

NOVEMBER 2024



TALKING TECH

HELPING YOUR BUSINESS



FROM DAMIEN'S DESK:

G'day everyone,

Welcome to the November edition of Talking Tech. I would strongly encourage you to turn over to

page two and read the article on data lifecycle management. In simple terms, what do we do with the data that you create, store, use and share?

Whilst most people think about the creation and use pieces of this puzzle, possibly the most crucial part, is the storage and deletion. Ask yourself, do we still need the data? Unfortunately, most of the hacks occurring at present relate to obtaining data that should have long ago been purged and deleted.

Recently, Optus had data stolen, and it contained information about customers who had left the company some ten years prior. No one was purging old data.

Review **your** data and check that what you are storing still has a purpose, if it doesn't, then delete it.

Stay Safe



Damien Pepper - Director
dsp IT Solutions

DID YOU KNOW

The original URL for Yahoo was Akebono.stanford.edu



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dSP IT Solutions
182C Sladen Street
Cranbourne VIC 3977
(03) 9001 0817
sales@dspit.com.au
www.dspit.com.au

NAVIGATING THE CHALLENGES OF DATA LIFECYCLE MANAGEMENT



Data is one of the most valuable assets a business can have. Managing this data throughout its lifecycle can be challenging. Data lifecycle management (DLM) refers to several processes and policies that govern the handling, storage, and eventual disposal of data.

Businesses generate and store vast amounts of data. As this happens, effective DLM becomes more critical. Navigating the challenges of DLM requires a comprehensive approach that balances security, compliance, and operational efficiency.

Understanding Data Lifecycle Management

DLM involves the governance of data. It starts from its creation and continues to its eventual disposal.

The lifecycle includes several stages:

- Data creation
- Storage
- Use
- Sharing
- Archiving
- Deletion

Each stage presents its own set of challenges. Mismanagement at any stage can lead to security risks, regulatory non-compliance and increased operational costs. Implementing a robust DLM strategy ensures proper data handling at every stage.

The Importance of Data Lifecycle Management

Effective DLM is crucial for several reasons. First, it helps ensure data security. A well implemented DLM strategy includes security measures that protect data at every stage.

Second, DLM helps businesses follow regulatory requirements. Failure to comply can result in significant fines and reputational damage.

Finally, DLM helps improve operational efficiency. By managing data effectively, businesses can reduce storage costs, streamline operations and ensure that data is available when needed.

Challenges of Data Lifecycle Management

• **Data Volume and Variety.** There has been a proliferation of digital devices and platforms. The result is that companies are collecting more data than ever before. It includes everything from structured databases to unstructured text, images, and videos.

• **Data Security and Privacy.** Protecting data is a critical aspect of DLM. As data moves through its lifecycle, it is vulnerable to various security threats. Ensuring data privacy and security is not only a best practice but often a legal need.

• **Data Quality and Integrity.** Maintaining data quality and integrity is essential for effective DLM. Poor data quality can lead to several issues, including inaccurate analyses, poor business decisions, and wasted resources. Ensuring that data remains accurate and reliable throughout its lifecycle is a challenge.

• **Data Retention and Deletion.** Deciding how long to keep data and when to delete it is a critical aspect of DLM. Holding onto data for too long can increase storage costs and expose businesses to security risks. But deleting data prematurely can lead to compliance issues. It can also mean the loss of valuable information. When it reaches the end of its lifecycle, appropriate data destruction methods must be employed to prevent unauthorised access.

• **Data Accessibility and Availability.** Ensuring that data is accessible when needed is another challenge of DLM. As data moves through its lifecycle, users may have archived it. It can also be moved to different storage locations or deleted. Businesses should balance data accessibility and security by enforcing access controls, such as role-based access and MFA. Businesses must also plan for data availability during disruptions such as hardware failures, cyberattacks, or natural disasters through data backup and disaster recovery plans.

Data lifecycle management is a complex but essential aspect of modern business operations. Our team of experts can help you put commonsense solutions in place to improve data security.

Cloud Telephony vs. VoIP – which is best for your business?



Cloud Telephony and VoIP (Voice over Internet Protocol) are similar

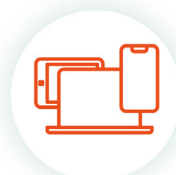
They both give you:



Lower call costs



Better scalability



Flexibility to take calls anywhere, on any device



Advanced features, like call forwarding and recording

Cloud Telephony and VoIP. . .

Benefits



- ✓ VoIP can also integrate with systems, like your CRM.
- ✓ Cloud Telephony is cloud-based, so it:
 - Requires minimal maintenance
 - Works even if something happens to your office
- ✓ They give your customers a smoother experience too.

However, both:

- Need a reliable internet connection
- Come with a risk of downtime
- Can be a security risk if not set up correctly

Which is best for your business?



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HOW AI IS HELPING SMALL BUSINESSES

- Streamlining Customer Support with AI Chatbots reduces response times and enhances experience.
- Improving Marketing with AI-Powered Analytics for targeted advertising and predicting trends.
- Automating Routine Tasks with AI Tools such as scheduling and expense management.
- Enhancing Inventory Management with AI Forecasting and automatic reordering.
- Personalising Customer Interactions with AI through customised marketing.
- Enhancing Recruitment and HR Processes with AI by screening resumes and predicting performance.
- Securing Data with AI- Powered Cybersecurity to detect anomalies and automate threat responses.



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NEED A LAUGH?

How many Nintendo fans does it take to change a lightbulb?



Who knows? They're all too busy playing with the Switch!

NOVEMBER TRIVIA QUESTION . . .

Test your knowledge!

Can you guess the answer to the trivia question below? The answer will be revealed in next month's newsletter.

What was the common male name of the first ever smartphone?

- a) Paul
- b) Simon
- c) Jack
- d) John

