



# NEWSLETTER

RJ2 Technologies Monthly Newsletter  
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## 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, a 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optimize inventory with predictive analytics and enhance customer service with chatbots – all without the friction of outdated infrastructure.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, 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

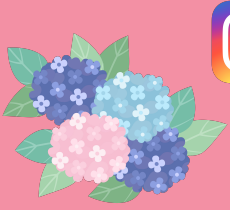
Running a small business has plenty of challenges, but technology can make things much more manageable. Whether you're streamlining daily tasks with AI, improving your online presence or paying attention to shifting consumer trends, small changes will lead to meaningful results. As you celebrate Small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

**Call RJ2 Technologies at (847) 303-1194 or email [marketing@rj2t.com](mailto:marketing@rj2t.com)** for more information on how we can help you grow your small business.



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## Are You Prepared for the End of Microsoft Windows 10?



Microsoft is preparing to end support for Windows 10 on **October 14, 2025** meaning Microsoft will no longer provide technical support, feature updates, or security patches for Windows 10. While your PC will still function, it will be more vulnerable to security risks and malware. RJ2 Technologies wants to help you start planning for the transition as it is crucial to ensure your devices remain secure and functional. Here are the steps to move to Windows 11:

- **Upgrade to Windows 11:** If your PC meets the minimum requirements, upgrade to Windows 11 for enhanced security and performance. You can check compatibility through: **Settings > Update & Security > Windows update.**
- **Consider a New PC:** If your current device can't upgrade to Windows 11, it is time to invest in a new PC. Look for devices that offer the latest security features and improved performance.

Windows 11 strengthens the security and efficiency of your computing experience with new and enhanced security features. This platform maintains a consistent layout and functionality to keep the user experience familiar but will introduce a modern design. This will be the most secure version of Windows as it includes security features such as enhanced authentication methods, phishing protection, and more.

This transition from Windows 10 to Windows 11 is an important step to ensure your devices remain secure and efficient. **Call RJ2 Technologies at (847) 303-1194 or email [marketing@rj2t.com](mailto:marketing@rj2t.com) to start the smooth transition from Windows 10 to 11 and safeguard your data.**

## Vendor Partner Highlight - **HUNTRESS** SECURE PARTNER

This month we are excited to highlight Huntress, a leading managed security platform to provide enterprise-level cybersecurity protection for all business sizes. They have many comprehensive solutions including endpoint detection and response, identity protection, and security awareness training.

This partnership with Huntress benefits RJ2 Technologies as it allows us to use cutting-edge cybersecurity measures with seamless integrations. RJ2 Technologies values the partnership with Huntress as we share the same commitment: to safeguard businesses and empower businesses to focus on growth with peace of mind.

**To learn more about this partnership please call RJ2 Technologies at 847-303-1194 or email [marketing@rj2t.com](mailto:marketing@rj2t.com)**

# Vacation Smarter, Not Harder With These Savvy Tech Tools

You've worked hard, and summer vacation is calling. The last thing you need, though, is travel stress. These tech tips will help you snag great deals, stay effortlessly organized, protect your info and actually enjoy your vacation.

## Logistics Made Easy

Managing flight and rental bookings, dinner reservations and how exactly to get to that private beach you read about in reviews can be overwhelming, but the right apps can make logistics effortless.

- **Road Trips:** Apps like Roadtrippers help you easily add 20+ stops per trip (you can only add nine in Google Maps). Plus, you can plan trips in advance in the app.
- **Itineraries:** Skip the e-mail digging – use apps like TripIt or TripCase that automatically compile travel details into one master itinerary.
- **Travel Prices:** Stop refreshing flight prices! Apps like Hopper predict when to book for the best deals on flights, hotels and car rentals. For bus or train travel, comparison apps like Wanderu work great.
- **Accommodation:** Although some apps advertise steep discounts, it's best to stick with well-established platforms like Vrbo or Airbnb for accommodation rentals. Remember, 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 that track location-based promotions.



## Pack Smart

Stop over packing (or forgetting the essentials). Digital packing assistants like PackPoint create lists based on your destination, activities and trip length. If you're checking luggage, use a tile tracker like Apple AirTag and eufy SmartTrack so you know where your stuff is (even if the airline doesn't). If you plan to travel to crowded areas, packing 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. Public Wi-Fi is a hacker hotspot, and one in five people has experienced security issues from using it, according to All About Cookies. Before leaving, update your devices and enable multi-factor authentication on important accounts. If you'll rely on public Wi-Fi, use a VPN to encrypt your connection.

A little tech-savvy planning goes a long way. With the right tools, you can stay organized, avoid scams and actually enjoy your time off. Plan smart, travel safe and come back refreshed – your business will thank you for it!

**For more tech tips, call RJ2 Technologies at (847) 303-1194 or email [marketing@rj2t.com](mailto:marketing@rj2t.com).**