



# TECH TALK

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

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We love technology and helping people.

Give me a call today for a quick (non-salesy) chat to work out whether my team and I can help you better secure your data and get more out of your existing Technology!

- **Scott Magee**  
Managing Director

## INCREASE THE PROFICIENCY AND PRODUCTIVITY OF YOUR TEAM USING THESE TOOLS AND TECHNIQUES

Are you looking for a solution to increase the proficiency and abilities of your employees? After completely reading this article, you'll have a better idea about what you should do to improve the skills and abilities of your employees. Being a leader can be challenging as you have to keep an eye on your team and help them efficiently manage the tasks. You need to understand the abilities and weaknesses of each employee and facilitate them with appropriate support. Below, we will discuss some valuable tools and techniques that will help you improve the proficiency of your team:

### Assist Your Employees

When you have to manage a team, you need to evaluate every detail about each member's tasks and performance. Your goal should be to understand your employees' expectations and accommodate them. Therefore, you should give responsibilities to your employees based on their abilities and trust them. A recurring quality of great leaders is that they assist team members. When you entrust your employees, they will make an effort to not disappoint you. So, if your employees need any help, be there for them.

### Match Skills and Tasks

Evaluating employees according to

their behaviour and skills is keen. You need to understand the capabilities of each employee and the type of tasks they can handle. For instance, if an employee is unable to understand complex and detailed tasks, you can assign them simplified projects. Asking your employees about their performance will not increase their proficiency. Instead, you need to ask yourself, "who's the best person on the team to perform this task?" You can use a project management tool, such as Asana or Workzone, to manage the projects and assess the performance of each employee.

### Communicate with the Team

Communicating with your employees is key to a proficient workforce. You will find a plethora of tools to streamline your business's internal and external communication. Instead of depending on emails, bring your employees together using collaboration and communication tools such as Slack or Skype. Also, encourage your team members and praise them in front of others when they perform better. This is important to motivate them and improve their performance.

### Clarify the Goals

Your team will never perform well if they have no idea about the focused goals. So, keep your

business goals are clear and communicate them with the team. The best way to ensure that your goals are clear is through the SMART technique. SMART stands for specific, measurable, attainable, realistic, and timely. When you assign a task to an employee, make sure that the task follows all these elements.

### Offer Benefits and Incentives

Remember, motivation can only take a team so far. When an employee does a good job, recognize their efforts. Appreciating your employees will boost morale, encouraging them to work harder. Incentives and benefits are the best way to do this. For instance, take them out

for dinner, offer bonuses, gift cards, and appreciate their performance in front of senior executives.

### Give Proper Training

You can save plenty of money by reducing the frequency of training sessions, but this will negatively influence your employees' performance. Therefore, focus on training employees so they learn new ways to perform their tasks. Moreover, listening to their problems and guiding them will help you narrow down problem areas and tendencies. Educating and correcting takes time and resources but it's an investment that's bound to give returns.



## RAY-BAN LAUNCHES SMART GLASSES

Long worn by celebrated thinkers and dreamers, Ray-Ban has just released their own Smart Glasses, model called "Stories". They've integrated them with Facebook technology which we think is going to be wild experience.

Imagine seeing review data about a restaurant directly in your field of vision as you walk past! Is this taking Technology too far?

Check them out for yourself at <https://www.ray-ban.com/>

# 7 TIPS TO OPTIMIZE YOUR CLOUD INFRASTRUCTURE

## What is Cloud Optimization?

Cloud optimization is all about managing your Cloud Resources, Reserving Capacity, Reducing Wastage and ultimately keeping costs under control. Most Cloud Providers have prediction technology using artificial intelligence and machine learning to help you work out your usage.

Here's a few steps you can do yourself (or with the help of an MSP) to keep things clean.

### 1. Utilize Cloud Performance Monitoring Tools.

By monitoring the performance of your cloud infrastructure, you will be able to reveal any shortfalls or performance lags that you are experiencing. Monitoring the performance stats and other vital information about your Cloud Infrastructure will help you pick the best optimization practices.

### 2. Search for Unused Idle Resources.

Do you want to reduce your cloud infrastructure costs to gain a cost-effective virtual resource system for your business? Learn about the unused or only once-used resources that you are paying for in your cloud infrastructure bills. Often developers forget to close the storage or other cloud facility after they complete the jobs. Thus, the bills add up while the resources sit idle for no good use. This can often add up to thousands of dollars of waste per year

### 3. Utilize Latest Features and Tools.

Cloud Providers are often rolling out amazing new features and tools to help you optimize your usage of the Cloud Platform. Make sure you're keeping abreast of all the updates so you know what's there!

### 4. Scale the Cloud Infrastructure for each Application Instance.

Numerous providers and their cloud computing infrastructures enable the use of auto-scaling features, meaning you can minimize or even maximize the storage space for each application on your cloud infrastructure as needed. As a result, you can allocate optimal resources and minimize the wastage or idle time of things such as storage spaces and computing power.

