

AI Power Moves

How Small Businesses Are Winning with Smart Tech Strategies

Let's celebrate the business leaders who use smart tech strategies to work smarter, serve customers better and grow stronger. Here's how small businesses are making big moves with smart technology—and how you can too.

Getting Your Business Seen in the Age of AI Search Engines

Once upon a time, ranking on Google was the holy grail of online visibility. Today, AI-powered assistants like ChatGPT, Google Gemini, and Microsoft Copilot are the new gatekeepers of information. If you're not showing up in their answers, you're missing out on potential customers.

The secret? Keep your website fresh, relevant and easy to understand. AI tools prioritize well-structured, informative content—so make sure your site answers the questions your customers are asking. A regularly updated blog, an FAQ section that reads like a helpful conversation, and clear descriptions of what you do can boost your visibility.

It's like Mom used to say: "It's not just about *what* you say—it's *how* you say it." AI prioritizes real-world language, so write like a human, not a robot. Focus on clear, engaging content that is relatable to your audience. And don't underestimate the power of customer reviews. AI systems scan feedback for mentions of your company, so encourage happy customers to share their experiences.

AI: The Secret Weapon for Small Business Agility

Small businesses have a natural advantage: they're not held back by the legacy systems that often slow larger corporations. This agility makes AI adoption easier—and the results speak for themselves. Nearly one in four small businesses have integrated AI into their operations, seeing a 12-point increase in profit growth potential compared to non-AI users, according to the US Chamber of Commerce.

With AI-powered tools, small businesses can automate tedious admin work, optimize inventory with predictive analytics, and enhance customer service with chatbots—all without the friction of outdated infrastructure. The key,

(Continued on page 2)



Take Note

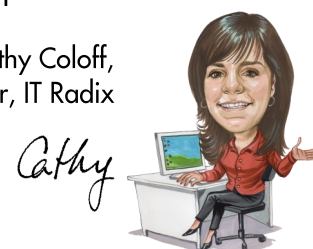
Microsoft Copilot

Copilot is now available to all Microsoft 365 users on a limited basis—and it's a great way to boost productivity. From drafting emails to summarizing meetings, Copilot can save you time and streamline your work. Interested in making your business even more productive with Copilot? Ask us how! And stay tuned for details on our upcoming Copilot webinar.

Core Value: Positive Attitude

Our positive, can-do mindset makes our team great to work with whether it's resolving a problem or planning future IT projects.

— Cathy Coloff,
Owner, IT Radix



Keep Others in Loop Without Oversharing

(Continued from page 4)

This approach is perfect for late-night rides, long commutes, or when you just want someone to know you're on your way. It offers peace of mind without compromising your privacy.

Whether you're coordinating a meetup, keeping family in the loop, or just want a safety net while traveling, these built-in features are a low-effort, high-impact solution. No extra apps, no constant tracking—just a quick, thoughtful update that disappears when it's no longer needed.

Smart sharing means staying safe *and* setting boundaries. And that's something we can all get behind.

If you're looking for more practical tech tips like this, IT Radix is here to help with friendly advice and real-world solutions that make technology work better for you.

Proudly folded & sealed by Central Park School

AI Power Moves

(Continued from page 1)

however, is to start small. Pick one challenge, such as improving inventory management. Then try a simple solution like a low-stock alert powered by an AI-assisted system. Even a simple strategy like this can make a big difference in optimizing inventory without a significant upfront investment.

But success with AI isn't just about using it—it's about using it wisely. Customers still value human connection, so the most successful small businesses will be those that leverage AI to enhance, rather than replace, the human touch.

Tapping Into Consumer Trends for Growth

Staying ahead in business isn't just about adopting the latest technology—it's also about understanding what customers want right now. Consumer habits are shifting, with growing demand for self-care, comfort and experiences that spark joy. Businesses that tap into these trends can build stronger customer bonds.

Shoppers also want brands that align with their values—like sustainability or inclusivity. That's where small businesses shine. You can tell your story authentically, connect with customers personally, and build trust in ways big corporations can't.

