Cyber security
Why it's everyone's responsibility

LET'S **TALK** TECH

Autumn/Winter 2023

When do phishing attacks happen?

CASE STUDY:
DRAX

axon



Welcome to Axon's
Let's **Talk** Tech magazine

Dive into the latest edition of our Let's **Talk** Tech magazine! We've discussed some of the biggest IT and tech trends for Autumn/Winter 2023. Take a look below for the latest on a range of topics including cyber security, CRM and what we've been up to here at Axon.



Tim Mears
Managing Director
Axon IT

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Why should you OUTSOURCE IT?

With technology having taken over so many aspects of our lives, you would be hard-pressed to find many businesses who don't rely heavily on IT to help manage almost all aspects of their processes. However, managing an in-house IT department can sometimes feel like an overwhelming task, requiring significant investments in time, money, and resources. It's not surprising then, that many businesses are now outsourcing their IT requirements, with the boom in outsourced IT transforming the way businesses handle their technology needs. Below, we explore five compelling reasons why outsourcing IT services can be a great choice for your business.

Increase your cost-effectiveness

Firstly, outsourcing IT services can be a cost-effective approach for businesses looking to optimise their budgets. Setting up an in-house IT department involves substantial expenditures on hiring specialised staff, providing training, purchasing equipment, and maintaining infrastructure.
On the other hand, outsourcing allows you to access a team of skilled IT professionals without bearing the burden of recruitment costs and regular payroll expenses. Moreover, IT service providers often offer customisable packages, allowing you to pay only for the services you need, when you need them.

Managing an in-house IT department can sometimes feel like an overwhelming task, **requiring significant investments in time, money, and resources.**

Gain access to expertise

In an industry as fast-paced as tech, staying up-to-date with the latest trends, tools, and security measures is crucial for businesses. IT outsourcing grants you direct access to a pool of experienced and certified professionals who are well-versed in cutting-edge technologies. Whether it's managing cloud infrastructure, implementing cybersecurity protocols, or providing tech support, these experts bring a wealth of knowledge to your business, elevating your IT capabilities to new heights.

Boost focus on your core skills

By outsourcing IT services, businesses can free up their internal resources and focus on their core competencies. Rather than diverting attention and energy towards resolving IT issues or managing network problems, your team can concentrate on delivering high-quality products or services to your customers. This streamlined approach enhances overall productivity and ensures that each department is operating at its peak potential.



Benefit from 24/7 support and monitoring

IT problems rarely follow a 9-to-5 schedule. Downtime, network disruptions, and cybersecurity threats can strike at any moment, potentially causing significant damage to a business. When you outsource IT services, you gain the advantage of round-the-clock support and monitoring. Expert technicians proactively monitor your systems, swiftly addressing potential issues before they escalate into major problems. With 24/7 support, your business can remain resilient, even in the face of unexpected technical challenges.

Easily scale your business

As your business grows, so do your IT requirements. Scaling an in-house IT department can be a slow and resource-intensive process. In contrast, outsourcing offers unmatched convenience when it comes to scaling your operations. IT service providers are equipped to adapt to your evolving needs, whether it's expanding your infrastructure, adding new services, or accommodating seasonal fluctuations. This allows you to respond swiftly to market demands and capitalise on opportunities without being hindered by technical constraints.

In a nutshell

It's clear then, that outsourcing IT offers numerous advantages that go beyond just cost savings. By tapping into a vast pool of expertise, businesses can bolster their IT capabilities, improve efficiency, and focus on their core competencies, with round-the-clock support that ensures business continuity, and scalability which allows for seamless growth.

Are you interested in outsourcing IT for your business, or just want to find out more? Axon provides no-nonsense IT support including cyber security, CRM, Microsoft 365 and much more. **Call us today on 01625 837800 to chat to one of our experts.**

Never miss a sales lead again **with Dynamics CRM**

We all know how essential it is to keep our sales processes firing on all cylinders, but let's face it, that's often easier said than done! It's time to shed some light on the most common sales problems faced by businesses and how Microsoft Dynamics CRM can help fix them. Better still, through Axon, you can access either a simplified off-the-shelf Dynamics Sales CRM or develop a bespoke solution to suit your exact business needs.



