on truly excellent new people.

But, of course, along with this comes a responsibility to give everyone the tools and accessibility they need to be able to excel at their roles from wherever they choose to work.

That means you, as the business owner or manager, need to be on top of issuing the right devices, keeping security tight, and network access open but safe.

After the 2020 lockdowns, hopefully you've already got the fundamentals in place. But going forward, it's as important to offer your team as much IT support in their homes, as they get in the office.

*Do you need help  
with that? Let's talk.*



### You can't beat a good night's sleep.

**We all know how important it is to sleep well. But for those of us who struggle, it's not always as easy to know how to improve our sleep.**

The Beddit Sleep Monitor promises to not only track sleep, but to monitor your heart rate, breathing, and even your snoring! You can set sleep goals and the monitor should, over time, help you to improve your sleep cycle.

**Worth a try if your business is keeping you up at night and you need more shut-eye!**





# Can we help you, to help your people get more done?

On page one, we talked about the opportunity to snap up the very best people in your field this year.

So, here's a question to ask – what else could you do to help them achieve more?

If they were given the right tools:

- Tools to help them make the most of their time
- Tools that complemented what they do
- Tools that simplified processes

... could they get more done in a day?

Probably.

And fortunately, we live in an age where there is an app to help you do pretty much anything.

Why wouldn't you take advantage of that?

The thing is, it's too easy to get stuck in our ways. Yes, even when it comes to business. We log into the same software each morning, have the same grumbles about how we wish it did things differently; then carry on with our day.

*Sometimes what we need is a new set of eyes. Someone who can stand back and see the simple solutions that we simply can't.*

Because when something is a habit, it can be difficult to imagine a different way of doing it. Even if that new way is easier, and brings about more benefits - like a more productive team and better customer satisfaction.

Could we be that new set of eyes for you? We'd like to offer your business a productivity audit.

During this audit, we'll take a detailed look at your business, what you do, and the tools you currently use to do it. We'll talk to you about how your processes would work in an ideal world and help you to identify the apps or software that can help that to happen.

In order to carry out the review, we'll want to have a quick video call to discuss your business and to answer any IT-related questions you may have.

Book your 15-30 minute consultation now:  
Visit [www.SchwalmTech.com](http://www.SchwalmTech.com) or click here.

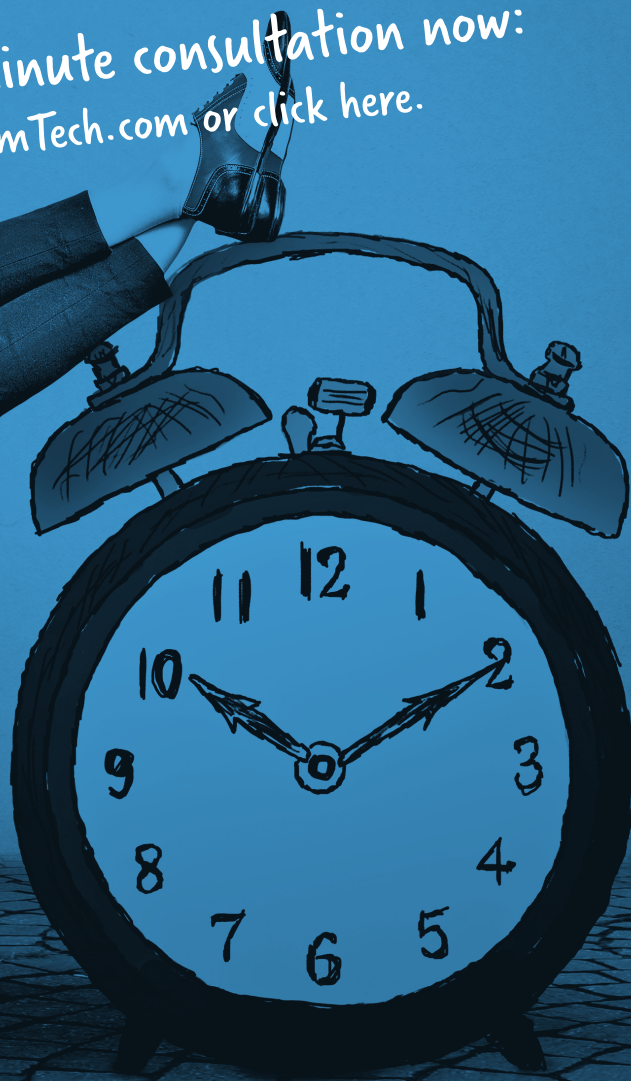
## MICROSOFT 365 TIP

Ever hit send on an email only to realize you'd sent it to the wrong person?