### 5. Define Rules and Metrics.

With most Cloud Platforms, you can define rules and metrics that will alert you when your Cloud Infrastructure is operating out of whatever boundaries you setup. This can be helpful to avoid getting large bills as you can act on over-usage alerts when they happen before they have a chance to rack up large amounts of money.

### 6. Use Heat Maps.

Heat maps identify the peak and low times of your Cloud Computing usage. You can use this data to ensure that you are working optimally during peak computing demand time. On the other hand, you can learn when you can shut down servers or reduce capacity to help reduce your cloud infrastructure costs.

### 7. Bid for Spot Instances.

Spot instances are usually quick and easy to sell; that's why they are up for auction. When you need to perform a quick or batch job, you can bid for spot instances. You can terminate such instances upon the completion of jobs to reduce the cloud infrastructure workload

If you want help better using your Cloud Platforms, talk to us today for a non-salesy chat about how we might be able to help!

## WHY SMALL BUSINESSES SHOULD SHIFT TO CLOUD COMPUTING INFRASTRUCTURE

Cloud Computing is the delivery of on-demand resources typically delivered from a Data Centre and delivered on a Pay-As-You-Use model. It can include:

- Applications
- Computing & Processing Power
- Security / Identity Management
- Networking Functionality
- Data Backup & Continuity
- And much, much more

### Here's 5 Benefits Businesses see from Cloud Computing:

#### 1. Remote Access.

Remote workers can access sensitive data, documents, and files securely from anywhere globally if they have a stable internet connection.

This means you and your team can work quickly and securely from anywhere in the world as long as you have a tablet or a laptop (very timely right now, huh?).

#### 2. Low Physical Business Costs.

A Cloud Computing Infrastructure can eliminate the need for small businesses to manage complex physical and onsite IT infrastructure.

#### 3. Improved Collaboration.

Real-time sharing allows workers and managers to work together on the same documents/files securely from anywhere at anytime in real-time.

#### 4. Cloud Computing Security.

Reputable Cloud Computing providers invest tens of millions of dollars annually on advanced security measures, protecting your data better than you can yourself.

#### 5. Business Continuity.

A power outage or disaster at your physical office doesn't mean that your team won't have to stop work. They can simply shift to working from home (or their favorite cafe) until things are back to normal.

## COLLABORATE WITH YOUR TEAM WHILE TRAVELLING

Keeping in touch with employees is essential, especially when you're travelling. These amazing tools help collaborate with your team while you are on the go:

#### Microsoft Teams

Upload and share resources, set reminders, and track progress in tasks and projects. Plus, you can instantly share amazing ideas with your team along with hosting 1:1 and group video calls and chats!

#### Zoom

You can instantly communicate with your team using the video conferencing feature. It also includes built-in tools for screen-sharing and whiteboarding. Plus it's awesome for running group webinars for your Prospects & Clients.

If you need help getting your team working securely and productively with either tool, call us today!

## EFFECTIVELY UTILIZE CRM TOOLS

A Customer Relationship Management tool (or CRM for short) is a vital component to every business to help you manage your Clients and their Experience.

Here are some tips on ways you can effectively utilize your CRM tool in your business to help create a better experience for your clients:

- Identify and specify your target audiences through shopping patterns, likes, and dislikes.
- Schedule meetings and to-do lists on the CRM program and sync them with your Calendar.
- Deliver your Clients a super personalized and bespoke experience
- Keep your Client and Sales information up to date in a single location
- Streamline the sales process so you know where every order is up to
- Improve communication within your Marketing and Sales teams through cross-team collaboration with a single pane of glass

## CLICKUP VS. TRELLO - WHICH PROJECT MANAGEMENT TOOL IS THE BEST

### Trello

1. Trello minimizes errors and confusion in the project assignment process.
2. Teams can collaborate, share files, send notes, and discuss important information about the tasks.
3. Easily upload files using Sharepoint, Google Drive, Box, or DropBox.
4. The tool also enables you to keep track of the budget for each project.

### ClickUp

1. ClickUp has an easy-to-use, streamlined interface that enables you to manage an endless list of projects.
2. Visualize the projects in different views, including list view, board view, and box view.
3. The tool also enables you to customize the platform according to your need.
4. Assign comments, attach files, and establish clear goals for each project.

## TECHNOLOGY TRIVIA TIME

Each month you have a chance to win an Amazon Gift Voucher by emailing us with the answer to our Technology Trivia Question of the Month!

The question this month is:

*What obscure tech-related birthday is celebrated each year on the 30th of November?*



Email us at [hello@cirrusits.co.uk](mailto:hello@cirrusits.co.uk) with the correct answer before the 15th of this month, and you will be entered into the draw to win an Amazon Gift Card!