

June 23rd, 2024

## IT, MSP & MSSP Industry Notes

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### [Arcoa Group](#)

#### **Why partnering with ARCOA makes sense**

Electronics Recycling is an important and profitable part of the IT asset lifecycle, but it can be overwhelming with all you already do, varying state regulations, and the limited resources at hand. That's where ARCOA comes in. When you partner with ARCOA, you get all the benefits of a big company without any of the capital investment. We've been doing this since 1989 and have the expertise, certifications, and nationwide resources to get the most for all your clients' retired IT assets. Plus, positioning your clients as environmental stewards not only elevates their appeal to consumers, it meets government requirements and avoids fines.

#### **What partnering with ARCOA looks like**

Our role is to make it easy for you to bring more value to your clients. We work with you to help stretch your clients' IT budget by reducing the total cost of ownership of their electronics. We're experts at identifying and implementing the solutions your clients need for the end-of-use remarketing, recovery, and recycling of their technology assets.

### [Customizing QuickSign to Meet Your Unique Business Requirements](#)

- Integrate QuickSign seamlessly with Salesforce to streamline data exchange and ensure a smooth workflow.
- Customize the signature interface with your company logo, colors, and fonts to enhance professionalism and brand identity.
- Tailor signature workflows to align with business processes, including defining signing orders and setting approval requirements.
- Employ conditional logic to adjust signature requirements dynamically based on document content or user roles.
- Customize email notifications with clear instructions, personalized messages, and support contact information.

### [Brother launches new scanners](#)

The ADS-1800W has an MSRP of \$279.99

- Wireless connectivity
- 2.8" color LCD touchscreen control panel
- ADS-1300 has MSRP of \$219.99
  - Scan single pages up to 197" long
- ADS-1350W has MSRP of \$249.99
  - WiFi standard
  - Top scan speed of 30opm
  - 600x600dpi
  - Document feeder holds up to 20 originals

### [Fusion5 expands IT managed services capabilities with acquisition of GoCloud](#)

- Fusion5 acquires Wellington-based GoCloud Systems, a technology consulting and managed IT service provider.
- GoCloud offers IT strategy, cloud adoption, and managed services to the New Zealand Government, not-for-profits, and SMEs.
- Expertise includes Microsoft Azure, AWS, and exclusive partnership with Tines for SOAR solutions.
- acquisition expands Fusion5's Cloud, Infrastructure, and Security team to over 90 in Australia and New Zealand.
- Fusion5 customers will gain localized support and a 12-hour business day support model.
- Fusion5 will leverage GoCloud's Azure and AWS skills, enhancing customer benefits.
- GoCloud's staff will join Fusion5 on 1 July 2024, continuing to work from Wellington.

### [Impact of AI Augmentation on the Future of Marketing](#)

- Marketing organizations are increasingly adopting AI to analyze data and optimize campaigns, reshaping teams.
- Humans retain control of strategy, but AI will handle more operational tasks, with 70% of administrative duties disappearing by 2025.
- Many analytical roles will become redundant, with chatbots taking on up to 60% of daily tasks.
- Demand for data scientists will grow, with positions expected to increase by 30% by 2028, remaining crucial and less prone to budget cuts.
- AI design tools raise copyright issues, leading to efforts to clarify ownership, enabling cost and time savings.
- AI will enhance customer personalization, optimizing targeted advertising and marketing strategies.
- End of 2024, most customer emails will be AI-generated, with full automation of customer content common by 2026, allowing teams to focus on campaign management.

### [Exploring the Leading Platform Engineering Tools for 2024](#)

- Platform engineering, based on DevOps principles, improves compliance, costs, security, and developer experiences within a secure framework.
- By 2026, over 80% of engineering organizations will have platform engineering teams to build internal developer platforms, enhancing business scale and delivery speed (Gartner).
- Ideal for companies with multiple app teams, platform engineering reduces duplicate efforts and enhances efficiency.
- Start by identifying bottlenecks with engineering teams and implement platform engineering within application teams.
- Developers should document all details to promote self-service and long-term independence.
- Self-service platforms simplify infrastructure provisioning, code pipelines, monitoring, and container management.
- Platform engineering aligns tools with developers' needs, considering costs, skills, features, and user interface design.