PROBLEM: Lack of a centralised system

Ever felt like your sales team is working in different silos, or even different galaxies for that matter? Well, you're not alone. Without a centralised system, it's all too easy for leads, contacts, and customer information to slip through the cracks, all leading to losing out on those precious sales.

THE DYNAMICS SOLUTION

Microsoft Dynamics CRM is the game-changer you've been waiting for! It provides a single platform to easily store and manage all your sales data, from logging customer interactions to tracking leads and opportunities. No more scrambling for post-it notes or digging through piles of spreadsheets. Dynamics CRM puts everything at your fingertips to streamline sales.

PROBLEM: Inconsistent communication

You have a potential deal on the line, and your sales team is fumbling to remember the last conversation they had with the client! Has your business ever found itself in a scenario like this? Inconsistent communication is a common stumbling block when it comes to closing deals and building strong customer relationships.

THE DYNAMICS SOLUTION

The communication features of Dynamics CRM allow you to log every phone call, email, or meeting right within the system. No more relying on memory or scribbled notes. With Dynamics, you'll always have a clear record of every interaction, making it easier than ever to nurture relationships, and eliminate any potential for awkward moments with clients.

PROBLEM: Manual and time-consuming processes

Nobody likes wasting time on manual and repetitive tasks. Spending hours inputting data, generating quotes, and updating records – it's like watching paint dry! Sadly, a lot of businesses have accepted this as a tedious but necessary part of their processes, but it doesn't have to be that way.

THE DYNAMICS SOLUTION

Dynamics CRM is more than capable of automating those dull tasks that would previously drain your team's time and energy. From generating quotes and proposals to automating follow-ups and reminders, Dynamics CRM frees up your team's time so they can focus on what really matters: closing deals and building relationships.

PROBLEM: Poor collaboration

Sales is a team sport, but when collaboration suffers, so does your bottom line. Juggling multiple deals, contacts, and sales stages can turn into a circus act if your team isn't on the same page.

THE DYNAMICS SOLUTION

Dynamics CRM boosts collaboration with features like shared calendars, document sharing, and team workflows, allowing your team to work with more chemistry than Pep's Barcelona in the tiki-taka era!

Conclusion:

In an ever-changing landscape like sales, there are plenty of fads that come and go; but Dynamics CRM is set to transform the way we do business. With a centralised system, consistent communication tracking, streamlined processes and improved collaboration, it's a game-changer that's waiting to propel businesses into the stratosphere.

If you're interested, why not let Axon guide you on your Dynamics journey? Contact us today for an initial chat with one of our experts.

DRAX
An LCap Group Company.

Case study: **DRAX**

Axon has been working with the LCap Group and one of their brands, strategic leadership consultancy business DRAX, for over three years now.

DRAX originally worked with Axon to design and build a new Dynamics 365 CRM for their sales process, but Axon has since completely taken over from their previous MSP to fully outsource their IT, licensing and support systems.



The challenge

DRAX needed a change in their IT systems after feeling unsatisfied with their previous MSP. After speaking to several providers, they almost immediately knew that Axon was the right choice for them. At their first meeting, Axon produced a list of objectives that was even more comprehensive than DRAX's, so they knew they were talking to a provider that would go above and beyond their expectations.

DRAX wanted their MSP to improve their security measures, provide staff training and take the pressure off their internal team when it came to handling IT. Most importantly, they wanted an MSP that was on the same page as them, and willing to go above and beyond when it came to improving security processes and following best practice.

The solution

Alongside continuing to manage and develop their Dynamics 365 system, Axon also provide all of DRAX's Microsoft licensing, as well as performing a hardware refresh and new WiFi system at their Savoy Hill, London offices.

