

Insights

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BUSINESS TECH NEWS



Welcome to the April edition of Insights – your insider guide to the ever-evolving business tech landscape.

Spring is in full swing, and we are here for it - with fresh tech, smart moves, exciting partnerships and impactful change. This month, we're **welcoming the team at Matrix247** on board, unpacking the **art of AI prompts** and gearing up to **launch something new**. And did we mention we're hosting our very first **AI Prompt-a-thon**?

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 AI 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 AI 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



Focus Group updates

Welcoming Matrix247

We're delighted to announce the acquisition of **Rossendale-based 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: AI 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 like-minded 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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