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FOUR BUSINESS TECHNOLOGIES TO WATCH IN 2020

Tech Tips

By Kelly McNeil, TechBldrs, Inc.

The start of 2020 means that the expansion and development of technologies that can benefit your business are just around the corner. Why treat your business tech like its stuck in the previous decade? Keeping on top of upcoming tech trends will help you determine which ones will have an impact on your company and your industry, and which ones you feel confident you can pass by. Luckily for you, TechBldrs is here to do that for you.

We've put together a list of four tech trends that you should consider for your business in 2020. We may not have hoverboards (yet!), but we'll happily take these four technologies instead.

1. 5G

5G mobile data networks first became available in 2019, but they were still expensive and mostly limited to major cities or small areas. 2020 is likely to be the year when 5G becomes more accessible, with more affordable data plans and greatly-improved coverage.

What does that mean for your business? A 5G network will not only allow us to use more data at a faster speed and with better quality (say "hello" to streaming Netflix more often on your phone), but those faster speeds mean that mobile networks will become a viable option for business usage. The business implications of having fast and reliable internet access anywhere you can get a signal is going to be an important consideration in 2020.

2. Wi-Fi 6

With the introduction of Wi-Fi 6, accessing and using the internet is about to get a lot faster. That's great news for business who have a lot of employees, use more bandwidth-demanding applications, and rely on being able to connect to Cloud storage or programs. Why? Because Wi-Fi 6 isn't just a simple speed boost, it comes with a whole host of additional technology improvements that improve efficiency and network usage, too.

So how do you take full advantage of Wi-Fi 6's benefits? Wi-Fi generations rely on new hardware, not just software updates, so you'll need new devices. But don't worry: this isn't something you want to run straight to the store for. Instead, new devices will start coming with Wi-Fi 6 by default. As you replace your phone, laptop, etc. over the next few years, you'll bring home new ones that include the latest version of Wi-Fi.

One thing that your business will need to use Wi-Fi 6 is a router that is Wi-Fi 6 capable. If your router doesn't support Wi-Fi 6, you don't see any benefits in Wi-Fi 6 devices when you bring them home.

3. Chromebooks for Business

In many ways, traditional laptops and Chromebooks are similar, especially if you're looking at their hardware. However, using Chromebooks instead of a traditional laptop is an appealing option for small business owners who want to minimize their costs and take advantage of Cloud storage and applications.

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Tech Tips

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As internet speeds increase and constant connectivity becomes a given, Chromebooks can be a reliable, cost-effective option for employees that work remotely or are often out in the field.

Think Chromebooks might be right for your business? A major consideration when switching to Chromebooks is compatibility. If your company uses any legacy software or specialized business applications, make sure you'll be able to use them on a Chromebook, or will be able to access a Cloud version of them via the internet. If that's not something you have to worry about, then Chromebooks can be a valuable way to save money without sacrificing performance.

4. Video Messaging

Clients and prospective clients appreciate a personal touch. When you can't speak face-to-face or on the phone, video messaging is a great solution for communicating with the people who need to get your valuable "face time." Instead of typing out an email, taking 30 seconds to record a video can make your message more human, more clear, more effective, and more personable- and it'll help you stand out and make a great impression, too.

While video messaging has (in the past) been mainly used by salespeople, don't let them have all the fun! Services like BombBomb, Viwomail, Covideo, and Loom make recording and sending videos via email (with as few additional steps as possible) easier than ever. If you want to built more rapport and maintain healthy relationships with clients and prospects, video messaging is a tech trend to consider.

While they may not be the flashiest technological predictions for 2020 (we're still waiting to see what Elon Mulk pulls out of the trunk of his Tesla), we think they're a safe bet for successfully incorporating into your business to boost productivity, benefit client interactions, and take your company into the new decade.

Still have questions? Want to know what other technologies could benefit your company or your industry, specifically? Call us at 610.937.0900 for advice or for a free cybersecurity assessment for your business, or check out our blog at www.TechBldrs.com/blog for more tips!

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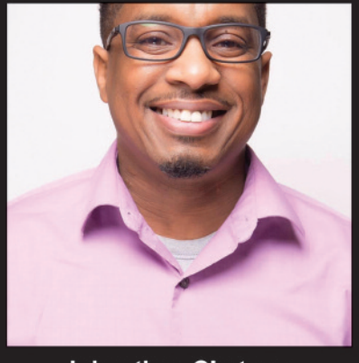

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