Yup. Us, too.

But never fear. Outlook knows we all make mistakes from time to time and has a handy recall feature. Just open your sent folder, select the offending email, click **Move, Actions**, and **Recall This Message**.

If you also want to delete the email from their inbox, select **Delete Unread Copies of This Message**.



## Tech Fact#1

Did you realize the Firefox logo isn't a fox? Because of the browser's name, people assume it's a fox. But it's actually a red panda.

## Tech Fact#2

We read at different speeds, depending on what we're reading from. **If it's a screen, we're 10% slower** than if we were reading from paper.

## Tech Fact#3

**On average**, spam emails get one reply for every twelve million sent.

## Tech Fact#4

Usually plug-in your USB the wrong way on the first try? **So do 86% of people.**



## Technology update

### Is everyone in your business working on a device that's best suited to their role?

Technology can be exhausting with the constant new releases, updates, and ever-evolving capabilities. But without it, things would be very different, wouldn't they?

We know it can be costly to furnish your team with new devices. However, it is worth taking some time just to check that everyone has the right device to do their job to the best of their ability.

For example, an additional monitor might benefit someone working in design. Or a speedier processor may be more suitable for someone working on big projects.

Taking a little time to assess this now could **increase productivity** and **save you some time** further down the line.

It's worth noting that supplies of some hardware are STILL a little erratic due to Covid production interruptions. It's certainly worth planning more and making sure you have spare technology available.

*As always, if you need any help, give us a call.*



## As WFH rolls into another year, don't forget to look at the phones your team use.

You don't just have to default to them using their mobile. There's a huge amount of choice available.

For example, you could easily let them access your business's usual VoIP phone network from their home. So, people can still direct dial them on the same number.

There are huge benefits to this. Apart from helping them to compartmentalize work

calls and personal calls, the sound quality of calls on VoIP can be significantly better than on a traditional phone.

In terms of the kit needed for this, that can be tailored to each person's personal preferences.

Some will want a traditional handset. That's easily done. Others will prefer a headset. Some may just want the VoIP software on their laptop and not have a "proper" phone at all.

All these options and more are easy. They allow you to give each member of your team the setup that suits them.



Does your team  
need an at home  
VoIP upgrade?

## Let's talk on a video call Three BIG questions for you:

1. Do you currently have an IT support company?
2. How happy were you with them last year?
3. If the answer isn't "utterly delighted", let's jump on a Zoom

Everything that happened in 2020 taught businesses round here just how important proactive, responsive IT support is.

Good news – for 2021, we're now taking on new clients again.

If you'd like to set up a 15-30 minute exploratory Zoom, send us a message!

Email us at [info@schwalmtech.com](mailto:info@schwalmtech.com) or [click here](#).



[schwalmtech.com](http://schwalmtech.com) | 717-877-9098  
[info@schwalmtech.com](mailto:info@schwalmtech.com)

Find us on  
facebook and  
linkedin, too!

Q

A

### QUESTION

**How do I keep my laptop battery in good health?**

### ANSWER

The batteries in most of our devices these days are Lithium Ion batteries, which are easy to take care of. Read your device's instructions for the most accurate advice. But in general, the battery will last longer if you don't let it go flat between charges, keep it cool, and don't leave it plugged in when it's on 100%.

### QUESTION

**Is it ok to use public Wi-Fi?**

### ANSWER

Public Wi-Fi isn't secure. Even if it needs a password to access, other people could still see what you're doing if they wanted to. That said, you can use it more safely if you turn off sharing on your device, and use a VPN (Virtual Private Network) if you're doing more than browsing the news.

### QUESTION

**Do I really need to "eject" USB drives?**

### ANSWER

Yes! To improve performance, computers store tasks, so they can complete a few at the same time. So, when you move a file across to a USB drive it may say it's completed, but it may not actually be done. If you just remove the USB drive, you risk data loss. Hitting eject ensures your file is moved as it should be.