



# NEWSLETTER

RJ2 Technologies Monthly Newsletter  
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## 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 out reports, cutting down on research and paperwork costs so leaders can spend more time on higher-value activities.

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

- **Content Assistant:** Tools like ChatGPT and Claude 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 the perfect 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 enhance customer engagement and 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 that you input into ChatGPT 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 co-worker's work.
3. **Experiment:** The best way to understand AI's potential is to 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.

## Vendor Partner Highlight DELL Technologies

Dell listens to customers and delivers innovative technology and services they trust and value, offering a broad range of product categories, including desktop computer systems, servers and networking products, mobility products, software and peripherals and enhanced services.

May 2024, Dell strengthened their Dell PowerStore with storage performance advancements benefiting the customers and partners. Their innovations support high demand workloads and can increase customer efficiency.

## 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.

If you or your company are interested in learning more about how AI can help grow your business and what other features AI has to benefit your company, contact us today at **(847) 380-3499**

# We're a Proud Member of the CompTIA ISAO.

That's great news for your cybersecurity—here's why.

## Why CompTIA ISAO Membership Matters

As an IT solution provider, membership in the CompTIA Information Sharing and Analysis Organization (ISAO) means that we are proactive about cybersecurity, focused on protecting our data and yours, and prepared to quickly respond to a breach should one occur.

The unfortunate reality is that cybersecurity breaches are growing in both intensity and frequency. And for any organization, particularly SMBs, a breach could mean the end of your business.

- ✓ 30,000 websites are hacked daily and 64% of companies have experienced at least one form of a cyberattack. (Source: TechJury)
- ✓ The average ransom payment is \$111,605, up 33% from the last quarter of 2019. (Source: Coveware)
- ✓ The number of data records exposed in Q1 2020 was 8.4 billion - a 273% increase compared to first quarter of 2019. (Source: Iomart)

## Our Security is Your Security

As part of CompTIA, the leading tech industry association, the CompTIA ISAO is dedicated to the cybersecurity resilience of technology vendors, MSPs, solution providers, and other technology businesses.

As a member, we have access to cybersecurity threat intelligence, a trusted community of peers, and the depth and breadth of CompTIA cybersecurity resources, research and training designed to keep our company - and our clients - more secure.

### Cybersecurity Threat Intelligence

The CompTIA ISAO provides us with real-time intelligence about cybersecurity threats as well as analysis of the threats and actionable steps to take to help protect our company and yours against breaches.

### A Trusted Community of Peers

As a member, we participate in a closed forum with a trusted group of peer organizations. Here, we share threat information, coordinate response efforts, promote security best practices, and educate our staff.

### CompTIA Cybersecurity Resources

With CompTIA, we stay close to tech industry dynamics with the latest cybersecurity research, market intelligence, education, and training.

### Questions?

We're happy to tell you more about the CompTIA ISAO and how it's contributing to our cybersecurity resilience and yours. Contact us at [marketing@rj2t.com](mailto:marketing@rj2t.com)

# Reading Corner



## 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."

## 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 this year.

### 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 AT&T 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 AT&T 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 thousands of dollars.

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"

Banks reported nearly 700,000 instances of check fraud in 2022, according to reporting by Associated Press. 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: Use your credit card as much as possible. 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 by JW Surety Bonds 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.

To learn more on how to avoid popular scams, sign up for our Monthly Newsletter Subscription [here](#) or call **(847)380-3499**.



# Recognizing Excellence

## Employee Recognition

Here at RJ2 Technologies we recognize those who put in hard work and dedication not only towards our services, but to the teamwork they build amongst themselves.

### Ali Stockton - Security Engineer

Ali recently joined the RJ2 Technologies team in April with several years of experience in the MSP space and has a focus in cybersecurity. She finds the fast paced, ever evolving cybersecurity realm exciting and unpredictable. She is looking forward to bringing new emerging technologies to RJ2 to continue to enhance the organization's IT infrastructure; ultimately to keep clients as safe and secure as possible.

When Ali is not working, she spends time keeping up with her 3 dogs or enjoying life as a new aunt! Ali enjoys reading, knitting and making her own homemade wine when she wants to unwind.



## 5 Tech Tips for Safe Online Shopping

### 1. Use a secure payment method

Opt for payment methods that offer buyer protection, such as credit cards or PayPal. These options can help resolve disputes if any issues arise with your purchase. Avoid using less secure methods like wire transfers or cash payments online.

### 2. Don't shop on public Wi-Fi

Public Wi-Fi networks are vulnerable to interception and data theft. When making online purchases, use a secure internet connection (preferably your home network) to protect your sensitive information.

### 3. HTTPS is your friend

A URL starting with "https://" signifies a secure connection. Google Chrome even flags pages without the "https" as "not secure." Always check for the lock icon in your browser's address bar when shopping online. This indicates that the website uses SSL (secure sockets layer) encryption.

### 4. Shop on popular or familiar sites

Stick to well-known e-commerce platforms like Amazon, Target, or Best Buy. These sites have a reputation for security and reliability. Be cautious of misspellings or sites using different top-level domains (e.g., .net instead of .com), as these could be fraudulent.

### 5. Check links, then check again, and then check a third time

The online buying process usually has three steps which include: shopping on the site, check out, and a confirmation with shipping emails. At every step, it is important to verify that the site is still secure. Attackers can seamlessly redirect a page to a not sure secure page unknowingly to the buyers.

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