

Insider Tips To Make Your Business Run Faster, Easier and More Profitably

FEELING LUCKY?

THAT'S NOT HOW WELL-RUN BUSINESSES OPERATE

Luck is fun and festive, but well-run businesses don't operate on luck.

No owner would ever say:

- "Our hiring strategy is whoever walks in."
- "Our sales plan is hoping customers find us."
- "Our accounting approach is the numbers working themselves out."

That would be absurd.

The Quiet Double Standard

Somewhere along the way, technology unintentionally gets a pass.

"We've never had an issue."

"It's probably backed up somewhere."

"We'll deal with it if something happens."

That's not a plan. That's superstition dressed up as strategy. Unless you've got a leprechaun assigned to your IT systems, it's a risky bet.

Most owners would never leave payroll, taxes or customer service to chance. Yet when it comes to technology recovery, hope somehow feels acceptable.

Why 'We've Been Fine So Far' Doesn't Hold Up

Here's the trap: When nothing bad has happened, it feels like proof that nothing will.

Every business that's had a long, chaotic, how-did-this-happen day said "we've been fine" the morning before.

Luck isn't a system. It's just risk you haven't met yet.

Think of it like driving without insurance. You might get away with it for years, but the day something goes wrong, you'll wish you had a plan.

Prepared vs. Hoping for the Best

Most businesses don't discover how unprepared they are until they're in trouble.

That's when the questions start:

- Do we have a backup?
- How recent is it?
- Who handles this?
- How long will we be down?

Prepared businesses already know the answers. Luck-reliant businesses find out in real time.

Being prepared doesn't mean expecting disaster. Think about it this way: When your systems are tested and documented, a hiccup is just another Tuesday.

When they're not, that same hiccup can turn into a full-blown crisis.

Customers notice, employees get frustrated and suddenly you're spending more time fixing problems than running your business.

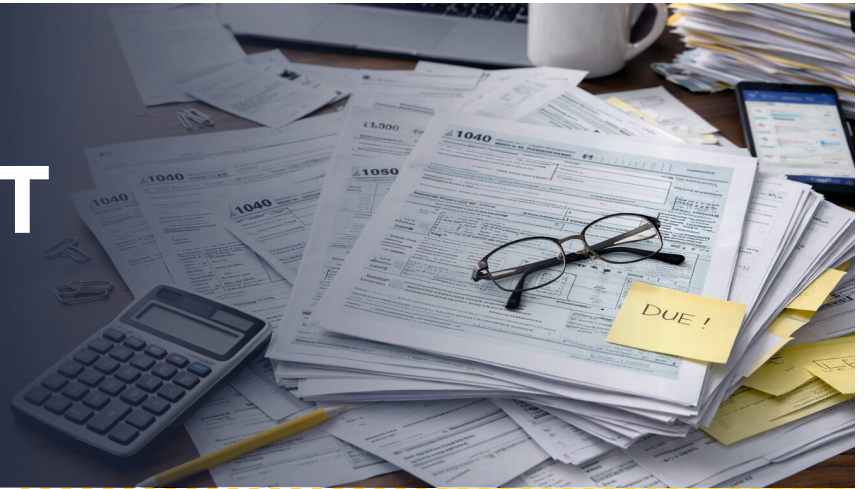
The Reality Check

If your accountant managed books the way you manage tech recovery, would you be okay with that? Why give technology a pass?



YOUR ACCOUNTANT IS STRESSED.

HACKERS KNOW IT.



Your accountant is buried. Your bookkeeper is scrambling. Deadlines are looming. Emails are flying faster than anyone can keep up. Everyone is heads down, trying to get through tax season. This isn't news to you, and it's not news to hackers either.

Phishing attempts surge during tax season. Their messages aren't dramatic. They blend in with everyday business requests, right when people are busiest. That's not coincidence. That's strategic timing.

The Stressed Supply Chain

Here's what most people miss: Hackers aren't just targeting accounting firms; they're targeting the chaos around them.

During tax season:

- Clients rush to send sensitive documents
- Staff shortcut normal checks to keep up with volume
- "Just send me the file" replaces usual caution
- Verification gets skipped because everyone is slammed

The whole ecosystem speeds up, making mistakes more common. Hackers don't go after calm, methodical businesses. They go after the busy ones.

What These Attacks Look Like

This isn't a movie plot. It's an email that

looks exactly like the others in your inbox:

- A message from "your accountant" asking you to resend documents because something didn't come through
- A note from a vendor saying their bank information has changed and needs updating
- A DocuSign request that "needs your signature today"
- An urgent email from "your CEO" who's traveling and needs help immediately

None of these feel suspicious. They feel like normal business. That's why they work.

