

THIS WEEK...

1. What is Innovation?
2. Internet of Things
3. Twitter finally makes profit

Did you know?

-Google rents goats from a company called California Grazing to help cut down weeds at their HQ grounds.

-The average computer blinks seven times a minute, the normal rates is 20 times per minutes!

-As of September 2017, more than 3,000 websites were blocked in Mainland China under the country's Internet censorship policy which prevents users from accessing proscribed websites in the country. Banned sites include Gmail, Twitter, Facebook, Instagram, Dropbox, SoundCloud, The Wall Street Journal, etc.

What is Innovation really?

by Norah Spie 9th Feb, 2018

Microsoft has released its LinkedIn-powered Resume Assistant for Office 365 subscribers to help them craft a compelling resume. The Resume Assistant helps job seekers showcase accomplishments and get discovered by recruiters by making it easier to compile a striking resume. It gathers insights from other LinkedIn profiles to provide users with

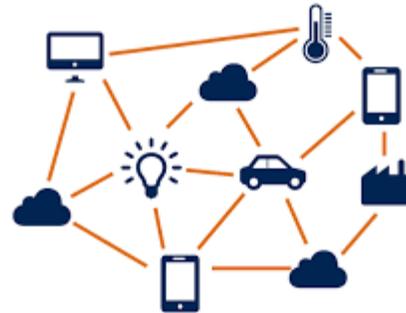


examples of how others in similar or aspirational roles describe their work experience. All of this happens directly within Microsoft Word. The Resume Assistant also shows skills other professionals in a particular role and industry have. In addition to helping users make a targeted resume for specific jobs, users can also access LinkedIn's hiring marketplace **ProFinder** directly from Resume Assistant. It helps users connect with experts to get help regarding interview techniques, career coaching, and resume writing. Additionally, Resume Assistant puts out relevant job opportunities for users directly within Microsoft Word.

Resume Assistant is currently available only in Word 2016 on Windows, Microsoft informed. Notably, to use the Resume Assistant, apart from Office 365, you have to use MS Word in English and set Windows' region to one of the 10 countries - Australia, Brazil, Canada, China, India, Japan, New Zealand, Singapore, South Africa and the USA.

Internet of Things or Internet of Silly Things?

Internet of Things refers to the connection of devices to the Internet. Cars, kitchen appliances, and even heart monitors can all be connected through the IoT. And as the Internet of Things grows in the next few years, more devices will join that list. Here are new developments to look forward to this year;



- Ongoing growth and the expansion of the number of online devices, with real progress seen in industries such as retail, healthcare and industrial/supply chain.
- As IoT continues to expand through an increasing number of devices, it is also predicted to become more fragmented. This will lead to potential system compromises and security risks.
- Mobile platform development will continue – again bringing unique security needs.
- In a global economy with billions of interconnected devices – which are growing all the time – the importance of adopting data analytics into companies’ business models becomes increasingly important.

Business Insider's premium research service, expects there will be more than 24 billion IoT devices in the world by 2020. That's approximately four devices for every human being on the planet. And as we approach that point, \$6 billion will flow into IoT solutions, including application development, device hardware, system integration, data storage, security, and connectivity. But that will be money well spent, as those investments will generate \$13 trillion by 2025. Who will reap these benefits? There are three major entities that will use IoT ecosystems: consumers, governments, and businesses. Technological companies will benefit the most in monetary terms and government will save and increase efficiency.

If you want to learn more about Internet of Things in Africa, then IOT Forum is for you. It will held in Johannesburg on 14-15 March 2018.

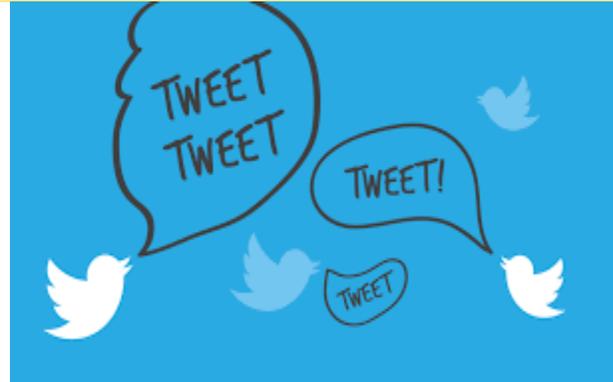
More details at <http://iotforumafrika.com/>

***IoTFA* IOT FORUM
AFRICA 2018**

Twitter finally makes profit!

Twitter this week delivered its first quarterly profit and an unexpected return to revenue growth helped by expansion outside the United States, pushing shares in the social network to more than two-year highs.

Overall revenue rose 2% in the fourth quarter from a year earlier, handily beating analyst estimates that called for a fourth straight quarter of declines.



Twitter's previous inability to turn a profit or log consistent revenue growth had confounded investors given its ubiquitous media presence and popularity among celebrities, athletes and politicians such as Donald Trump.

Shares traded 16% higher at \$31.21 after hitting their highest since July 2015. Twitter was founded in 2006 and debuted as a public company in 2013 at \$26 a share.

Twitter, which has doubled the number of characters allowed per tweet and made other changes to attract users, said the number of daily active users rose 12%.

"Advertisers want eyeballs, so anything Twitter can do to maximize the number of people accessing the platform daily for a good chunk of time allows for better return on investment," analyst Erna Alfred Lioukas of Forrester Research said.

Twitter said revenue was helped by using data to make the targeting of ads more individualized, a process known as machine learning. That raised click through rates, or the ratio of users who click on a specific ad to the number that view it.

"They are showing the right tweets to the right people at the right time, and as you do that, not only do you drive consumers to use Twitter more, but you attract more and more advertisers to want to be on the platform," analyst Richard Greenfield of BTIG Research said.

Twitter's quarterly profit and rising revenue reignited speculation among some analysts that a larger company could try to buy it. The Walt Disney Co expressed interest in 2016, though at the time Twitter shares were trading around \$18.

Reuters.

The footer features a dark background with a glowing lightbulb on the right side. On the left, the logo for AFRITORCH DIGITAL is displayed, consisting of a stylized lightbulb icon with a rainbow gradient. To the right of the icon, the text 'AFRITORCH DIGITAL' is written in a bold, white, sans-serif font. Below this, the tagline 'Empower . Transform . Innovate' is written in a smaller, white, sans-serif font. At the bottom of the footer, the email address 'info@afritorchdigital.com' is on the left and the website 'www.afritorchdigital.com' is on the right, both in a white, sans-serif font.

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