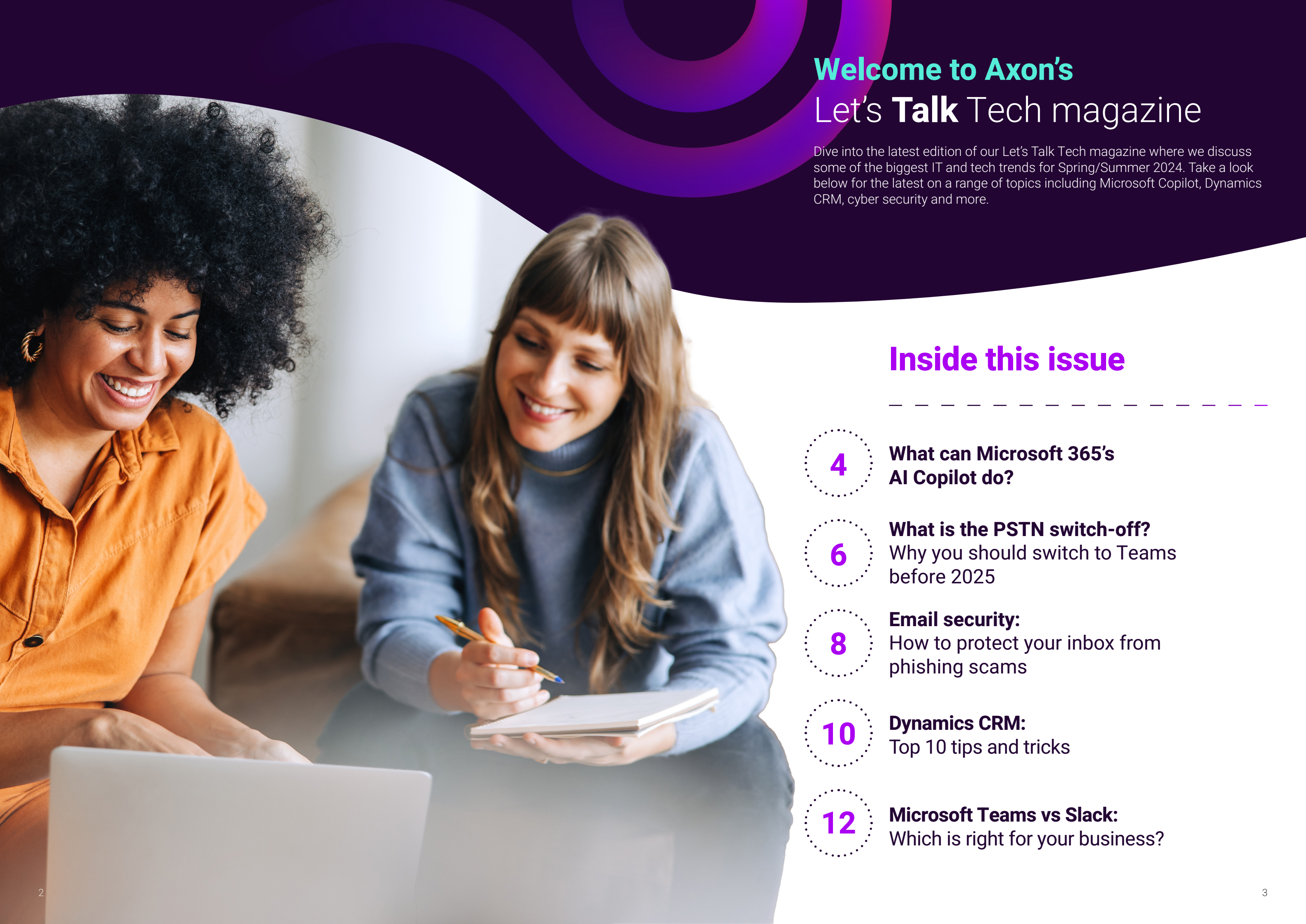




LET'S **TALK** TECH

Spring/Summer 2024





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

Dive into the latest edition of our Let's Talk Tech magazine where we discuss some of the biggest IT and tech trends for Spring/Summer 2024. Take a look below for the latest on a range of topics including Microsoft Copilot, Dynamics CRM, cyber security and more.

