



# TECHNOLOGY TIMES

Insider Tips to Help Your Business Run Faster, Easier and More Profitably



Thomas Hill, President & Founder

*"Our marketing team is very educational and relational focused. I love that they really believe in what we do here!"*



## TRIVIA

CONGRATULATIONS

**Christy Garland**

with



Who knew that Google's original name was **Backrub**. Weird, right?!

**TURN TO PAGE 2 FOR  
THIS MONTHS TRIVIA**



## How To Put Generative AI To Work For Your Business

The rapid evolution of AI over the past year has been nothing short of revolutionary, particularly generative AI – technologies that generate text, images, video, 3-D models and even code – which saw a breakout year in 2023. In ChatGPT's first month, it amassed 57 million users, making it the fastest-growing consumer application in history, according to research from investment bank UBS.

Despite its popularity, there's an undercurrent of uncertainty among some business leaders. SMB leaders are asking big questions: What's the real deal with AI (beyond all the buzz)? How do I actually get it to work for my business? How do we use this responsibly and keep our customers' data safe?

The key to navigating these questions is all about experimenting with AI, focusing on the big wins it can bring to the table and

learning best practices for using the technology responsibly.

### What AI Can Do For Your Business

Of businesses using the generative AI platform ChatGPT today, one in four have already saved more than \$75,000. That's according to a 2023 survey by ResumeBuilder, which also found that 49% of companies are already using ChatGPT and that an additional 30% plan to use it in the future.

Generative AI tools like ChatGPT, Claude and DALL-E are popular because they're affordable (subscriptions run around \$20 per user/month) and effective. Generative AI's versatility allows it to take on many valuable roles, like whipping up content. Businesses save a lot of money creating engaging content for their audience without paying more for ads or agencies. AI can also quickly examine market trends and crank

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out reports, cutting down on research and paperwork costs so leaders can spend more time on high-value activities.

### More ways AI can go to work for you:

- **Content Assistant:** Tools like ChatGPT can create marketing materials, blog posts and social media content, ensuring a consistent brand voice and tone across all channels. They can also analyze thousands of online resources to craft job description and write SOPs, proposals, contracts and leases.
- **Get To The Point:** Generative AI can distill lengthy documents, articles and e-mails into concise summaries, making it easier to grasp key points quickly.
- **Personalize Your Marketing:** Generate tailored e-mail marketing campaigns or personalized product recommendations to increase sales.
- **Product Discovery And Innovation:** Leverage AI to analyze customer feedback and market trends for new product ideas or improvements, speeding up innovation.
- **Data Analyst:** Employ AI for deep data analysis, uncovering insights into customer behavior, operational efficiencies and market opportunities.
- **Automate Routine Tasks:** From scheduling to invoicing, AI can automate repetitive, time-consuming tasks, such as drafting meeting summaries or generating reports,



allowing teams to focus on strategic work.

### AI Best Practices

While AI can dramatically enhance efficiency and creativity, there are best practices to ensure its use is both effective and ethical:

1. **Never Share Sensitive Information:** To protect privacy, avoid using personally identifiable information (PII) or protected health information (PHI) with AI tools. Assume anything you input is public information.
2. **Verify and Review:** AI is a powerful tool, but it's not infallible. It can sometimes inherit biases from training data or generate fabricated or wrong answers. Always review its outputs as you would a human's work.
3. **Experiment:** Start small, like using ChatGPT prompts to write a social media post. As you gain confidence, integrate generative AI in places where it can add the most value, like automating routine tasks, enhancing creative processes or improving decision-making with data analysis.