Axon also provides a professional support package to assist all DRAX users on all things PC and Microsoft 365, as well as enhanced security protection. This includes transforming the business's computer systems and migrating them fully into the Microsoft cloud and their services such as Azure.

This means the DRAX team can now work collaboratively from anywhere, on any device. They have also saved budget on Microsoft licensing while also having access to moreservices and apps than previously.

Looking ahead

DRAX is now carrying on their work with Axon to continuously improve their security and IT processes, and Axon has offered staff training including running phishing campaigns and putting new reporting systems in place.



"With previous MSPs my expectations were low. As soon as we talked to Axon, my expectations were immediately raised, but they have still surpassed them. They continuously go above and beyond, and the personal interactions and response times I've had are second to none. A lot of companies will only show high standards during the onboarding process, but Axon have maintained them week in, week out."
– James Ronan, Group Software and Engineering Officer, DRAX.

DRAX described Axon in three words as:

"Professional. Transcending. Excellence."

Interested in the latest tech to best support your business? Get in touch today to chat to one of our experts.

Why cyber security is **everyone's responsibility**



With technology playing a constant role in our daily lives, cyber security is now a concern that affects us all. Forward-thinking organisations are now realising that it's no longer solely an IT department's job to safeguard against cyber attacks, with cyber security increasingly becoming a company-wide responsibility. Let's explore why cyber security should be a collaborative effort across all levels of an organisation in order for it to work effectively.

The human element

Cyber security isn't just about firewalls and antivirus software; it's also about human behaviour. Phishing attacks, for instance, rely on unsuspecting employees clicking on malicious links or downloading infected attachments. By educating and involving every member of your organisation in cyber security, you reduce the likelihood of any employee falling victim to these traps. When all employees understand the risks and know how to identify potential threats, they can form a crucial part of your cyber security defence.

Diversified attacks

Cyber attackers are continually devising new methods of infiltrating organisations. From ransomware to zero-day exploits, attacks are now diverse and evolving. When cyber security is viewed as a collaborative effort, a greater range of team members are on the lookout, making it more challenging for cyber criminals to exploit weak points.

Protecting sensitive data

Data breaches can have far-reaching consequences, from financial losses to damage to an organisation's reputation. It's vital to understand that sensitive data isn't confined to a single department; it's scattered throughout your organisation. HR departments have employee records, finance departments store financial data, and marketing teams handle customer information. Encouraging all employees to get on board with cyber security best practices will ensure all sensitive information remains safe.

Compliance and legal obligations

Many industries are governed by strict regulations when it comes to data protection and cyber security. To meet these obligations, it's vital for everyone to be aware of their role in maintaining compliance. Collaborative cyber security efforts ensure that everyone understands their responsibilities, reducing the risk of costly legal issues.

Fostering a culture of cyber security awareness across all levels of your business will ensure that your valuable digital assets, sensitive data, and the reputation of your organisation will remain safe and sound.

In a nutshell

For many organisations, the concept of cyber security as solely an IT department's role is outdated and increasingly risky. By making cyber security everyone's responsibility, organisations can create a more robust, well-rounded defence against cyber attacks.

Fostering a culture of cyber security awareness across all levels of your business will ensure that your valuable digital assets, sensitive data, and the reputation of your organisation will remain safe and sound.

If you're interested in learning more about cyber security and how it can benefit your business, call us today on 01625 837800 to speak with one of our experts.

How Microsoft Dynamics 365's new **AI Copilot will transform businesses**



Do you ever feel like your sales and marketing teams spend too much time on administrative tasks like CRM (customer relationship management) updates? Plenty of businesses have experienced a drain on their energy and creativity, as they get stuck responding to emails, completing dull tasks and working in silos.

If left unaddressed, these challenges can lead to lost revenue, especially at a time when customers are demanding more personalised experiences. New tech is needed to keep up with increased demands – could Microsoft Dynamics 365's Copilot, the new cutting-edge AI CRM tool designed to power businesses into the future, be the answer? Read on to find out more about the features of Microsoft Copilot, and the innovation it's expected to bring to sales, marketing, and customer service.