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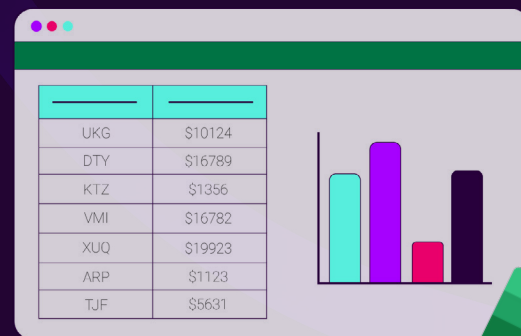
What can Microsoft 365's AI Copilot do?

It's the big tech news that everyone is talking about right now – Microsoft has released its latest AI marvel, Microsoft 365 Copilot.

Microsoft has already been integrating AI capabilities into Edge and Windows 11 throughout 2023, but the most significant development came in November, when the long-awaited Copilot for its range of Microsoft 365 apps began rolling out for enterprise customers.

The latest AI assistant is set to transform the way businesses operate, making a huge array of tasks more efficient and data-driven, as well as boosting creativity. It's been described as a far more modern and useful version of the old-school Microsoft assistant, Clippy!

But what exactly can Microsoft 365 Copilot do and why is it such a big deal for businesses? [Here's the breakdown.](#)

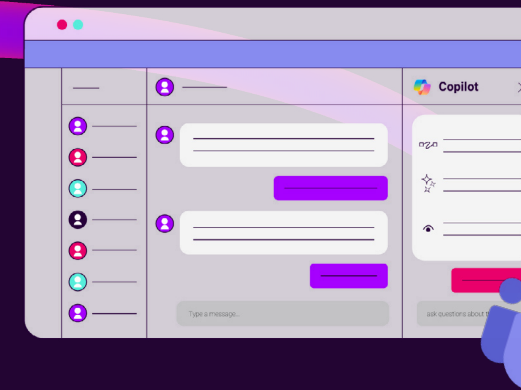


Unleash your data insights in Excel

In Excel, Copilot is your data maestro, uncovering key trends and sifting through huge swathes of dull data, turning them into visual masterpieces. For businesses with no shortage of data but the need for more actionable insights, it's an indispensable tool.

Communicate effortlessly in Outlook

Sick of navigating a sea of emails every morning in Outlook? Copilot helps you efficiently summarise lengthy email chains, aids in crafting responses and can even flag up any crucial messages you might have missed. There are times when we all feel like our emails-reading is a never-ending task, but Copilot is here to lighten the load.

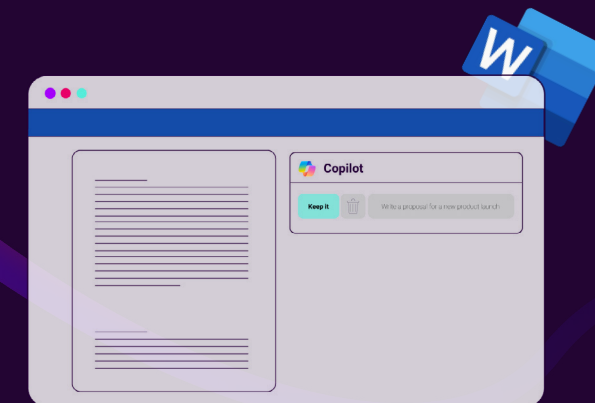


Collaborate like a pro in Teams

In Microsoft Teams, Copilot makes collaboration a breeze. It assists in agenda-setting, organises discussion points and formulates action plans. Its capability to generate meeting summaries is invaluable, especially for any team members who may have missed a meeting or two!