### [Microsoft is killing off non-editable PDFs for good](#)

- announces plans to develop a tool to convert non-editable PDFs into fully editable documents while preserving the original layout
  - **AI-Powered Conversion:** The tool, described in Microsoft's paper "Method and System of Generating an Editable Document from a Non-Editable Document," will utilize artificial intelligence to map and identify elements within a PDF, such as text, images, and tables.
  - **Maintaining Layout Integrity:** The tool will use bounding boxes to ensure the layout remains unchanged and can recognize fonts and color schemes, allowing the new editable PDF to be resized without losing structural integrity.
  - **Significance for Document Management:** This technology aims to overcome the limitations of existing PDF converters, which often fail to maintain the original layout and font accurately.
  - **Potential Security Concerns:** While the tool promises enhanced document management, there is concern that it might compromise the security that PDFs traditionally offer by making them editable.

### [Lock in on Cyber Security with ARCOA](#)

- IT Asset Disposition (ITAD): Manages the secure disposition of end-of-life IT equipment
- Data Destruction: Ensures sensitive data is completely erased from devices before disposal
- Asset Remarketing: Resells refurbished IT assets to maximize value recovery
- Recycling Services: Provides environmentally responsible recycling of electronics
- Compliance & Reporting: Offers documentation and reporting to meet regulatory standards
- Secure Logistics: Handles the safe transport of IT assets throughout the disposal process

### [Cybersecurity Notes](#)

- Federal government stated that cyber attacks on the US healthcare system increased 128% from 2022 to 2023
- Adventist Health of Tulare, CA notified 70,000+ patients that their PHI was exposed after cyber attack.
- Ascension Health, headquartered in St. Louis, MO, stated that it now believes that during recent ransomware attack, hackers did steal PHI from an unknown number of patients.
  - Operates 140 hospitals across 19 states
- United Seating & Mobility, aka Numotion Inc. headquartered in Nashville, TN, notified 4,190 patients that their PHI was exposed after cyber attack.
- Cylance Cybersecurity Solutions, a division of Blackberry, announced that ransomware hackers have demanded a \$750,000 ransom for information it stole on the company's customers.
- City of Cleveland in Ohio notified an unknown number of citizens that their info may have been exposed after recent cyber attack.
- IACT Health, a Georgia research institute now called Centricity Research, has notified 676 patients that their PHI was exposed after cyber attack.
- Easterseals Central Illinois, headquartered in Peoria, IL, notified an unknown number of patients that their PHI was exposed after cyber attack.
- Delta Specialty Hospital in Memphis, Tennessee has notified 1,019 patients about unauthorized access to an employee's email account.
- FC Compassus, headquartered in Tennessee notified an 1,383 patients that their PHI was exposed after cyber attack.
- McLean Hospital in Belmont, MA, has notified 2,231 patients that their PHI was exposed after cyber attack.

### [Document management solutions growth](#)

New study published by 360iResearch

- Total market for document management solutions will grow to \$18.37 billion by 2030
- **Growing at CAGR of 15.39% (cumulative annual growth rate)**
- Value of market in 2023 was \$6.74 billion

### [More to be spent on cloud services](#)

Research published by IDC

- Worldwide revenue to public cloud services was \$669.2 billion in 2023
- Up 19.9% from 2022
- Will surpass \$800 billion in 2024, up 20.5%

### [Sherweb Launches Self-Service Portal to Support MSP Success](#)

- Sherweb, a cloud marketplace leader, announced launch of a Self-Service Portal for Managed Service Providers (MSPs) to free up time and resources.
- white-label platform allows MSPs' clients to manage their own licenses and subscriptions through a user-friendly interface.
- Self-Service Portal addresses the need for efficient cloud license management, cost optimization, and increased demand for managed services.
- enables clients to trigger their own provisioning workflows and streamline order management, freeing up MSPs' time.
- portal offers customization options for branding, easy setup, order approval, and robust security
- Jim O'Driscoll, VP of Sales at Sherweb, highlighted the portal's role in improving efficiency and supporting MSP growth by allowing clients to control their licenses and subscriptions.
- helps MSPs reach business goals with IT solutions, tech support, and cybersecurity services.

