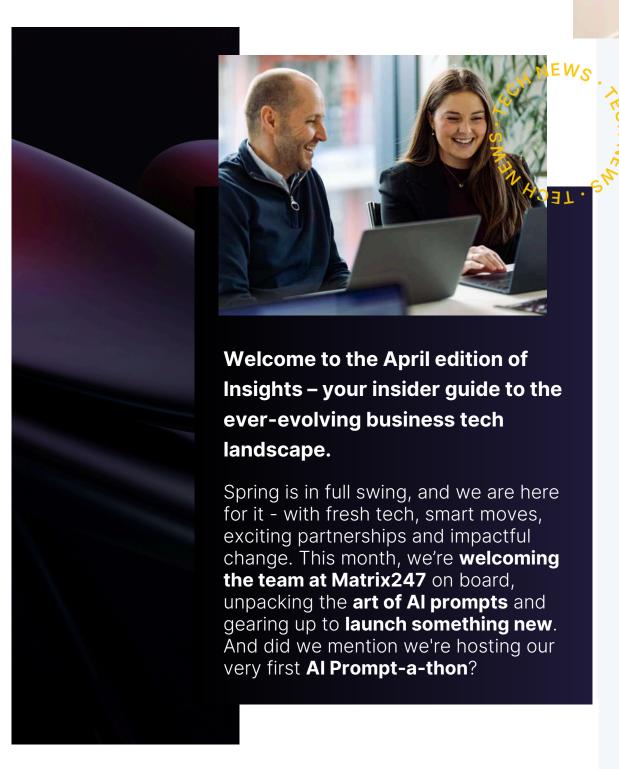


Insights

APRIL 2025 **BUSINESS TECH NEWS**



New and noteworthy

Coming soon: Virtual CTO Service

You heard it here first! We're excited to announce the upcoming launch of our Virtual CTO (Chief Technology Officer) service - designed to give you all the strategic tech leadership without the overheads.

With a Virtual CTO, your business can:

- Make informed tech decisions aligned with your ambitions
- Streamline IT infrastructure and improve cybersecurity • Plan smarter budgets and future-proof your systems
- Gain expert support during digital transformation

Your future tech partner is on its way, more details soon.



Talk Al like a pro

Want better results from AI tools like Copilot or ChatGPT? With jobs such as 'Prompt Engineer' now out there, it's clear there's an art to prompting. Let's start with a few quick tips.

- 1. Use the golden Al formula: [Instruction] + [Context] + [Format] + [Tone/Style] + [Example (optional)]
- 2. Give clear instructions such as "summarise this in 100 words" or 'provide 5 key selling points about...'
- 3. Provide context. Including background info will improve relevance
- 4. Experiment try different approaches and tweak as needed
- 5. Use follow up prompts to guide the AI step-by-step



Welcoming Matrix247

We're delighted to announce the acquisition of Rossendalebased Matrix247, a respected name in managed IT and communications services. This exciting new chapter marks a further step forward in our drive to provide even greater service and innovation to our customers.

Matrix247 has established a stellar reputation within the legal services and education sectors, and their customer-first approach aligns perfectly with our vision. Together, we're creating a stronger, smarter network - one that offers seamless, fully-integrated technology services to businesses across the UK. Whether you're scaling up, switching systems, or need managed support, we're here for you.





Prompt-a-thon: Al innovation in action

Our very first Copilot Prompt-a-thon is happening next Tuesday. Designed to inspire creativity and encourage adoption of Microsoft Copilot, the event will bring likeminded professionals together to collaborate, compete and think outside the box.

Want to join? There are a few limited spaces left at this event. Click to register below.

Register



Hybrid is here to stay

Five years ago, 'hybrid-working' was a scarcely used term. The daily commute, the 9-5, the same desk – it was a far more rigid time in the workplace. Now, it's a norm - and it's reshaping how businesses think about productivity, culture, and collaboration.

In our latest blog we look at the tech toolkit you need for hybrid success.

Read More



Focus Foundation | Creating a lasting impact

At Focus Foundation, we're driven by one goal: to make a real difference where it matters most. Every grant application is reviewed with care to ensure we support the most impactful projects that make the biggest difference - helping the most people, in the most meaningful ways.

But impact isn't just about money. It's about connection - connecting people, stories, and causes. We champion grassroots charities by amplifying their voices, encouraging volunteering, and linking passionate donors with projects that matter.

We're a small team with big ambitions. We know real change happens when we work together. So, we're inviting you to be part of our mission; supporting local charities across the UK. Stand with us to help communities not just survive but thrive.

Incredible things happen when we work together.

Focus Foundation





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