Empowering sales with Copilot

Here are a few ways Copilot enables sales teams to better engage with their customers and deliver more informed interactions:

Enhancing productivity

Copilot features help sales teams manage time, enhance productivity, alleviate workloads and close deals.

Improving email interactions

Sellers often spend considerable time drafting email responses to customers. Copilot draws on CRM data to automate part of this process and offer tailored responses.

Delivering instant meeting summaries

Copilot can record and transcribe calls, as well as capture key highlights, questions and follow-ups, creating a customer ready summary including CRM data and context from earlier meetings.

Prioritising opportunities

Copilot can also help sales teams identify high-value opportunities, allowing them to focus on the most promising leads and nurture valuable connections.

"As we look ahead, we believe this next generation of AI will unlock a new wave of productivity growth, with powerful copilots designed to remove the drudgery from our daily tasks and jobs, freeing us to rediscover the joy of creation."
– Satya Nadella, Microsoft Chairman and CEO.

Are you thinking of incorporating Copilot into your business processes? Axon specialises in deploying bespoke and off-the-shelf Microsoft Dynamics 365 CRM solutions for SMEs. Get in touch to speak to one of our experts for an initial chat.

How Copilot accelerates marketing

Here are some examples of how Copilot enhances marketing teams' ability to strategise, adapt and connect with customers:

Accelerating customer insights

With Copilot in Dynamics 365, marketing teams can access and explore larger amounts of data and receive instant results.

Simplifying segmentation

To save time in creating or enhancing segments, Dynamics 365 Copilot allows marketers to describe target groups in natural language, rather than learning specialised query techniques.

Generating creative campaign ideas

Copilot allows marketers to get a head start on campaign creation, creating high-quality content faster and with less effort. They can rapidly generate ideas based on an initial topic and even create first drafts of blog posts, ads or other content in seconds.

Improving email relevance

Copilot can be used to elevate email marketing, generating engaging text with a customisable tone from key points they provide.

Delivering exceptional customer service with Copilot

Here's how Copilot helps customer service teams keep pace with growing workloads:

Freeing time to connect with customers

Customer service teams can use Copilot to quickly find resources, efficiently handle cases and automate time-consuming tasks.

