



MONTHLY NEWSLETTER

AUGUST 1, 2024

TECH "KNOWLEDGY"

The Good, the Bad, and the AI: How to Manage the Risks and Rewards of Artificial Intelligence

A newsletter article by Berry Solutions Group

What is AI and why is it important?

AI, or artificial intelligence, is the ability of machines to perform tasks that normally require human intelligence, such as understanding language, recognizing images, making decisions, and learning from data. AI has the potential to transform many aspects of our lives, from health care and education to business and entertainment. AI can help us solve complex problems, improve productivity, enhance creativity, and provide new opportunities for innovation and growth.

What are the challenges and risks of AI?

AI also poses some significant challenges and risks that need to be addressed and managed. AI can have unintended consequences, such as displacing workers, creating ethical dilemmas, increasing inequality, and undermining privacy and security. AI can also be biased, inaccurate, unreliable, or malicious, depending on how it is designed, developed, deployed, and used. AI can be influenced by human prejudices, manipulated by malicious actors, or exploited by hackers and cybercriminals.

How can we govern and secure AI?

To ensure that AI is beneficial, trustworthy, and responsible, we need to govern and secure it. Governing AI means establishing rules, standards, and best practices for how AI is created, used, and regulated. Securing AI means protecting it from unauthorized access, misuse, or harm. Governing and securing AI requires collaboration and coordination among various stakeholders, such as developers, users, regulators, and policymakers. Governing and securing AI also requires transparency, accountability, and oversight, to ensure that AI is aligned with human values, rights, and interests.

How can Berry Solutions Group help you with AI?

Berry Solutions Group is a leading service provider for governing and securing AI, especially Microsoft Copilot for Office 365. Microsoft Copilot is a powerful AI tool that helps you write faster and better documents, emails, presentations, and more. Microsoft Copilot can suggest content, format, style, and tone, based on your preferences and goals. Microsoft Copilot can also help you with research, data analysis, and collaboration. Microsoft Copilot can boost your productivity, creativity, and efficiency, while saving you time and money.

However, Microsoft Copilot also comes with some challenges and risks that need to be managed. Microsoft Copilot can generate inaccurate, inappropriate, or irrelevant content, depending on the context and the data. Microsoft Copilot can also expose your sensitive information, such as personal details, confidential data, or intellectual property, to potential threats. Microsoft Copilot can also be misused or abused, by violating copyright, plagiarism, or ethical standards.

That's why you need Berry Solutions Group to help you govern and secure Microsoft Copilot for Office 365. Berry Solutions Group can help you set up, configure, and customize Microsoft Copilot to suit your needs and preferences. Berry Solutions Group can also help you monitor, audit, and review Microsoft Copilot's output, to ensure its quality, accuracy, and relevance. Berry Solutions Group can also help you protect, encrypt, and backup your data, to prevent any unauthorized access, misuse, or harm. Berry Solutions Group can also help you comply with any legal, regulatory, or ethical requirements, to avoid any liability or reputation damage.

Berry Solutions Group is your trusted partner for governing and securing AI, especially Microsoft Copilot for Office 365. Contact us today to find out how we can help you get the most out of AI, while minimizing the risks and challenges. Berry Solutions Group: The Good, the Bad, and the AI.

SECURITY CORNER

EDR and MDR Explained

The Importance of Security in the Digital Age: In the current digital landscape, security is paramount. Cyberattacks are increasingly sophisticated and frequent, posing threats to businesses across various industries. The significant financial impact and the extended time required to address breaches underscore the necessity for proactive and effective security measures to safeguard organizational data, reputation, and operations¹.

EDR and MDR: Key Components of Security Strategy Endpoint Detection and Response (EDR) and Managed Detection and Response (MDR) are crucial for securing endpoints and servers, the primary targets of cyberattacks. EDR provides monitoring and analysis of endpoint activities, detecting threats that traditional security measures might miss. MDR offers a managed service with a team of experts to operate EDR solutions, ensuring round-the-clock monitoring and incident response^{2,3,4}.

Benefits and Conclusion: Utilizing EDR and MDR brings enhanced security, improved efficiency, and increased confidence. These solutions enable faster threat detection and response, compliance with regulatory standards, and informed decision-making. They also demonstrate a commitment to security and privacy, building trust with stakeholders. Berry Solutions Group can assist in implementing EDR and MDR tailored to specific business needs, contributing to a secure enterprise environment^{5,6,7}.

EMPLOYEE CELEBRATIONS & SPOTLIGHT

Rebecca Culp, Director of Human Resources



Rebecca Culp has been a vital part of Berry Solutions Group (BSG) for 5 years, serving as the Director of Human Resources. She holds an MBA and a BA from West Virginia Wesleyan College.

Rebecca's favorite movie is "Gidget," and she loves reading "Ella Enchanted" and "Anne of Green Gables." Her favorite food is peanut butter ripple ice cream.

Outside of work, Rebecca is often found on stage, participating in community theatre and music programs. Growing up as an Army Brat, she developed a love for travel and will be visiting Italy, France, and Spain later this year.

Rebecca finds inspiration in her parents, whom she describes as the strongest people she knows. She shares the best advice she received from her dad, quoting Tim McGraw: "Be humble and kind. You may not always be successful at it - I know I'm not! But always move forward with this in mind."

Employee Anniversaries:

- June 8 - Devin Bickel (5 yrs)
- July 24 - Stephen Cermak (1 yr); Allen Hostetler (1 yr)
- July 31 - Bruce Lebitz (1 yr)
- August 16 - Gavin Stein (1 yr)

TECH TIPS & TRICKS



Use private browsing: The uses for not having cookies and history saved are obvious for certain activities, like shopping for gifts on a shared computer. Pressing Ctrl + Shift + N will launch a new private in Chrome, Ctrl + Shift + P will do it in Firefox and Internet Explorer.



Windows + L will lock your system right away, requiring a password to log in again.



Accidentally closed a tab? Simply press Ctrl + Shift + T to reopen the most recently closed tab and get back to what you were doing (Cmd + Shift + T on Macs).

UPCOMING EVENTS

August 15, 2024: PA Tech Con

This annual event brings together more than 750 government and educational leaders, thought leaders from the private sector and faculty/students for a day of collaboration and sharing of ideas

September 9, 2024: Small Business Empowerment Summit

This summit is a forum for collaboration, discussion, and interaction between the Commonwealth of Pennsylvania, federal agencies, elected officials, vendors, and the small business community. Small businesses who attend the Empowerment Summit will gain a better understanding of Commonwealth and federal procurement opportunities, as well as resources to access capital to launch, grow, and increase their business capacity.

October 2-3, 2024: CyberSecurity Summit 2024

Join over 600 thought leaders and security experts from the state government and local government, federal agencies, K-12 school districts, higher education, as well as technology leaders in the private sector for this year's event. BSG will be co-presenting a topic with Reclamere at this event on AI for Hacking and Security

BSG IN THE COMMUNITY



Blair County Chamber of Commerce 2024 Awards Gala

On June 20, 2024, BSG proudly sponsored the Chamber Extra Mile Award at the Blair County Chamber of Commerce 2024 Awards Gala. This award honors individuals or businesses who selflessly contribute to the Chamber's mission without seeking recognition. Corey Gehret, the first recipient of this award, is featured in the bottom photo (above).



Hoopsfest 2024

BSG also sponsored a team for Hoopsfest, held on July 20, 2024.

This day-long basketball tournament supports youth and community organizations in the surrounding area. The picture above shows our sponsored team happy to be participating in this awesome event!