CD TECHNOLOGY TIMES

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

Thomas Hill, President & Founder

"Prompt response means faster resolution and less down time. That is why it is always a priority for us!"

Going Green:
How Technology Can Help You Reap The Benefits of Sustainability

Sustainability is a practical strategy any small or midsize business can adopt to save money, improve efficiency and boost employee well-being. The DOE says that energy-efficient systems can cut usage by up to 75%, and greener workplaces have been shown to increase productivity and reduce sick days by 30%. Beyond cost savings, sustainability attracts eco-conscious clients and enhances your brand's reputation. But you don't need to be a green-certified building to get the benefits of sustainability. Here are a few simple ways to leverage modern technology to go green in your business.

1. Upgrade To Energy-Efficient Hardware

One of the easiest ways to make your business more sustainable is by switching to energy-efficient devices. ENERGY STAR–certified laptops, monitors and servers use significantly less power than older models. For example, an ENERGY STAR–certified computer uses about 25% less energy than standard equipment, making it a smart upgrade for your wallet (and the planet). Tools like smart power strips can also reduce energy waste from devices left on standby, and energy-efficient printers and copiers can cut power usage during the workday.

2. Adopt Cloud Computing

Platforms like Microsoft Azure, Google Cloud or AWS enable businesses to store data and run applications on shared servers, reducing the need for on-site equipment. Cloud computing also supports scalability, allowing businesses to pay only for the resources they use. This consumption-based model minimizes waste while reducing the capital investment required for IT infrastructure. Many cloud providers are also committed to sustainability, powering their data centers with renewable energy to reduce carbon emissions further.

3. Implement Green IT Solutions

Green IT solutions, like virtualization and e-waste recycling, help businesses become more sustainable while optimizing operations. Virtualization allows companies to run multiple virtual servers on a single physical server, significantly reducing hardware requirements and energy consumption. When hardware needs replacing, e-waste recycling ensures that outdated equipment is disposed of responsibly. Many IT vendors and local recycling programs offer secure recycling services that protect sensitive data and prevent harmful materials from entering landfills.

4. Harness The Internet Of Things (IoT)

IoT devices help businesses monitor and optimize energy use in real time. Smart thermostats like Nest adjust heating and cooling based on occupancy, saving up to 12% on heating and 15% on cooling annually. IoT-powered lighting systems also ensure lights are on only when needed, reducing waste in unused spaces.

5. Go Paperless

Going paperless is one of the easiest ways to reduce your business's environmental impact. Modern IT solutions, like digital invoicing systems and cloud-based document storage, eliminate the need for physical paper while improving efficiency. Tools like DocuSign enable businesses to handle contracts and forms electronically, saving time and resources. Businesses that still require some paper use should consider printers with duplex printing capabilities to minimize waste and use recycled paper products whenever possible.

6. Utilize Renewable Energy Solutions

Investing in renewable energy, such as solar panels, is a long-term strategy for sustainability. Solar-powered charging stations, for instance, provide a clean energy source for employees to charge their devices, reducing reliance on grid power. While installation costs can be high, tax incentives and rebates make renewable energy more accessible. Over time, these investments pay off in lower utility bills and enhanced sustainability credentials, which can attract eco-conscious customers and partners.

7. Encourage Sustainable Employee Practices

Technology can also encourage employees to adopt greener habits. Tools like Slack or Microsoft Teams reduce the need for unnecessary travel by supporting remote work and virtual meetings. You can also encourage employees to turn off devices or set them to energy-saving modes when not in use and even gamify sustainability by tracking energy savings and rewarding employees for eco-friendly behaviors.

Sustainability Is Good Business

By leveraging modern technology, like energy-efficient hardware, cloud computing and IoT solutions, you can lower operating costs, enhance efficiency and improve employee well-being. But these changes don't require a massive overhaul; even small steps, like going paperless or encouraging eco-friendly habits, can contribute to a healthier planet and secure a more resilient future for your business.
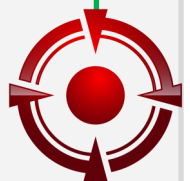
What's In It For Them?