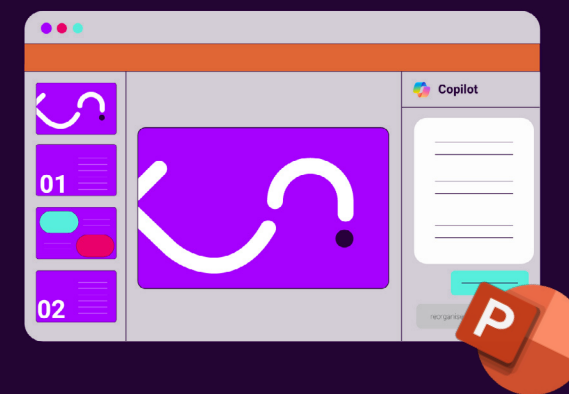
Become a wordsmith in Word

When it comes to document creation in Word, Copilot shines by aiding in drafting and rewriting sections, doing all the hard work and letting you chop and change as you see fit. It not only suggests improvements to the overall tone of writing, but also summarises lengthy blocks of text, ensuring all your documents are as polished and coherent as possible.



Elevate your presentations in PowerPoint

In PowerPoint, Copilot is not just a helper; it's your creative partner. Need a quick summary of a lengthy presentation? Let Copilot do the heavy lifting for you. Allow Copilot to restructure your slides, then *you* decide if the changes work for you. It can even assist in building a presentation by generating slides or images with your organisation's branding. Say goodbye to presentation stress and hello to impactful, visually appealing slides!



Although Copilot is still in its relatively early stages, the current roll-out to enterprise customers marks a big step forward. Though not yet available to casual users, Microsoft promises a highly anticipated consumer release at a later date. For businesses in every industry, time is the most valuable commodity of all and Microsoft 365 Copilot is the first step into a future where mundane tasks are automated and insights are just a click away.



What is the PSTN **switch-off**?

Why you should switch to Teams before 2025

The UK's Public Switched Telephone Network (PSTN) is scheduled to be switched off next year – what does this mean for businesses?

From 31 December 2025, traditional landline telephone connections will be replaced by Voice over Internet Protocol (VoIP) services as the UK's telephone network goes digital.

As a result, the analogue copper cable telephone network that's been in use for almost 150 years will be replaced by an entirely digital service that uses an internet connection to transmit your calls.

With traditional PSTN landlines now on their last legs, it's the perfect opportunity to get ahead of the game and make the switch now, to save yourself from any potential headaches next year.

In this article, we explain why making the switch early is a smart business move and why Microsoft Teams is our business communication platform of choice.

Why make the switch?

Right now, 2025 might seem far off; but, trust us - time flies when you're running a business! Over 90% of UK businesses already use Teams in their day-to-day operations. Here's why you should make the switch:

Future-proof your communication

With PSTN landlines becoming obsolete, relying on outdated infrastructure poses significant risks to businesses. By migrating to Teams, well before the deadline, businesses future-proof their communication infrastructure, ensuring uninterrupted connectivity and productivity.

Ensure a seamless transition

By migrating to Teams early, businesses can ensure a seamless transition without the last-minute rush and any potential disruption to operations that could come with it.

Familiarise yourself with advanced features

Teams offers a plethora of advanced features beyond voice and video calls, including chat, collaboration tools, integrations with third-party applications and AI-powered functionalities.

Why **Microsoft Teams**?

Here's why we recommend Teams as your new go-to communication and collaboration platform:

High-quality audio and video calls

No more fuzzy calls or pixelated video conferences. Teams boasts top-notch audio and video quality, ensuring your conversations are crystal clear, with features like noise suppression and background blur guaranteeing you always maintain a professional environment.