*"CD Technology saves us money and saves us headaches! We no longer need to pay a full time IT salary. Anytime we have a problem, the team takes care of it quickly and without hassle. The very capable technicians are professional and are extremely pleasant to deal with. Response time is fabulous."*



Vicki Helms

CHEROKEE  
PORCELAIN  
ENAMEL

### The Consequences Of Ignoring AI

AI isn't coming – it's arrived. Driven by billions in investment and some of the brightest minds on the planet, it's reshaping the business landscape in ways we're only beginning to understand. Choosing not to integrate AI into business operations would be like refusing to use e-mail in the 1990s. Without it, you might soon find yourself in a world you don't know how to work in.

Instead of viewing AI as a looming threat, see it as an opportunity to tackle old problems with novel solutions. Yes, AI is changing the business playbook, but it's also empowering us to deliver extraordinary value to our customers in new ways, dream bigger and achieve more.

## FREE DARK WEB SCAN:

### Do You Safeguard Your Company's Data And Your Customers' Private Information BETTER THAN Equifax, Yahoo And Target Did?

If the answer is "NO" – and let's be honest, the answer is no – you are leaving yourself and your company open to massive liability, millions in fines and lost business, lawsuits, theft and so much more. Why? Because you are a hacker's #1 target. They know you have access to financials, employee records, company data and all that juicy customer information – Social Security numbers, credit card numbers, Birthdates, home addresses, e-mails, etc. Don't kid yourself. Cybercriminals and hackers will stop at NOTHING to steal your credentials.

### Why Not Take 4 Seconds Now To Protect Yourself, Protect Your Company And Protect Your Customers?

Our 100% FREE and 100% confidential, exclusive CEO Dark Web Scan is your first line of defense. To receive your report in just 24 hours, visit the link below and provide us with your name and company e-mail address. Hopefully, it will be ALL CLEAR and you can breathe easy. But if your company, your profits and your customers are AT RISK, we'll simply dig a little deeper to make sure you're protected.

Don't let cybertheft happen to you, your employees and your customers. Reserve your exclusive CEO Dark Web Scan now!

**Get your free Dark Web Scan TODAY at [www.CDTechnology.com/dark-web-scan](http://www.CDTechnology.com/dark-web-scan)**





## 4 Popular Scams To Watch Out For

Keeping up with cybercriminals is like trying to nail jelly to the wall. Just as you think you're up to speed, a new scam hits the headlines. Using new tech innovations like AI, scammers are getting much better at impersonating banks, health care providers and...us. This year has been no exception, with a slew of fresh scams hitting cell phones and bank accounts everywhere. Here are four scams to watch out for now.

### 1. Phony Cell Provider E-mails

Increasingly, cybercriminals are taking advantage of cell service outages to scam customers. It's happening all over the US with customers, who, after an outage, receive bogus e-mails offering refunds or credits. **How to avoid it:** Never click on links or payment instructions in an e-mail. Always verify that any communication from a provider is coming from an official domain, like @att.com, or call directly using their official number or website.

### 2. Grandparent Scams

Grandparent scams have been around for a while, but the FCC reports more advanced versions involving impersonators or AI "clones" using a loved one's voice (usually a grandchild) and sometimes a spoofed caller ID. The caller claims to be a loved one who's in jail or has been in an accident. Grandparents are often given a phony case number and are instructed to call an attorney. If they

do, a series of other criminals conspire to trick them out of their money.

**How to avoid it:** If you receive an urgent call like that, call your loved one directly to verify that they are safe. If they don't answer, call other family members to see if they can verify the situation. Remember, the criminals will try to convince you to keep it a secret – don't.

### 3. Check "Cooking"

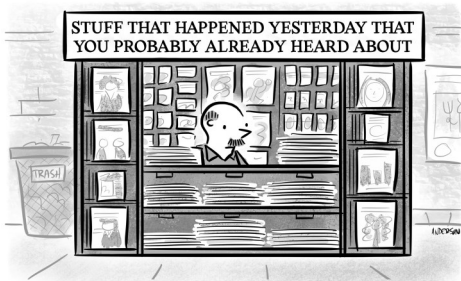
We've talked about criminals stealing checks from mailboxes, but recently they've started taking pictures of checks instead. Then they use off-the-shelf digital tools to make counterfeit checks, deposit the digital one using a mobile banking app or sell the checks online.