HOW TO DEAL WITH THE PROBLEM OF PERSONAL AND PROFESSIONAL DISCONNECTION

Joe Polish, a leading entrepreneur and author of *What's In It For Them?*, built his success after overcoming addiction and a failing carpet-cleaning business that left him $30,000 in debt. Despite his struggles, Polish remained curious and focused on how to be useful to others. Today, as the founder of Genius Network and Genius Recovery, he helps others succeed by prioritizing meaningful relationships and creating value. At a recent industry conference, Polish shared powerful strategies for overcoming disconnection – an issue that can undermine business performance and personal fulfillment.

Caring Vs. Commitment

Success, whether in relationships or business, comes from consistent actions that reflect true commitment. You might care deeply about your family, but are you prioritizing quality time with them? You care about your health, but are your habits – like staying up late or overindulging – aligning with that care? "I care about a lot of stuff, but your actions show what you're committed to," Polish explains.

Give More Than You Take

People are naturally drawn to givers rather than takers. Polish emphasizes that generosity creates trust and goodwill, which ultimately leads to stronger relationships, a better business and a more fulfilling life. "If you want to connect with people, focus on how you can help them, not on what you can get from them," he says. "Ask yourself, how can I be a giver instead of a taker?"

Address Pain Points

The best way to connect with someone, Polish says, is to identify where they are struggling and offer help. "I have done more to bond and connect with people through pain than any other thing… I want to relieve pain, and that's how I can build some great rapport with so many people," he says. In business, solving your customers' pain points isn't just good service – it's the key to earning their trust and opening the door to meaningful opportunities.

Break Isolation With Trusted Networks

Polish emphasizes that sharing challenges with a support system is essential to moving forward. This could mean leaning on Mastermind groups, trusted peers or collaborative communities, where fresh perspectives and actionable insights can help you tackle frustrating challenges.

Answer The Question "What's In It For Them?"

Polish believes that the secret to meaningful relationships is focusing on how you can create value for others. For business owners, it means putting clients and partners first, ensuring every interaction leaves a positive impact. As Polish puts it, "There's no limit to what you can accomplish or the peace and joy you can find in your own existence" when you focus on helping others.

Is that Spring coming?

"Last thing, I need everyone to keep March open this year. Word is we're going to be testing out hiding pots of gold to see if we can't pick up some of that market."

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THE END IS NEAR!

Windows 10 Support Ends In 2025

What Does This Mean For Your Business?

No More Security Updates
Your systems will be at risk for cyber-attacks.

Software Compatibility Issues
Programs you rely on might stop working properly.

Compliance Risks
Running outdated systems could lead to fines or legal troubles.

Are You Prepared? Don't wait until it's too late. Talk to an expert about your options.

SET UP YOUR FREE DISCOVERY CALL
Call us at 865-909-7606 or visit CDTechnology.com

IMPORTANT NEWS:
Windows 10 Support Ends In 2025 – What Are Your Options?

In 2025, Microsoft will stop providing critical services like security updates, leaving your business vulnerable to threats and potential downtime.

Here Are Your Options:

✅ **Upgrade To Windows 11**
Not all devices will be compatible, so make sure to check with an IT expert.

✅ **Buy A New PC**
For businesses with older machines, a hardware upgrade might be your best bet.

✅ **Pay For Extended Security Updates**
Only available for up to three years (and it's not free).

✅ **Switch To Linux**
For those willing to explore new systems.

❌ **Do Nothing (NOT RECOMMENDED!)**
This could expose your business to cyber risks and compliance violations.

Don't Gamble With Your Business!
Plan Your Next Steps Today

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

Thank You!

Thank You Sevierville Chamber of Commerce. We appreciate having a great organization like SCC for networking and building relationships!