Everything in one place

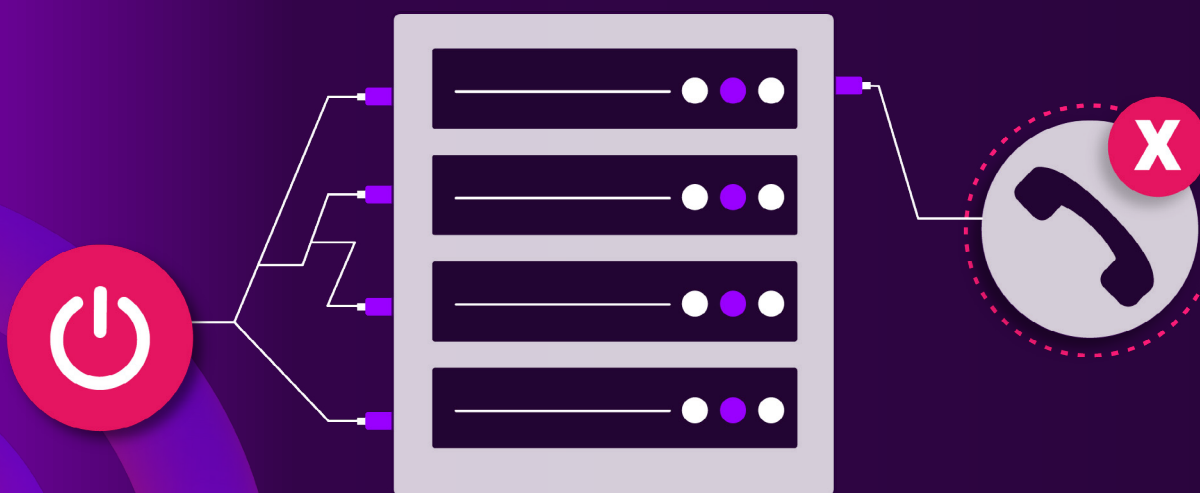
Teams goes beyond audio and video calls, integrating with Office 365 apps for real-time collaborative file sharing and editing, making teamwork a breeze.

Work on your own terms

Whether you're on a coffee run or working from your favourite spot in the park, Teams' mobile app lets you work at your own convenience. Need to hop on a quick voice call or join a video conference on the go? No problem.

Security you can trust

Teams stays up to date with the latest security features to keep your sensitive data under lock and key. From end-to-end encryption to multi-factor authentication, Teams goes the extra mile to keep your information secure.



As the clock ticks down towards the end of PSTN, **now is the time to make the switch!**

By switching to Teams as early as possible, businesses not only ensure uninterrupted communication but also unlock a profusion of advanced features to boost their collaboration and productivity.

Email security:

How to protect your inbox from phishing scams

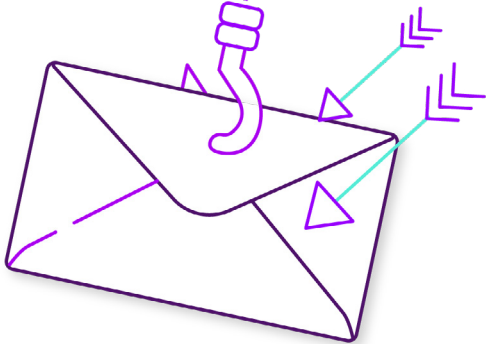
Did you know that an astonishing 300 billion emails are sent every single day? With such an abundance of communication constantly flying through our inboxes, most people receive their fair share of spam, scams and malicious emails which try to gain access to our data.

Phishing attacks are one well-known example of this. It's estimated that around 1% of all emails sent are phishing emails – that's 3 billion phishing emails per day! In case you weren't up to speed, phishing is when cyber criminals attempt to trick people or businesses into handing over sensitive information like passwords, card details or personal data.

Let's explore some of the **golden rules you can follow to protect your inbox** from email phishing scams and stop your data from falling into the wrong hands.

Learn to recognise phishing attempts

One of the first lines of defence against phishing is being able to spot the telltale signs of phishing emails. These will often try to impersonate well-known businesses, create a sense of urgency or use generic greetings. Keep an eye out for red flags like unexpected attachments, misspelt URLs and generic email addresses. Emails from legitimate businesses will usually address you by your full name, so be wary of emails opening with 'cookie-cutter' greetings like 'Dear Customer'.



