



# Synergy Group



Introducing

## Your Technology Partner Round-Up for April 2023

There's a Synergy between better technology and growth

At SynergyGroup, we are producing a monthly Hot-Topics one-pager to keep you in the loop with what we are discussing with a range of business owners alongside what challenges these business owners are facing.

April's key **Hot Topics** were:

- 1) USA USA USA! Top of the charts for nearly as long as Bryan Adams; New clients opening exciting new businesses in Denver, Austin and NYC this month.



- 2) Conversational Intelligence (AI) - enhance sales coaching and close rates with Conversation IQ.
- 3) Free Synergy Cyber Health Checks to reduce Cyber insurance premiums and assist with passing Cyber Essentials/ Cyber Essentials+ accreditations first time.
- 4) Microsoft Secure Score - low risk, low impact, quick wins to improve your security score (Ask your IT MSP about your Microsoft Secure Score and what it is!).
- 5) Block/Alert/Evidence - Monitoring of any attempted stealing or deleting of company data. Ability to provide evidence for reLAW and Barry Cullen to settle your legal cases quickly!



Below is a list of business owner concerns we have addressed following our **FREE Cyber Health Check**:

- A) Cyber Security threats and Cyber Security insurance.
- B) Readiness to tackle Cyber Essentials accreditation.
- C) Worried IT infrastructure would fail Cyber due diligence.
- D) Reviewing Network Controls in place within the business (App Whitelisting, Asset Inventory, Custom Threat Intelligence, DLP, DDoS Mitigation, Encryption).
- E) Disaster Recovery - Backups and Incident Response.



### News & Offers

**\*\*NEWS\*\*** - SynergyGroup has announced the promotion of 2 Equity Partners across its Senior Leadership Team, effective 1 April 2023.

**\*\*OFFER\*\*** - FREE Cyber Security Health Check

Watch out for the launch of Synergy's enhanced Cyber Security Health Check which is a carefully crafted combination of our successful IT Health Check, with the requirements of Cyber Essentials and the UK's leading Cyber Insurance Underwriters.

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