



TECH TALK

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

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We love technology and we love helping people.

Give me a call today for a quick (non-salesy) chat to find 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

WHAT ARE THE FIVE PERSPECTIVES IN BUSINESS ANALYTICS?

Business analytics is an approach to identify the challenges faced by an organisation and finding solutions to them. In other words, business analytics helps you implement changes in the business to streamline tasks and activities.

Your role as business analysts is to bring efficiency to the working process. To analyse business activities and bring change, you need to understand how your business works. Depending on how it works, you need to consider the change you can bring to the organisation to boost productivity.

Here are 5 Common Aspects of Business Analytics

1. Agility

Agility is an effective way to compare your traditional business analytics with new and advanced innovations. The reason why this tool is effective as it provides you data considering your user stories and product backlog. Here are some benefits of using agility:

- It enables you to create user stories.
- Focuses on finding solutions analyzing the customers.
- It helps to stay in touch with the stakeholders and filling in the communication gaps.

- Provide tools to create documents such as wireframes and design flow.
- Enable you to review different stories and implement the business analytics process without violating business rules.

2. Business Intelligence

It allows you to transform your data and produce actionable insights. It provides you software and other tools to develop tactics and strategies to make better decisions. By using these tools, you can analyse and access new data and create summaries, graphs, reports, maps, and dashboards. All these reporting instruments will help you understand the settings in detail.

3. Information Technology

Information technology supports your business by maximizing productivity and efficiency. It enables you to communicate with the teams and stakeholders and securing the data. Today, all the business processes depend on information technology and tools. Here are some benefits of using information technology for business analytics:

- Streamlining communications
- Automating processes
- Securing the data
- Providing remote access and communication

4. Business Architecture

You can have the elastic and scalable architecture of your business process with big data.

Furthermore, you can understand the latest trends and demands in the market and enhance the business' architecture accordingly.

With the availability of cloud systems, you can perform business tasks at affordable rates.

Cloud technology scales up the efficiency of your development process and helps you design better prototypes.

Furthermore, this approach creates an amazing testing environment for data analysis

5. Business Process Management

This approach helps you understand different operations and identify their health. As a result, you can improve business process efficiency, offering a broader understanding of the management process and engages the teams to meet their goals.

To analyse your business successfully, you need to work on all levels and define new strategies to improve the business' architecture.

You should understand how to define goals and improve the process through technology and supporting the teams.



MEETING OWL PRO

The Meeting Owl Pro is a premium 360-degree camera, mic, and speaker combined into one easy-to-use device. It creates the experience of in person participation for hybrid teams and integrates seamlessly with the

conferencing platforms you already use. It Features a 1080Px resolution 360° Smart video conferencing camera. It automatically highlights and shifts focus to different people in the room when they speak. Get one at www.owllabs.com

BENEFITS OF TRANSFORMING INTO A PAPER-FREE OFFICE

Going paperless at your office by digitalising your documentation is a huge step. Although it's not easy for many businesses to transfer the entirety of their paperwork electronically, you can start with small and shift slowly. It involves numerous benefits, such as lower costs and higher efficiency after digitalisation.

In a competitive market, cutting down on expenses and enhancing productivity is an arduous task. You can accomplish these tasks easily by going paperless.

The availability of advanced technological tools is making it easy to move your documentation online. If you are still confused about going paperless at your office, consider these benefits.

Create a Better Organisation

Tracking and maintaining papers

manually is a time-consuming task. Your employees may find it intimidating to handle clutter and mess when it comes to documents. This becomes even tougher when you are running a large-scale operation. Paper documents increase the risk of huge errors and blunders.

Going paperless will streamline your management and organising tasks so your employees can channel concentration towards high-priority tasks. This avoids tedious paper hunts. You will face a lower chance of human errors and mistakes by introducing coherence and proficiency in the workplace.

Transfer the Information Easily

Numerous tools are available to enable you to generate digital invoices and quotations.

