

Top Tech Trends for 2025

Generative AI impacts, market uncertainty,
and cybersecurity continues to top CEO concerns

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"Trust in the Lord with all your
heart and lean not on your own
understanding; in all your ways
submit to him, and he will make
your paths straight."

Proverbs 3:5-6

by Anisa Williams, BSS Staff

2024 was a year tinged with uncertainty for business owners of all sizes. We've come to expect market volatility in election years but the disruption of AI integrations, labor shortages, and supply chain inconsistencies look to continue in 2025. Here are the top tech trends that owners should consider:

Generative AI in the Office

"AI product and service innovation is the #1 CEO goal, yet business models aren't keeping up." (IBM Business Trends Report 2025) Businesses are trying to stay ahead of their competitors by integrating Generative AI into their processes, software, automations, and strategies. However, many owners are not considering the long term financial, technology infrastructure, and labor training impacts of adding AI solutions. Additionally, IT departments are scrambling to stay ahead of security needs that AI integrations demand.

Supply Chain & Windows 10 End of Life

Intense natural disasters, coupled with port strikes and talks of tariffs have made companies stockpile raw materials and reduced availability of chips for computer systems. With the deadline to upgrade from

Windows 10 looming in this budget year, computers will become harder to source for employees. BSS is anticipating delays in computer availability as we move closer to the fall.

Cybersecurity Threats Increase

Cybersecurity experts are saying that 2025 will be a banner year for hacking in the speed and frequency of expected attacks, especially with the added power of unethical AI use. Business Email Compromise, Phishing, Smishing (text phishing), and Ransomware still top the list of cyber threats. The second half of 2024 saw a 202% increase in total phishing messages, and a 703% increase in credential phishing attacks, according to SlashNext's 2024 Phishing Intelligence Report. Additionally, hackers are targeting critical infrastructure like power grids and water systems for greater disruptions.



Illustration by Pixabay/Pete Lindorff

Growth in IoT Device Use

More and more devices, such as security cameras, speakers, and even refrigerators need to be connected to a network to function. Critically, each IoT device means another potential access point for threat actors if security is not addressed at install. Additionally, the sheer number of smart devices on a network can slow a company's connectivity, while possibly running out of internal IP assignments for each device.

Human Customer Service

From social media to the purchase experience, consumers are demanding authentic, personalized customer service. They are looking for human connections, expertise, and to know the real people behind the product or service. This demand is a direct result of the vast influx of AI and bot-generated reviews, videos, and information flooding the net. Businesses must step up their service game and have processes and software in place to curate product and brand loyalty, no matter the industry.

Owners of small and medium-sized businesses are working closely with their IT Managed Support companies to shore up security and ramp up AI automation. BSS will be on your side of the table to guide you through 2025 and beyond. □

Sources: <https://www.forbes.com/sites/bernardmarr/2024/09/30/the-5-biggest-business-trends-for-2025-everyone-must-be-ready-for-now/>
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2024: A Year in Review at BSS

From the Bill Ooms, BSS Owner

What a year 2024 has been at BSS! Our team has continued to improve and grow their skills, improve the processes and support we provide, and keep our focus on small businesses to provide them with solutions and recommendations. Our goal is to help improve their productivity using technology that meets their needs and protects them from the ongoing cyber security threats.

Employee Changes

- We had our first employee retire from BSS: Jeff was with us for over eight years and we hope he enjoys fishing, golfing and spending time with his grandson!
- We had some employees move up in their careers and take on new roles.
- We are happy to have added three individuals: Andrew returned as an IT Engineer in the Murfreesboro office, Bryce started as an Account Manager in West Lafayette, and Dalton started as the Business Development Specialist in Grand Rapids.

Ticket Resolution Process Changes

- Service continues to be the main focus of BSS and we've reduced the amount of time it takes for a technician to start working on your issues. Make sure you give Stephanie and the QuickFix team (who answer the phone) a big Thank You as we are proud of the work they do.
- We've streamlined the proactive process to keep your devices updated and monitored all the time.
- Our ticket escalation process has also been revised: Two dozen technical engineers are standing by to solve the most difficult issues.

Cybersecurity Products and New Services

- We have moved all our clients to an enterprise Managed Detection and Response (MDR) advanced cybersecurity platform that has a 24/7 security operations center monitoring the devices for any malicious activity – and it has caught and stopped many threats before they affected the whole business.
- We are now also offering the same level of protection to the those using Microsoft 365, especially email.
- As passwords are still a major vulnerability, we are now offering a secure, enterprise-level password manager to our clients.
- Don't forget MFA is still a must have as well, whether individual or enterprise-managed solution!
- A final addition: Switches and Wireless Access Points can be added using our Hardware-as-a-Service (HaaS), just like the backup units and firewalls we have provided for many years.

From 1995 to 2025...

We are excited to be celebrating 30 years in business in September of 2025! Many changes have occurred over the years:

IN 1995...	IN 2025...
4 MB computer memory = \$200	16 GB (or 16,000 MB) memory = \$100
Monitor size = 12" in Amber or CGA (320x200 pixels with 4 selectable colors)	Monitor size = 27" to 50" with multiple at each workstation; (5120x2880 5K resolutions possible)
Security = maybe an antivirus, maybe a tape backup of data	Security = Multi-layered approach: Anti-virus, anti-malware, MFA, hardware/software/network security controls, MDA, NOC, hourly digital backups, etc. etc.
BSS Office = 200 square feet (in a home)	BSS Offices = 3 locations in 3 states
BSS Employees = 2	BSS Employees = 30

2025 will bring continued growth with great team members, improving our service, and providing the products and services you need to grow your business. Thwarting cyber threats, AI, Compliance, and automation are all services we are continuing to build and offer to you, our clients. Please reach out with any questions and thoughts how we can improve. And thank you for the opportunity to serve your business and show we care! □



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Client Appreciation

We were grateful to celebrate with our clients this year and we are looking forward to 2025!