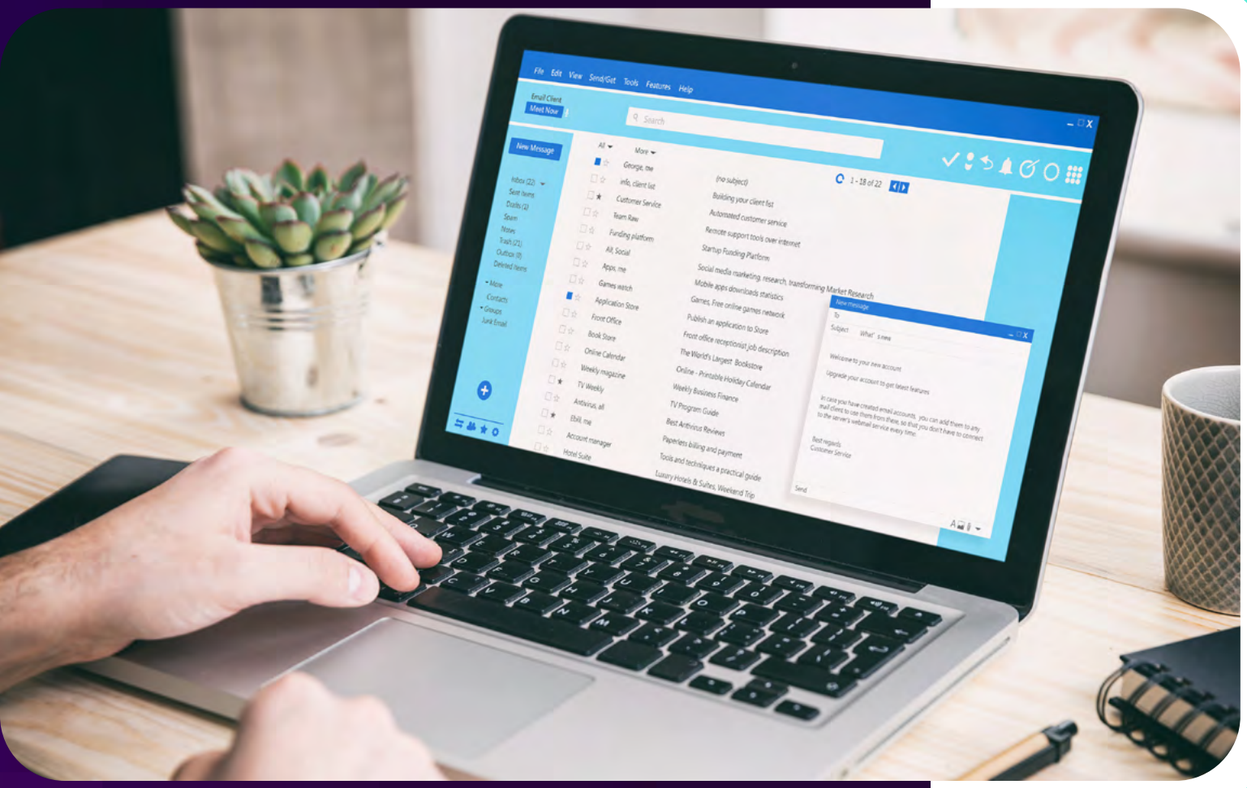
Responding to customer needs

By taking advantage of Copilot features, customer service teams can spend less time searching for content and drafting replies, and more time interacting with customers.

Creating engaging chatbots

Copilot helps organisations build and deploy chatbots that engage customers naturally and intuitively. They can handle routine tasks, answer frequent questions and provide personalised experiences around the clock.

When do **phishing attacks happen?**



Phishing attacks are a common tactic used by cyber criminals to steal sensitive information such as usernames, passwords and credit card details. These attacks can occur through various channels, including email, social media and instant messaging. It's important to understand when these attacks are most likely to occur so you can take steps to protect yourself and your business. Here, we discuss when phishing attacks happen and how you can avoid them.

Email phishing

Email phishing is one of the most common types of phishing attacks. These attacks often occur when cyber criminals send fake emails that appear to be from a legitimate source, such as a bank or an online retailer. The email may ask the recipient to click on a link or provide personal information. To avoid email phishing attacks, it's important to be cautious when opening emails from unknown senders and to verify the legitimacy of any links or requests for information.

Social media phishing

Social media phishing attacks occur when cyber criminals create fake social media profiles or pages and use them to trick users into providing personal information. These attacks can also occur through private messages or in comments on posts. To avoid social media phishing attacks, it's important to be cautious when accepting friend requests or clicking on links from unknown sources.

Instant messaging phishing

Instant messaging phishing attacks occur when cyber criminals use messaging apps to send fake messages that appear to be from a legitimate source. These messages may contain links or requests for personal information. To avoid instant messaging phishing attacks, it's important to be cautious when accepting messages from unknown contacts and to verify the legitimacy of any links or requests for information.

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Avoiding phishing

There are several steps you can take to avoid getting phished. These include:

- Being cautious when opening emails, social media messages, and instant messages from unknown senders.
- Verifying the legitimacy of any links or requests for personal information.
- Using anti-virus software and keeping all software up to date.
- Educating employees on how to identify and avoid phishing attacks.

Be vigilant! Phishing can occur through various channels and at any time. By being aware of the different types of attacks and taking steps to avoid them, you can protect yourself and your business from the negative consequences of a successful attack.

If you're interested in learning more about cyber security and how it can benefit your business, contact us today to speak with one of our experts.



Get in touch to see how Axon can transform your business through technology!

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