YOUR
Referrals
ARE OUR GREATEST
Compliment

WE ARE MAKING A BIG MOVE

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A NEW, LARGER, CENTRALLY-LOCATED
TECHNOLOGY COMMAND CENTER**

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We can help **you**

Exclusively for CDT clients! Do You Have a special event you would like to share with the community? Are you planning an open house, blood drive, block party, anniversary celebration, meet & greet… or any lead generating event open to the public? Let us help you get folks there. We would love to help you promote your special occasion by putting it in our next newsletter and share on all our socials! Just give us the details - make sure to include contact info and we will share your news.

Don't Go Before Turning On These Powerful Security Features

Losing a smartphone can feel like losing a limb. We've all done it, and there's nothing more sobering than realizing that the seven-ounce device that holds everything from your personal photos and private messages to bank details is missing. With phone theft on the rise and digital threats growing daily, a stolen or lost phone isn't just an inconvenience – it's a panic-inducing risk to your privacy and security.

Fortunately, Apple and Google have rolled out robust security features to combat these threats. These tools can make your phone nearly useless to thieves and keep your data safe. So, before you head out on your well-deserved spring break, take a few minutes to check if these powerful features are enabled on your device. Note that some of these options are only available on the latest operating systems, so check that your phone is fully updated.

1. Turn On Stolen Device/Theft Protection
Apple's Stolen Device Protection makes stolen iPhones and iPads virtually worthless to thieves. This tool locks your device when it's not in a familiar location, preventing it from being reset or reused without your Apple ID credentials. To activate the tool, go to **Settings > [Your Name] > Face ID & Passcode > Stolen Device Protection** and turn it on. For Android users, enabling Theft Protection offers equivalent protection against theft. It even uses Google AI to detect when a phone has been snatched from your hand or bag and will automatically lock up. To turn it on, go to **Settings > Google > All Services > Theft Protection.**

2. Enable Advanced Data Protection
Apple provides end-to-end encryption for iCloud data, like photos, messages and backups, so only you can access your information. To enable it, users must update their devices to the latest iOS version, then navigate to **Settings > [Your**

Name] > iCloud > Advanced Data Protection and follow the setup process. On Android, Google's Advanced Protection restricts access to sensitive data and blocks harmful software sources. To enroll, log into your Google account and enroll in the Advanced Protection program.

3. Use Passkeys And Biometric Authentication
Many apps and services now support passkeys, a cutting-edge security feature. For example, platforms like Google, Apple and Microsoft allow you to log in using biometric authentication (like Face ID or Touch ID) instead of a traditional password. This eliminates the risk of password theft, making your accounts more secure and easier to access. To enable passkeys, look for the option in your device's or app's security settings.

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March 2025

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

Cautionary tale: The sound of existential crisis

Sonos isn't the first company to damage its reputation with a single big mistake, but it's certainly one of the more notable examples in recent years.

The audio brand, known for its sleek smart speakers, has been in crisis during the past year, and it all started with a single bad software update.

In May 2024, Sonos released a completely revamped mobile app, promising users that the new software would offer more custom options, supercharge speaker performance, and allow the company to release more enhanced features in the future. But the app was glitchy. Critical features were missing, and previously happy Sonos customers suddenly found that their speakers no longer performed as well.

The backlash was swift and furious, but Sonos stuck by the new app, and reassured customers that it was a bump in the road on the way to a better user experience. But the issues weren't minor -- basic functionality like sleep timers and the ability to edit playlists and upcoming song queues had vanished, and customers who paid thousands for high-tech sound systems wanted more than just promises. As one user said on Sonos's online forum, "I'm going to listen through a Roku device rather than the $500-plus Sonos Five, because I cannot stand reconnecting my phone and the Five several times a week."

Finger-pointing at Sonos ensued. High-ranking executives lost their jobs and additional layoffs followed. The stock price tanked and subsequent product launches failed to perform as anticipated.

The premature app release was the start of a catastrophe that cost the company about $500 million. In January, the CEO who oversaw the app rollout, stepped down. But, it remains to be seen if the company can weather the crisis.