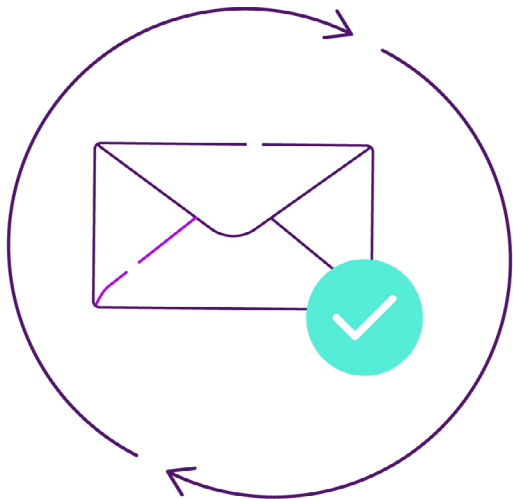
Look before you click

Before clicking on any links or downloading attachments, always take an extra second to be sure of the sender's identity. Hover your mouse over hyperlinks to preview the destination URL and be cautious if the link seems unrelated to the email's content or directs you to a suspicious website. Most companies will never ask for sensitive information via email, so double-check by contacting the company directly through official channels if you have any doubts.



Double down with 2FA

Want to add an extra layer of security without making things too complicated? Two-factor authentication adds an additional layer of protection by requiring a second verification step, usually through a code sent to your phone, meaning that your account usually can't be accessed even if your password is compromised. Enable 2FA whenever possible to double down on your email security.



Don't procrastinate on updates

It can often seem tempting to hold off on downloading the latest software updates, especially if you've become familiar with your current version. However, regularly updating your email client, operating system and antivirus software will allow you to patch vulnerabilities and access the latest security features. Set your software to update automatically to ensure you're always guarded against any emerging threats.



Knowledge is key

Phishing attacks often exploit human vulnerabilities, relying on lapses in concentration and security mistakes to gain access to your data. Educate yourself and your team about the latest phishing techniques and conduct training sessions to keep everyone up to date on best practices.

Email phishing scams are always evolving, but by staying informed, keeping your software updated and making use of the latest security features, you can avoid becoming a 'low-hanging fruit' and drastically reduce your chances of falling victim to phishing. Happy emailing!

Dynamics CRM Top 10

tips and tricks

Are you getting the most out of Dynamics CRM?

Microsoft's powerful customer relationship management solution offers a huge array of tools and functionalities to take your customer relationship management game to the next level.

So, are you aware of all the latest tips and tricks that you can use to unlock the true potential of Dynamics? In this article, we offer our **top 10 tips** that Dynamics users can explore to help them **boost their efficiency** and **achieve their business goals**.



#1

Customise dashboards

Tailoring dashboards to your specific needs can transform your user experience. Customise dashboards to display relevant information, such as sales pipelines, customer interactions and key performance indicators (KPIs). Make use of interactive charts and graphs to visualise data and gain actionable insights at a glance.

#2

Automate workflows

Take advantage of Dynamics CRM's workflow automation capabilities to streamline repetitive tasks, minimising how often you have to step in and resolve things manually. Set up automated workflows for lead nurturing, email notifications, task assignments and more. By automating routine processes, you can save time and keep all your operations consistent.

#3

Integrate with Outlook

Integrating Dynamics with Outlook lets you synchronise your emails, contacts and calendar events between the two platforms. This ensures that all customer interactions are captured within the CRM system, providing a unified view and making collaboration a breeze.

#4

Try out the mobile app

The Dynamics CRM mobile app allows you to access CRM data and functionality on the go. Take advantage of the mobile app to update records, respond to customer enquiries or access real-time insights wherever you are.

#5

Utilise Advanced Find

The Advanced Find feature in Dynamics enables users to create complex queries and perform in-depth searches across multiple entities. Mastering Advanced Find can help you locate specific records, analyse data trends and generate custom reports tailored to your requirements. Take the time to learn its functionalities to unlock its full potential.