Why Busy People Get Caught

Falling for these scams isn't about being careless. It's about being human. When inboxes are full and deadlines are tight, people don't read carefully. They scan. They assume. They react.

Bad actors know this. Their messages are designed for people who are moving too fast to notice the one detail that's off. They don't need you to be reckless. They need you to be busy.

4 Simple Ways to Avoid Being an Easy Target

You don't need fancy tools or a security team to reduce your risk. You just need a few intentional habits during busy months.

1. Verify payment changes by phone

If an email says a vendor's banking details have changed, don't reply to the message. Call a number you trust to verbally confirm.

2. Slow down requests for sensitive information

Urgency should be a signal to pause, not to rush. If someone asks for bank statements, tax documents or other financial files "right now," take a moment to verify.

3. Confirm urgent requests through a second channel

If an email claims something is urgent, verify it another way. A quick call, text or internal message can stop a bad decision before it starts. Real urgency can survive a two-minute check.

4. Give your team a five-minute heads-up

Remind your team that it's okay to slow down, double-check and ask questions when something feels off. That small permission shift can prevent a lot of unnecessary cleanup later.

The Takeaway

The attacks showing up during tax season aren't clever. The power is in their timing. You don't have to overhaul your systems to avoid becoming the easy target, but you do need to slow down when it matters and verify when things feel urgent.

HOW A CUP OF COFFEE CAN TAKE DOWN YOUR WHOLE BUSINESS



It starts like any normal morning. Coffee in hand. Laptop open. You're settling in, ready to get moving.

Then your elbow clips the mug.

Time slows just enough for you to watch coffee spill across the keyboard and disappear into places coffee should never go.

The screen flickers.

The keyboard stops responding.

The laptop makes a noise laptops shouldn't make.

No hackers. No ransomware. No dramatic warning screens.

This completely normal moment that suddenly changes the day is how many business disruptions start.

The Problem Isn't the Mistake — It's What Happens Next

Most businesses picture downtime as something dramatic. Servers down, systems dead and everything grinding to a halt.

In reality, downtime is often as boring as a spilled drink on a laptop, a file that "definitely got saved" but now doesn't exist, an update that doesn't finish or a computer that won't boot for any obvious reason.

The real damage doesn't come from the mistake itself. It comes from the stall that follows: the waiting, the guessing, the "do we know how long this will take?"

Work doesn't fully stop. It half-stops. And half-working can be as bad as not working at all.

The Hidden Cost of Waiting

Here's what that stall usually looks like.

One person can't work, so they wait. Two others try to help but aren't sure what to do. Someone messages IT. Someone else switches tasks "for now."

Ten minutes turn into 30. Thirty turns into an hour.

Now multiply that by the number of people affected, the interruptions, the mental context switching and the momentum that never quite comes back.

Even small delays add up quickly. Not in dramatic, headline-worthy ways, but in quiet, frustrating ways that drain the day without anyone noticing until it's gone.

Same Problem, Different Outcomes

Let's rewind the coffee spill.

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SHINY NEW GADGET OF THE MONTH

UGREEN NASync DXP4800 Plus

Imagine a server that not only stores files but also understands them. This AI-ready home and office server organizes your data by content, faces and locations. Instead of digging through folders, you can simply ask for a signed contract from last quarter or a video from a meeting.

It's fast, secure and sits right on your desk. Your data stays private and confidential, accessible only to you.



Tech of the Month Keep the votes coming



Natalie Thompson
IT Specialist

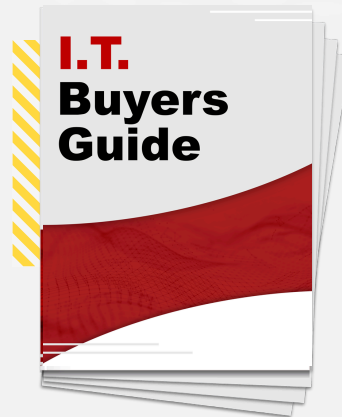
Natalie has once again earned Tech of the Month, and it's no surprise why. She consistently goes above and beyond for both our team and our clients, bringing a level of care and attention to detail. Whether she's solving a tough issue or helping a client feel at ease, Natalie handles it with professionalism and a positive attitude.