### [HPE Aruba Is Recruiting Networking Data Center And Security Partners](#)

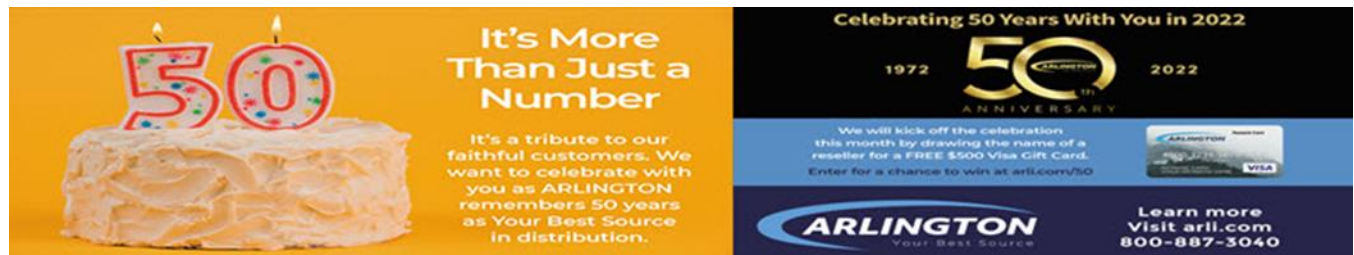
- HPE's \$14 billion acquisition of Juniper Networks is set to close later this year or early 2025.
- HPE Aruba is recruiting new data center and security partners.
- Juniper will bolster HPE's presence in these markets.
- Emphasis on new growth possibilities in data center, SD-WAN, SASE, and SSE solutions.
- Moving from classic wireless networking to new investment areas.
- High excitement among partners about the potential of the HPE and Juniper integration.

### Cloud Cat Services LLC Launches IT Managed Services Offering

- Cloud Cat Services LLC, based in Nashua, NH, has over fifteen years of experience supporting industries like Biotech, life sciences, finance, non-profit, and healthcare with a 96% client satisfaction rate.
- recently expanded to offer Managed Services, enhancing client support and operational efficiency.
- Offerings include:
  - IT Consulting: Providing insights and preventive measures against security threats
  - Cybersecurity: Safeguarding businesses with proactive monitoring and attack prevention.
  - Cloud Services: Streamlining operations with expertise in AWS and Azure.
  - Proactive Monitoring: Ensuring smooth IT operations with quick issue resolution.

### TWAIN Working Group Partners with AIIM International

- TWAIN Working Group (TWG) joins AIIM International Leadership Council to advance information management strategies through collaboration and best practices sharing.
- AIIM International Leadership Council promotes cutting-edge information management technologies, industry standards, and policies.
- AIIM offers extensive resources and networking for Information Management professionals' education and career development.
- TWAIN Working Group supports openness and industry standards with projects like TWAIN Classic, TWAIN Direct, and PDF/R.
- alliance integrates TWAIN technologies with AI and Large Language Models (LLMs) for effective data management.
- Tori Miller-Liu, President and CEO of AIIM International, highlights the partnership's role in driving innovation and standards in Information Management.
- Joseph Odore, TWAIN Working Group Board Chairperson, emphasizes industry advancement through joint marketing activities and symposiums.
- AIIM International leads information management evolution with a focus on AI and emerging technologies globally.
- TWAIN Working Group develops universal standards linking applications and image acquisition devices, adapting to future technologies and industry needs.



The banner is split into two main sections. The left section has a yellow background and features a white cake with two lit candles shaped like the number '50'. To the right of the cake, the text reads: "It's More Than Just a Number" and "It's a tribute to our faithful customers. We want to celebrate with you as ARLINGTON remembers 50 years as Your Best Source in distribution." The right section has a dark blue background. At the top, it says "Celebrating 50 Years With You in 2022" with "1972" and "2022" on either side of a large "50" logo. Below this, it states: "We will kick off the celebration this month by drawing the name of a reseller for a FREE \$500 Visa Gift Card. Enter for a chance to win at arll.com/50". There is a small image of a Visa gift card. At the bottom right, it says "Learn more Visit arll.com 800-887-3040". The ARLINGTON logo is at the bottom left of the right section.

