

CE BITS & BYTES

INSIDER TIPS TO MAKE YOUR BUSINESS RUN FASTER, EASIER, AND MORE PROFITABLY

MAY NEWS



May Happy Hour Cybersecurity Seminar

Join CETech, the FBI, and Toshiba for an essential cybersecurity seminar addressing the critical impact of CISA's \$10 million funding cut.

Discover how this reduction will reshape the cybersecurity landscape and directly affect businesses of all sizes. Learn about potential vulnerabilities, increased risks and gain actionable strategies to fortify your defenses in this evolving threat environment.

Our expert panel will provide insights into navigating these changes ensuring your organization remains resilient against emerging cyber threats despite reduced federal support. Don't miss this opportunity to proactively safeguard your digital assets.

Join us on Tuesday, May 13th at Genesee Valley Club. To register visit: www.cetechno.com/cybersecurity-reality-check

585-441-0055



Power Moves: How Small Businesses Are Winning With Smart Tech Strategies

May 4–10 is National Small Business Week, so we're celebrating 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

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—continued from cover **“Small businesses have a natural advantage: they’re not held back by the legacy systems.”**

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. According to the US Chamber of Commerce, 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.

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, 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. Small businesses that recognize these trends and adapt their offerings can build deeper customer connections and gain a competitive edge.

But nostalgia isn’t the only factor driving consumer choices. Shoppers are increasingly drawn to businesses that align with their values – whether it’s sustainability, inclusivity or ethical sourcing. Transparency and authenticity matter, which is where small businesses have an advantage.

Unlike large corporations, small businesses can cultivate genuine relationships with their customers, authentically tell their stories and create brands people trust and want to support. By staying attuned to these cultural shifts, small businesses can position themselves ahead of the curve, meeting consumer demand in ways that resonate on a deeper level.

Smart Tech, Smart Business

Running a small business has plenty of challenges, but technology can make things much more manageable. Whether you’re streamlining daily tasks with AI, improving your online presence or paying attention to shifting consumer trends, small changes will lead to meaningful results. As you celebrate Small Business Week, think about how tech can help you work smarter and connect with customers in new ways. Your next big move starts now.

“GREAT COMMUNICATION AND PROFESSIONALISM”

—Richard Zeh, Monroe Tractor

“I DIDN’T KNOW” UNFORTUNATELY, THAT EXCUSE DOESN’T REPLENISH YOUR BANK ACCOUNT, RESOLVE A DATA BREACH OR ERASE ANY FINES AND LAWSUITS.

It’s coming ... That day a hacker steals critical data, rendering your office useless ... That day when your bank account or credit card is compromised ...



Cybercriminals and hackers are constantly inventing NEW ways to infiltrate your company, and steal your assets. **The ONLY way to STOP THEM is to educate yourself on how to protect what is yours!**

We have the perfect way to help reduce your risk and keep you safe! Simply sign up to receive our FREE “Cyber Security Tip of the Week.” Every tip is packed with up-to-date real-world solutions that keeps you one step ahead of the bad guys.

Get your FREE **“Cyber Security Tip of the Week”** at www.cetechno.com/cybersecurity-tips/

Cartoon of the Month



“Where are the neck pillows?”

VACATION SMARTER, NOT HARDER WITH THESE SAVVY TECH

You've earned your vacation—don't let travel stress ruin it! These smart tech tips will keep you organized, secure, and stress-free.

Logistics Made Easy

Road Trips: Apps like Roadtrippers help you easily add 20+ stops (you can only add nine in Google Maps). Plus, you can plan trips in advance in the app.

Itineraries: Skip the e-mail digging – apps like Triplt or TripCase automatically compile travel details into one master itinerary.

Travel Prices: Apps like Hopper predict when to book for the best deals on flights, hotels and car rentals. For bus or train travel, use comparison apps like Wanderu.

Accommodation: Stick to trusted platforms like Vrbo or Airbnb and keep payments and communications within the platform so that customer support can step in if something goes wrong.

Local Deals: Find local discounts on excursions, spa treatments and restaurants through apps like Travelzoo.

Pack Smart

Digital packing assistants like PackPoint create lists based on your destination, activities and trip length so you pack only what you need. In crowded areas, a phone lanyard can also be a lifesaver. For extra security, an RFID-blocking wallet can protect your credit cards and passport from electronic pickpocketing.

Protect Your Data

We would be remiss if we didn't mention data protection. Update your devices, enable multifactor authentication and if you'll rely on public Wi-Fi, use a VPN to encrypt your connection. Bon voyage!



CLIENT SPOTLIGHT

Sionic Energy's Silicon Revolution in Battery Tech



In a world increasingly powered by portable electronics, the demand for more efficient and powerful batteries has never been greater. From the smartphones in our pockets to the electric vehicles on our roads, the limitations of current lithium-ion technology are becoming increasingly apparent. Enter Sionic Energy, a dynamic Rochester-based company making waves with its groundbreaking approach to battery innovation.

Founded in 2010, Sionic Energy, formerly known as NOHMs Technologies, embarked on a mission to redefine energy storage. Around 2022, the company channeled its expertise into a revolutionary area: 100% silicon anode technology for lithium-ion battery cells. Their proprietary technology patents are licensed to technology manufacturers in tech, automotive, and more, and hold the key to unlocking a new era of high-performance power.