Hence, your employees can instantly share relevant details without incurring printing and postage expenses. Marketing and accounting teams can communicate information in real time and make adjustments according to their clients' needs. Employees can easily search through old documents with a few clicks. They can arrange documents by date, clients, serial number, and nature of documents.

Enhance the Security

Even though cyber-attacks are frequent, digital documents have become more secure. Electronic records are easier to render through encryption.

You can control access to specific documents and manage security levels. Printed documents require a lot of space, and controlling

access is not possible. Printed documents are also prone to fire and water damage. You can double up digital efforts with backup and cybersecurity.

Lower the Costs

When you transform documents digitally, you improve the process's efficiency and lower expenses.

Digital transformation offers you to store a large volume of paperwork, saving a lot of storage space. Moreover, digitalisation will reduce the cost of ink, printers, paper, employee time, and space to store the documents.

The most important benefit of going digital with your paperwork is that you save employee time. They can perform additional tasks instead of storing, managing, and searching for documents.

TOOLS TO IMPROVE INTERNAL COMMUNICATION IN YOUR BUSINESS

Improving internal communication builds stronger teams, increases employee engagement, and enhances productivity. You can build a better and friendly workplace through communication between employees. However, the main challenge is to implement an internal communication tool into your business system. Choosing the best tool among all is a difficult decision to make. Therefore you can choose among these top tools for internal communication:

Intranet is a centralised communication tool to share, gather, and access information. This is a private network that requires a web connection.

Digital Signage is a workplace communication tool that requires strategically placing screens. You can also use instant messaging applications dedicated to internal communication such as WhatsApp, Facebook, Skype, etc.

After implementing the tool into your workplace, ask your employees to share all information through the channel. Then, create a team or assign managers to lead the communication process. A communication team is better than a meeting, and you can utilise it in numerous ways, including training sessions and surveys.



MANAGE TEAMS AND TASKS WITH TRELLO

Trello is a task management and collaboration tool. With Trello, you can manage business tasks and streamline communication between your teams and different departments.

Below you will find how Trello facilitates you with teams and tasks management.

- Trello enables you to keep your tasks and teams, and business performance on a single platform.
- Assign tasks to different team members and set due dates.
- You can also integrate popular plugins such as Google Hangouts, Google Drive, MailChimp, etc.
- Teammates can discuss the projects, share images, and documents in real-time.
- You can also set priorities for the assigned tasks.

TIPS FOR BOOSTING YOUR WEBSITE WITH GOOGLE ANALYTICS

It can be challenging to target potential customers and get their attention. What if you find out that the key to attracting the audience is by playing smart.

Boosting your website is an essential part of marketing in this digital world. Here are some tips to get started:

- Generate a visitors' demographic and analyse the pages and sections that attract your visitors the least and the most.
- Find the pattern of the traffic of your site for finding the best promotional platforms.
- Optimise your page with top ranking SEO keywords.
- Increase the site traffic with internal links. Popular content will increase your credibility.

PROMOTING YOUR BUSINESS ON DIGITAL MEDIA

Thanks to the digitization of business' marketing departments, approaching customers is no longer a big deal. We can also find real-time results and responses to our marketing campaigns with simple clicks. However, that was not possible previously. Numerous tools can also predict the possible outcome of your campaigns. If you are new to promoting your business in the digital world, you can follow the following steps and save a lot on your expense and time with the best results:

1. List your business on the major listing platforms such as Google Places.
2. Social media platforms such as Facebook, Instagram, and others offer numerous benefits so you can promote your business.
3. Blogs and articles are also helpful if your potential customers are seeking answers to their problems. They can connect with you if they find you helpful.
4. Create an SEO-friendly website for the best ratings of popular search engines.

TECHNOLOGY TRIVIA TIME

Our February 2022 competition winner (randomly selected from correct entries) was:

Joanne Harrison
Legal For Landlords

Congratulations Joanne!



The question this month is:

What fictional Italian plumber is celebrated on March 10th?

Email us at hello@cirrusits.co.uk with the correct answer before the 15th of March, and you will be entered into the draw to win a £25 Amazon Gift Card!