**How to avoid it:** When a paper check is unavoidable, skip your mailbox and take it directly to the post office.

### 4. Home Improvement Scams

In 2023, a study reported that one in 10 Americans had been a victim of a contractor scam, losing an average of \$2,500. These scammers often demand up-front payments or deposits and then fail to complete the work, deliver substandard results or disappear altogether, leaving homeowners out of pocket and with unfinished projects.

**How to avoid it:** Ensure the contractor is licensed and insured, get everything in writing, don't skim the contract and never pay the full fee up front.



Here is your chance to win Lunch On Us!  
This Month's

# TRIVIA

Presidents George H.W. Bush and George W. Bush were the 2nd father and son pair to become presidents of the USA. Who were the 1st?

Email your answer to  
RHill@CDTechnology.com

## Your Photos Are More Revealing Than You Think!

Did you know that when you send someone a photo from your smartphone, you might be sharing information such as



when, where and how the photo was taken? If that makes you feel uncomfortable, you can turn this feature off. On an iPhone, open the photo, tap the share icon, then "Options." Switch off "Location," then tap "Done." You can also stop location tracking altogether in Settings > Privacy & Security > Location Services. Scroll to "Camera" and toggle to "Never." On an Android, click the photo you want to send, tap "Details" (look for a three-dot menu) and select "Remove location data."

## Top 5 Reasons to Choose CD TECHNOLOGY

Call (865) 909-7606  
To schedule a FREE  
10 minute discovery call

### 1. Prompt Response Time

We begin working on your issue in 20 minutes or less during normal service hours.

### 2. We Have Been Serving East Tennessee for almost 3 decades.

As a locally owned and operated business, you are our neighbor!

### 3. We Are Your IT Service Department

WE take care of it. No blaming, no finger-pointing. We Focus on the Fix.

### 4. Freedom of Choice

There are No Long-Term Contracts to sign.

### 5. 90-Day Test Drive

What is better than risk-free?!

*Happy Father's Day*

*to all the special men in our lives who are out there living their best dad and granddad life!*



Thomas Hill and grandson Ian

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## INSIDE THIS ISSUE

How To Put Generative AI To Work  
For Your Business | 1

Watch Out For These 4 Popular  
Scams | 3

You Could Be This Month's Trivia  
Winner | 3

Your Photos Are More Revealing  
Than You Think! | 3

CD TECHNOLOGY - AFFORDABLE IT HELPDESK AND CYBER SECURITY SUPPORT IN 20 MINUTES OR LESS

### INGREDIENTS:

#### Filling

1 small box Strawberry Jello  
4 Tbs flour  
1 cup sugar  
1 cup water  
1-pint or more (how high do you want your pie?) fresh strawberries, halved or quartered, set aside the prettiest ones for the top of the pie. Keep your berries cold.

#### Cream Cheese Layer

1/2 block of softened cream cheese mixed with  
about a 1/2 c sugar.  
1tsp vanilla  
1/4 c vanilla yogurt folded in to WELL BLENDED mixture

### Strawberry Pie,

Oh My!



### PREPERATION:

Obtain some really good, fresh strawberries. Go pick some. Your pie will thank you!  
Bake a deep dish pie shell, add the cream cheese mixture on the bottom after it has cooled.  
Wisk Jell-O, sugar, water and flour. Cook slowly until dissolved and begins to bubble, it should be thick.  
Remove from heat and add strawberries.  
Spoon over cream cheese mixture.  
Make it pretty. You are a food artist!  
Refrigerate 3-4 hours or until set.  
Top with squirt can whipped cream on individual slices.  
This is the only way! Do not insult your beautiful pie with whipped topping!

**SERVES:** 8 slices which is never enough!

### Contact Us

CD TECHNOLOGY

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