Smart Tech = Smart Business

Running a small business isn't easy, but smart tech makes it easier. From streamlining tasks to boosting visibility or connecting with today's consumers, even small changes can bring big results.

Now's the time to consider how tech can help you work smarter and grow. IT Radix is here to help.

Smooth Sailing Ahead with Windows 11



Windows 10 reaches its end of life (EOL) on October 14, 2025. Operating this software after this date is an open invitation to attackers. Let's get moving early and migrate to Windows 11 to ensure smooth sailing ahead.

Let IT Radix help you migrate to Windows 11 before the end of August and receive a 5% discount on labor.



www.it-radix.com/5percent

Special Offer: 5% discount on Windows 11 migration labor (expires 8/31/25)
new clients only



Beat MFA Fatigue

We all get tired—whether it's from a long day at work, a tough workout, or even binge-streaming on TV. But there's another kind of exhaustion you might not know about: MFA fatigue. It's leveraged by cybercriminals to try and break into your accounts.

What Is MFA Fatigue?

MFA stands for Multi-Factor Authentication. It's that extra step you take when logging in—like entering a code sent to your phone or tapping “approve” on an app. It's a terrific way to keep your accounts secure.

Scammers have figured out how to turn MFA against you. They'll hit you with a flood of prompts—email, text, app notifications—you name it. The goal? To wear you down and confuse you into clicking “approve” without thinking. And once that happens, they're in. Tactics include:

- **Fake Support Messages:** After spamming you with prompts, scammers might text you pretending to be from IT or customer support. They'll say something like, “We noticed suspicious activity. Please approve the login to secure your account.” Sounds official, right? Don't fall for it!
- **Late-Night Calls:** Another sneaky move is calling you in the middle of the night when you're half-asleep. They'll ask you to approve a login, hoping you'll do it without thinking. It's social engineering at its finest.

To avoid MFA fatigue:

- Don't approve login requests you didn't start—trust your instinct.
- Unexpected MFA prompts? Change your password immediately
- Use strong, unique passwords. A password manager makes it easy.
- Check with others if you share an account and get a surprise prompt.
- Turn on number matching to avoid accidental approvals.
- Enable login alerts to catch suspicious activity early.

MFA is still one of the best ways to protect your accounts—but only if you stay alert. Don't let scammers wear you down. Stay sharp, stay safe, and don't let MFA fatigue win.

If you ever do get a suspicious alert or MFA prompt, reach out to IT Radix immediately. We are never fatigued about helping our clients and their business stay productive and secure.

Stay Up to Date

Keep your browser, extensions, and software current to patch security vulnerabilities.



Are Your Browser Extensions Putting You at Risk?

Browser extensions can make life easier—but they can also put your identity, passwords, and browsing history at risk. Some extensions get compromised, turning malicious without warning. Once that happens, your data could be exposed.

How to Stay Safe

- Limit extension installations with Group Policy Objects (GPOs).
- Rotate passwords, clear session data, and review logs for suspicious activity.
- Check for flagged extensions in browser settings and remove malicious ones.
- Keep browsers and security software up to date.

With a little proactive care, you can enjoy the benefits of browser extensions without risking your sensitive information.

Inside This Issue

- Ways small businesses are winning with smart tech strategies
- How not to let scammers wear you down
- Enjoying the benefits of browser extensions without risking your sensitive information

August 2025

IT Radix Family and Friends
321 Delighted Clients Drive
Geekville, NJ USA

*"Life is a series of commas,
not periods."*

— Matthew McConaughey



Smart Sharing: Keep Others in the Loop Without Oversharing



We all want to stay connected and safe—especially when traveling alone or meeting someone in a new place. But sharing your live location 24/7? That can feel like a bit much. Thankfully, there's a smarter, more thoughtful way to share your whereabouts without broadcasting your every move.

Next time you're heading out, try using "Share trip progress" in Google Maps or "Share ETA" in Apple Maps. These features let you send real-time updates only when you're actively traveling. Instead of your location being constantly available, your chosen contacts can simply see your route, estimated arrival time, and updates if there are any delays or changes along the way. Once you reach your destination, the sharing ends automatically—no need to remember to turn it off.

(Continued on page 2)