FREE REPORT DOWNLOAD

The Business Owner's Guide To IT Support Services And Fees

You'll learn:

- The three most common ways IT companies charge for their services and the pros and cons of each approach
- A common billing model that puts ALL THE RISK on you, the customer, when buying IT services; you'll learn what it is and why you need to avoid agreeing to it
- Exclusions, hidden fees and other "gotcha" clauses IT companies put in their contracts that you DON'T want to agree to
- How to make sure you know exactly what you're getting to avoid disappointment, frustration and added costs later on that you didn't anticipate



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CARTOON OF THE MONTH



...continued from page 3

In one business, there's no clear next step. No one knows who handles recovery. Someone suggests, "Maybe Dave knows," but Dave's on vacation. People wait just in case. By lunch, half the day is gone.

In another business, the issue gets reported immediately. The response is clear. Files are restored. The employee is back to work.

Same coffee. Same mistake. Completely different day. The difference isn't luck. It's recovery speed and clarity.

Why Well-Run Businesses Make Problems Boring

Here's the shift most businesses miss: The goal isn't to prevent every possible problem. That's impossible.

The goal is to make mistakes boring. Boring means no scrambling, no guessing, no long pauses, no "who's on this?" moments.

When problems are boring, they don't derail the day. They get handled and everyone moves on.

This Is a Leadership Issue, Not a Tech Issue

When small problems cause big slowdowns, it's rarely because of the tools themselves.

It's because:

- There's no clear plan for what happens next
- Responsibility is fuzzy
- Recovery depends on the right person being available
- The business hasn't defined what back to normal means

What people feel isn't the error or the outage; it's the uncertainty.

Well-run businesses remove that uncertainty.

A Simple Question Worth Asking

You don't need a dramatic audit to start thinking differently about this. Just ask one question: If something small went wrong today, how long would it take for everyone to get back to work?

If the answer is unclear, that's not a failure. It's information that guides the first step toward smoother days, less downtime and work that keeps moving even when a hiccup inevitably happens.

What This Really Comes Down To

Businesses that stay productive when a normal day quietly goes sideways aren't the ones that avoid mistakes. They're the ones that recover so quickly the mistake barely registers. That doesn't require perfection. It requires clarity.

When recovery is clear and quick, problems become forgettable, momentum remains and a cup of coffee stays just a cup of coffee.

JAY

YOUR NEW AI ASSISTANT

Meet Jay! Support Just Got Faster!

At Tigerhawk, we are always looking for ways to improve how we support our clients. Technology is constantly evolving, and the expectations around service are changing with it. Businesses expect faster responses, clearer communication, and a smoother experience when something goes wrong. We believe they should get exactly that. That is why we are excited to introduce something new to the way we deliver support.

Jay is our AI-powered assistant designed to help manage incoming support requests quickly, accurately, and efficiently. Whether you are calling in with an issue, submitting a request, or reaching out for help, Jay works behind the scenes to make sure your request is handled the right way from the very beginning.

A Better First Step

One of the biggest delays in IT support does not come from fixing the issue. It comes from getting the right information up front. When a request comes in without enough detail, it creates back-and-forth communication, slows down response times, and delays resolution.

Jay is designed to eliminate that gap. Right now it is roughly estimated that remotes tickets take around an hour and a half, with Jay we are looking to get that down below an hour.

Jay helps guide the initial conversation, so the important details are captured right away. Instead of guessing or going back and forth, your request is documented clearly!

Coming Mid-April

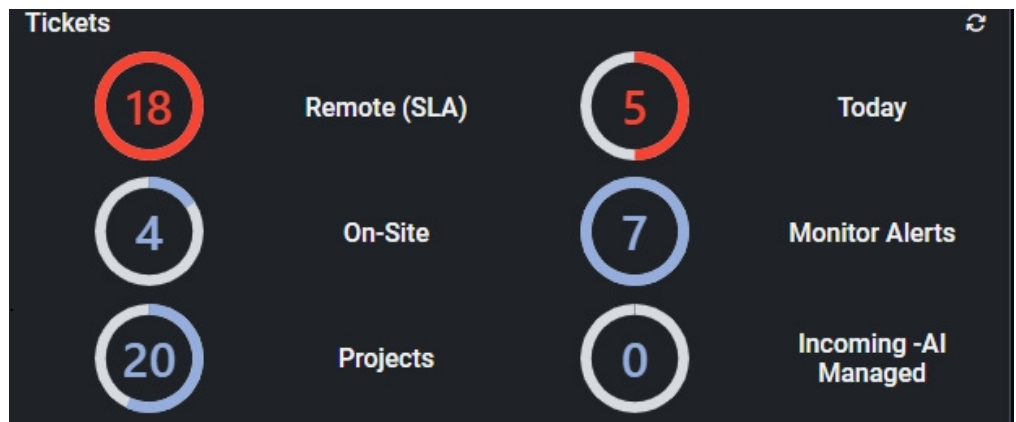
We are continuing to expand what Jay can do. Beginning in mid-April, Jay will start assisting with answering incoming phone calls. This means when you call Tigerhawk, Jay will help greet you, understand your situation, and begin collecting the information needed to create or route your request.