#6

Tap into AI insights

Dynamics CRM offers built-in AI capabilities that can predict customer behaviour, identify trends and personalise interactions based on data-driven recommendations. By making the most of AI in Dynamics, you can enhance customer engagement and drive business growth through informed decision-making.

#7

Invest in training and support

Continuous learning and skill development are essential for getting the most out of Dynamics. Encourage knowledge-sharing among team members and invest in training to keep everyone clued up on its latest features.

#8

Stay updated

Dynamics CRM is always evolving as Microsoft periodically releases new updates. Stay informed about the latest developments, updates and best practices to stay ahead of the curve and get the full CRM experience.

#9

Explore Power Automate

Formerly known as Microsoft Flow, Power Automate empowers users to create automated workflows that integrate Dynamics CRM with other Microsoft and third-party applications. From sending notifications to updating records and triggering actions based on predefined conditions, Power Automate offers plenty of possibilities for automating processes.

#10

Implement security roles

Setting up security roles is crucial if you want to ensure your sensitive data remains safe. Define role-based access controls (RBAC) to restrict user access based on their roles and responsibilities. Regularly review and update security roles to align with organisational changes and business requirements.



So there you have it - our top 10 tips and tricks for unlocking the full potential of Dynamics CRM!

Whether you're a seasoned CRM user or just getting started, putting these into place will keep your business running like a well-oiled machine, enhancing your customer experience and ultimately increasing your revenue!

Microsoft Teams vs Slack

Which is right for your business?

If you're looking to upgrade your business's collaboration tools, chances are that the same two names keep coming up – Teams and Slack.

The two platforms are brimming with helpful features to boost teamwork and productivity - so deciding which platform is best for your business can be a tough choice.

In this article, we explain whether businesses are likely to benefit more from Teams or Slack, depending on their needs and priorities.

Let's take a closer look at the **standout advantages** of **Teams** and **Slack** to help you make an informed decision.

Microsoft Teams: productivity and familiarity



Easy integration with Office 365

If your organisation is already knee-deep in the Microsoft ecosystem, Teams is likely to be the most convenient choice for you. It seamlessly ties into any existing Office 365 apps, meaning you can have all your favourite productivity tools like Word, Excel and PowerPoint built in. No more bouncing between apps – it's all in one place!

Best-in-class video conferencing

If video calls and remote conferences are a regular feature of day-to-day life at your business, Teams is our pick. Features like screen-sharing, recorded meetings and the ability to collaborate on documents in real-time make Teams the best choice for video calls. Plus, with the ability to host mega-meetings with participant numbers of up to 10,000 (yes, that really is the right number of zeros) you can bring the whole team together, no matter how big or small your business is.

Built-in security and compliance

Security is a priority for any business and Teams is packed with cutting-edge features like data encryption and multi-factor authentication. It also handles the boring compliance stuff with certifications galore (think GDPR). With Teams, you can rest easy knowing your sensitive information is locked down.

Slack: simplicity and flexibility



User-friendly interface

Slack is the king of simplicity. With its intuitive interface and handy features like channels and threads, staying organised is a breeze in Slack. If you're looking for a slightly more casual collaboration tool with more of an emphasis on text chats, Slack may be for you.

In-app support

If you need more of a helping hand, Slack might be the choice for you. Slack's in-app chatbot is simple to use and provides helpful information if you're confused about any of its features. It also offers team knowledge-gathering capabilities through some of its app integrations.



Making the choice: which is right for you?



Here at Axon, we recommend Microsoft Teams as your go-to hub for collaboration and communication, with over 90% of UK businesses currently using Teams in their day-to-day operations.

Ultimately though, whether you choose Teams or Slack, the most important thing is finding a tool that fits the unique needs of your business. So, take your time, weigh up your options and choose whichever one feels right for you.



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

sales@axon-it.com | 01625 837800 | www.axon-it.com