Berry technology

bERRy ADVISORY

Why not sell products through your website? integrating E-commerce

It is no surprise that all the organizations are chasing towards most suitable strategies as they have identified that even the smallest tweaks in a strategy can have a massive effect. So, it is essential to find out where to make a difference in this change sensitive market. It is an efficient method to adopt E-Commerce practices into your business.

Once you integrate your E-commerce portal with your business website, it becomes a lot more effective, and it will help to boom your business into the next level. Similarly, in the customer end, they will be able to look into the product availability, product specifications and more.

The use of big data and analytics are helping E-Commerce businesses stay one step ahead of the game. Most companies are finding creative ways to use big data for their businesses.

Insights gathered from big data can be used for understanding customer behaviour and deliver enhanced services to its customers. So, it is your time to set more step forward and equip you with some skills that may ensure a competitive advantage over the rival firms.

Web: www.berrytechnology.com

EYE ON IT

During this pandemic period, Digital productivity and collaboration tools are witnessing massive upturns. Berry Technology's recommendation is QuickBooks on Cloud while experiencing the convenience and flexibility of the cloud, along with the robust features and functionality you depend on. While hosting applications on our highly secured terminal servers, we strive to deliver the highest quality of services to our clients with 24x7 free support provided by Chartered Accountants and QuickBooks certified ProAdvisors. We take it a step further with no scheduled downtime, giving you peace of mind that your data is always easily accessible. Why wait when all you need to stay on top of your financials are a click away? Visit our web or give us a call. We're always there to assist you during this hard time.

Technological Trends in the COVID pandemic

COVID-19 outbreak currently leading to the tremendous growth of both business to business and business to online customer platforms. This has transformed online shopping from nice to have to a must-have around the world. Banks encouraging customers for contactless digital payments.

Moreover, many companies have asked their employees to work from home. Having a robust remote relationship between a worker and their company requires the same things all other distance relationships demand - trust, communication and a fast Internet connection. Building the necessary infrastructure to support a digitized world and stay current in the latest technology will be essential for any business or country to remain competitive in the business world.

Technology is essential to ensure your people stay connected. Remote working will enable you to carry out the work using virtual meetings rather than face-to-face meetings.

Adopting cloud computing may be a better solution, so your data may store in the cloud rather than in the individual devices means information can be accessed from anywhere if you have an internet connection.

Berry Technology understands that businesses now realize the benefits and value of cloud computing. As a result, it is likely that many companies will upscale their digital transformation efforts and may tend to invest heavily in Information Technology and cloud resources.

"Trust your team while providing them guard with the flexibility."

Amid everything, be aware of Cyber Security Risk

Nowadays, organizations are offering work from home practices to their employees. With that, there may be many security and privacy issues.

To get rid of those issues, organizations should consider security solutions that provide reliable security protection for the company's sensitive data. Most of the organizations are using Zoom application for online collaborations and staying connected with colleagues and friends as the physical contact is restricted.

Sri Lanka Computer Emergency Team (SLCERT) has issued "High level" threat warning on Zoom video conferencing Application stating that there is a risk of stealing login credentials of the users.

There may be risks when not properly implementing access and authentication policies which may result in employees accessing resources that they shouldn't.

It is better to have strong passwords for your company data and set up two-factor authentication.

Always backup your data as data can be lost in many ways, including human errors, cyber-attacks and through physical damage to hardware as well.

Keep your software up-to-date through regular updates as updates often include patches for security vulnerabilities.

Organizations may have a policy which will help to reduce the risks. The policy also needs to remain up-to-date and should have input from your Information Technology team or an information security expert when being created or updated. Any policy involving information technology or data privacy should also include someone who understands the subject matter. Again, information security policies are not static documents. As threats change and new technologies emerge, the policies need to be updated to remain current.

Success Story

In the digital era, the business landscape is changing faster than ever. Here we bring the success story of MobileMonkey, which provides marketers with the tools to design and launch chatbots. Rather than directing people to the business website, MobileMonkey provides interactive Facebook Messenger chatbot. Now it has become a preferred way that people use mobile messaging to connect with the brands. In 2019 MobileMonkey was named as the Best Bot Marketing Solution. Their goal is to increase reach and decrease cost per new user acquisition. Larry Kim, the founder of MobileMonkey, said that "I truly believe that messaging is the future. People already overwhelmingly prefer messaging for communication, but yet businesses haven't figured this out". Information Technology is a modern phenomenon that has changed businesses dramatically. As IT solutions continue to increase the effectiveness of the business operations businesses will have to rely on IT for success.

Berry technology

Tel: +94 777 998 704
Web: www.berrytechnology.lk
E-mail: anjalee@berrytechnology.lk

Web: www.berrytechnology.com