Making Tickets

Jay will also replace the old feather icon, making it easier than ever to get support. Instead of manually filling out a ticket, you can simply tell Jay what's going on and let it handle the rest. It's faster, more convenient, and gets your issue moving right away. See more on page 6.

How We Organize Your Requests

- Remote
Issues that can be resolved quickly without needing to be on-site. These are prioritized for fast response and resolution to minimize downtime.
- On-Site
Requests that require hands-on support. These are scheduled and handled in person to make sure the issue is fully resolved.
- Projects
Larger initiatives, upgrades, or ongoing work that require planning and dedicated time from our team.
- Today
New requests that have come in today. This helps us track incoming demand and ensure nothing gets missed.
- Incoming AI Managed
Requests that can be automatically handled or resolved by AI. These are identified and addressed instantly when possible, reducing wait times and freeing up technicians for more complex issues.



Jay (AI Assistant)

I've created Thread #T20260331.0085 for your reference. Looking for someone to assist, please wait...

Jay (AI Assistant)

A technician will be assigned to your ticket shortly. If you have any additional details you would like to share, please feel free to do so at any time, and an agent will assist you. Thanks!

I am having issues with my printer

Says to load paper but there is already paper in the tray

Jay (AI Assistant)

Hi there! How can we help you today?



Jay (AI Assistant)

I'll pass this to a technician.

03/31 11:00 AM

JAY IN ACITON



A Simpler Way To Get Support

Getting help should be simple. That is why we are introducing a new way to connect with support directly from your computer. You will now see a feather icon on your desktop that gives you instant access to Jay whenever you need assistance.

No searching for contact information. No waiting on hold. No guessing where to start. Just click.

Start a Conversation Instantly

When you click the feather icon, Jay will open and guide you through your request in real time. You can describe what is happening in plain language, just like you would to a technician.

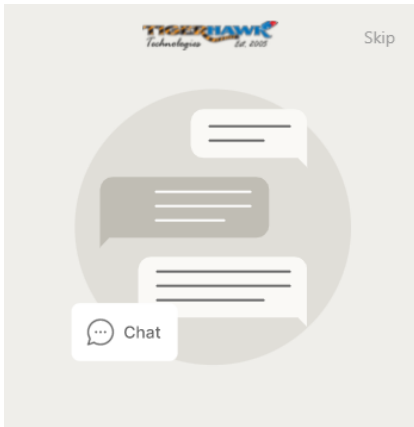
Jay will ask a few quick questions to understand the issue, gather the right details, and determine the best next step.

Faster, Easier, Better

This new process is designed to remove friction and make getting help feel effortless. You get faster responses, clearer communication, and a smoother experience from the moment something goes wrong.

Built Around You

At Tigerhawk, everything we build is focused on making technology easier for the businesses we support. The feather icon is a simple change, but it represents a big step forward in how support should work.

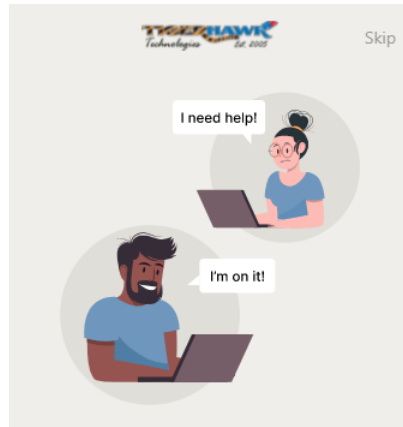


Welcome to Tigerhawk Technologies's Service Desk.

Starting today you will be able to request service/support through this chat app.



Continue

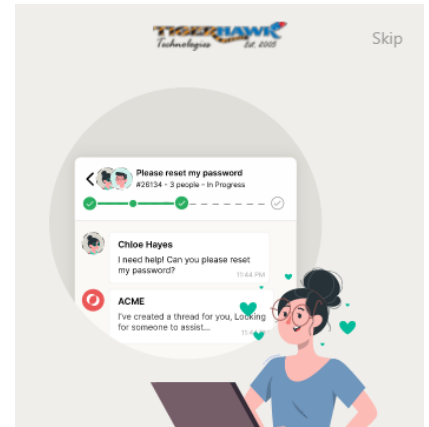


Quick and easy

More convenient than traditional phone and email methods. Faster access to real people for immediate assistance.



Continue



Monitor progress in real-time.

Simply start a "New Chat" to quickly get live support. From there, you can track updates and responses in real-time.



Continue