The current standard in lithium-ion batteries relies heavily on graphite. Sionic is bringing a new element into the tech landscape—silicon. While silicon offers significantly higher energy density compared to graphite, its tendency to expand and contract during charging and discharging cycles has historically presented significant challenges to its widespread adoption. Many companies using this technology today have been able to use 5-10% silicon anode.

This is where Sionic Energy's innovation shines. Their unique, patented technology has seemingly cracked the code, enabling the use of a 100% silicon anode. This fundamental shift promises a paradigm leap in battery performance.

The Sionic Advantage: More Power, Faster Charging, Sleek Design

Sionic Energy's technology is poised to deliver next-generation lithium-ion batteries with a compelling suite of advantages:

Higher Energy Density: A 100% silicon anode allows for significantly more lithium ions to be stored, translating to batteries that can hold more energy for their size and weight. This means longer run times for everything from smartphones and laptops to electric vehicles and power tools.

Quicker Charge Rates: The unique properties of Sionic's silicon anode facilitate faster lithium-ion intercalation and de-intercalation, paving the way for dramatically reduced charging times. Imagine topping up your EV in minutes instead of hours, or your phone reaching full charge in a fraction of the current time.

Lighter and Thinner Design: The increased energy density offered by Sionic's technology allows for batteries to achieve the same power output with less material.

This opens doors for lighter and thinner device designs, crucial for applications like drones, virtual reality headsets, and the ever-evolving world of portable electronics.

Powering the AI Revolution and Beyond

The timing of Sionic Energy's advancements couldn't be more critical. The rapid evolution of technology, particularly in areas like artificial intelligence, demands increasingly power-hungry applications. From sophisticated AI algorithms running on mobile devices to complex simulations in data centers, the need for efficient and readily available power is paramount. Sionic's high-energy, fast-charging batteries are perfectly positioned to fuel this technological surge.

Their technology has the potential to revolutionize a diverse range of industries, including:

Automotive: Enabling electric vehicles with longer ranges, faster charging times, and potentially lighter battery packs.

IT, Cell Phones, and Computers: Leading to devices with extended battery life and quicker charging capabilities, all in sleeker form factors.

Power Tools: Offering professionals tools with longer run times and faster recharge cycles, improving productivity.

Military and Drones: Providing lightweight, high-power batteries for critical applications requiring extended operational time and portability.

Electric Taxis: Enhancing the efficiency and practicality of electric taxi fleets with faster turnaround times due to rapid charging.

Virtual Reality: Powering more immersive and untethered VR experiences with lighter, longer-lasting batteries.

While still a relatively small company, Sionic Energy's dedication to innovation and its breakthrough 100% silicon anode technology have positioned it as a formidable player in the race for next-generation batteries. As the world's appetite for more power continues to grow, Sionic Energy's commitment to delivering lighter, faster-charging, and more energy-dense batteries could very well power the next wave of technological advancements, proving that even a smaller company with a game-changing idea can spark a revolution.

"We have been supporting Sionic for several years. They are truly good people and it's been fun to watch them grow. We value our partnership and are proud to have them as a customer!"

- Sue Brumm, CETech Owner



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Win a \$25 Gift Card!

The Grand Prize Winner of last month's Trivia Challenge Quiz is **Kara Knopf from American Fleet**. **Q:** This Hollywood actress is also the co-founder of a technology called "frequency hopping" that laid a key foundation for future communication systems including GPS, Bluetooth and Wi-Fi.

The answer was: C. Hedy Lamarr. Although she helped develop the ingenious idea with George Antheil in the early 1940s, it was not until 1990 that she received an award for her contribution.

One person will be the Grand Prize Winner of this month's Trivia Challenge Quiz! The winner will receive a \$25 Amazon gift card.

This month it's Mother's Day in the US. Mother's Day has the highest number of these every year.

- A. Phone calls made
- B. Greeting cards purchased
- C. Flower bouquets purchased
- D. Massages booked

Email your answer to jmorgan@cetechno.com

One winner per company per quarter



May Cyberside Chat



Dance And You'll Feel Better: Stop glaring at your running shorts, because a new study shows that just 20 minutes of dancing is as good as a gym session or jogging! Dancing combines aerobics, balance, coordination and strength-building exercises, so even just 20 minutes of boogying can have substantial health benefits.

Going Abroad? Turn Off Uber's Preferred Pricing: If you're traveling abroad this summer, make sure to turn off Uber's new Preferred Currency Pricing feature

that sneakily adds a 1.5% conversion fee. It keeps prices in your home currency but makes you pay more.

Here's how to turn it off: Open the Uber app > Account > Wallet > Preferred Currency > No preferred currency.

Woman Receives First AI Bionic Arm: After being run over by two underground trains in London, a woman received the world's first AI bionic arm. Using AI, the arm continually learns and translates muscle twitches into arm movements.



It's pretty cool when the stuff of science fiction meets reality.

7 days: That's how long Google says you have to enter your correct recovery phone number to get access to your account if it's been hacked.