

# Insights

JAN 2025  
BUSINESS TECH NEWS



## It's here! Your monthly Insights newsletter from Focus Group has landed.

Every 30 days or so, we'll be sharing the latest and greatest from the world of business technology. No pushy salesy stuff. Just straight-talking news, product updates and tech tips to help take your business onwards and upwards.






Here's to 2025. And here's to it being your best year yet!

TECH NEWS · TECH NEWS · TECH NEWS · TECH NEWS · TECH NEWS

## Did you know?

Focus Group was founded in 2003 and we're lucky enough to be able to say some of our customers have been with us since the very beginning.

We like to think this is simply because we know our stuff about technology and genuinely want to help your businesses shine! If you're newer to Focus Group, here are a few fast facts about us:

-  We now have 19 offices across the UK, from the south coast to Scotland. So we're never far away if you need our support
-  In 2021, we launched [Focus Foundation](#) - our very own charity. More about that next month...
-  In addition to taking care of your IT, telecoms, connectivity and cyber security services, we also produce honey! Our hives are on our rooftop at HQ in sunny Shoreham-by-Sea
-  Our team is made up of over 1100+ exceptional individuals
-  Beyond the world of technology, we're passionate about supporting individuals and teams on the road to sporting success. We are proud sponsors of Brighton & Hove Albion FC, Exeter Chiefs and Worthing FC amongst others.

## New and noteworthy



### What's new?

Long list of resolutions at the ready? Forget it. A New Year doesn't need a 'new you', you're already winning! It is a good time to look ahead though, so in our latest blog we dive into the Technology Trends for 2025.

[Read more](#)



### Microsoft updates

We know it's difficult to keep up with the number of changes and releases that come from Microsoft. Let us take care of it. Each month, we'll highlight the latest updates that are important to your business.

[Read more](#)

Keep updated on our socials



All your essential business technology in one place.

## Tech Talk

### AI TAKEOVER

#### Definition:

Artificial Intelligence (AI) is like giving machines a brain upgrade, so they can think and learn just like us humans—minus the coffee breaks!

#### Types of AI:

We've got two main players in the AI game!

- Narrow AI is the go-getter, built for specific tasks like your chatty virtual assistant.
- Then there's General AI, the ambitious overachiever, dreaming of tackling any brainy challenge a human can handle!



### CAPTCHA

You probably already know that CAPTCHA is a security measure that helps to protect websites from spam and password decryption by asking users to complete a challenge that proves they are human.

But did you know it's a lengthy acronym? CAPTCHA stands for 'Completely Automated Public Turing test to tell Computers and Humans Apart!'