

April
2015

Technology Update

by B4 Networks

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

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"How often does he go online?"



"As a business owner, I know you don't have time to waste on technical and operational issues. That's where we *shine*! Call us and put an end to your IT problems finally and forever!"
Bryan Lachapelle,
B4 Networks Inc.

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Windows Server 2003 Set To Expire July 14th!

If your organization is currently running either Microsoft Windows Server 2003 or Exchange 2003 on any servers in your office, you need to know about a dangerous security threat to your organization that must be addressed very soon.

Windows Server 2003 and Exchange 2003 Replacements MUST Be Made By July 14, 2015

Microsoft has officially announced that it will retire all support on the Server 2003 operating system on July 14, 2015. That means any business with this operating system still running will be completely exposed to serious hacker attacks aimed at taking control of your network, stealing data, crashing your system and inflicting a host of other business-crippling problems you do NOT want to have to deal with.

This is such a serious threat that down in the United States, the US Department of Homeland Security has issued an official warning to US companies still running this operating system because firewalls and antivirus software will NOT be sufficient to completely protect your business from malicious attacks or data exfiltration. Running Server 2003 will also put many organizations out of compliance. Here in Canada, not upgrading your server from Server 2003 or Exchange 2003 could be breaking PIPEDA privacy laws. (*For legal advice, please seek the advise of a lawyer)

Unless you don't care about cybercriminals running rampant in your company's computer network, you **MUST** upgrade any equipment running this software.

FREE Windows Server 2003 Migration Plan Shows You The Easiest, Most Budget-Friendly Way To Upgrade Your Server

During the month of April, we are offering a FREE customized Windows Server 2003 migration plan to all businesses still running this operating system on any computers in their office. At no cost, we'll conduct a full analysis of your network to help you determine what specific servers will be affected by this announcement. Additionally, we will provide a detailed analysis of all upgrade options available to you, along with the pros and cons of each option. While there, we will also assess other security, backup and efficiency factors that could be costing you in productivity and hard dollars. We will then put together a customized Server 2003 Migration Plan specifically for your office.

To schedule your FREE on-site assessment today, visit:
www.b4networks.ca/server2003 to get started.

Get More Free Tips, Tools and Services At Our Web Site: www.b4networks.ca

Six Easy Ways To Improve Your LinkedIn Profile

LinkedIn is a great social media platform for entrepreneurs, business owners and professionals. Unfortunately, your LinkedIn profile may not be helping you to create those connections.

So let's tune yours up with six simple steps:

Step 1. Revisit your goals. At its most basic level, LinkedIn is about marketing: marketing your company or marketing yourself. Think about your goals and convert your goals into keywords, because keywords are how people find you on LinkedIn.

But don't just whip out a keyword tool to identify popular keywords. Go a step further and think about words that have meaning in your industry. Use a keyword tool to find general terms that could attract a broader audience, and then dig deeper to target your niche by identifying keywords industry insiders might search for.

Step 2. Layer in your keywords. The headline is a key factor in search results, so pick your most important keyword and make sure it appears in your headline. Then work through the rest of your profile and replace some of the vague descriptions of skills, experience and educational background with keywords.

Step 3. Strip out the clutter. The average person has changed jobs six to eight times before they reach age 30. Sift through your profile and weed out or streamline anything that doesn't support your business or professional goals. If you're currently a Web designer but once worked in accounting, a comprehensive listing of your accounting background is distracting.

Step 4. Add in some personality. Focusing on keywords and eliminating clutter is important, but in the process your individuality probably got lost. Now add enthusiasm and flair. Share why you love what you do in your profile. Describe what you hope to accomplish. Remember, no one connects with keywords. People connect with people.

Step 5. Take a good look at your profile photo. A photo is a little like a logo. On its own an awesome photo won't win business, but a bad photo can definitely lose business.

A good photo flatters but doesn't mislead. The goal is for your photo to reflect how you will look when you meet a customer, not how you looked at some killer party. The best photo strikes a balance between professionalism and approachability, making you look good but also real.

Step 6. Get recommendations. Most of us can't resist reading testimonials, even when we know those testimonials were probably solicited. So ask for recommendations, and offer to provide recommendations before you're asked. The best way to build great connections is to always be the one who gives first.

Tek Tip of the Month

Here's a few tips to help make your web browsing more efficient!

Jump to address bar: There are a number of ways to jump right to the address bar from anywhere in browser. Pressing CTRL + L, F6, and ALT + D all accomplish this goal.

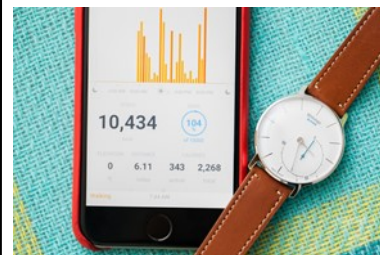
Bring back a closed tab: Accidentally closed a tab? Simply press CTRL + Shift + T to reopen the most recently closed tab and get back to what you were doing.

Cycle through open tabs: Pressing CTRL + TAB while in a browser will flip between each one. This can be much faster than moving the mouse and clicking on a tab. CTRL + NUM (1, 2, 3, 4, n..) will also take you to certain tab in that numeric order.



Steve Lamarre
Service Manager

Shiny New Gadget Of The Month: The WayTools TextBlade



When we are surrounded by touch-screen mobile devices, sometimes we can get a little nostalgic for a good old-fashioned keyboard. Sure, there are a number of apps that make typing on a touch-screen easier, but tactile feedback is non-existent. Or we want to type something more substantial than a text message or quick email, and we don't want to go through the chore of typing it all out on a small screen. And then it's often hard to find a wireless keyboard that is both practical and truly portable.

The WayTools TextBlade aims to solve these problems. The TextBlade offers a fully-featured and responsive solution—while maximizing portability. Through a Bluetooth connection, you can sync it up to your favorite smartphone or tablet. The lithium polymer battery lasts upwards of a month with average use, and it's quickly recharged via USB. Small but powerful magnets keep it held in place when you're using it and when it's tucked away in your pocket.

It's priced at \$99 and you can find it online at www.waytools.com.

Client Spotlight

Dentistry in the Village

Located in Fonthill, Ontario, Dentistry in the Village is a state of the art dental office, with a wonderful and friendly staff. Dr. Dobson grew up in Fonthill, Ontario and is thrilled to be back to her roots to practice dentistry.

"I am extremely excited to be opening the doors to the dental practice I have been dreaming of since I started dental school. I aspire to treat all of my patients with the utmost respect and empathy while providing the best care I can. My hope is that you will enter my



practice and feel at ease; that you will receive thoughtful and thorough care; that I can be your partner in the life long journey of oral health. I look forward to treating you." - Dr. Kimberly Dobson.

B4 Networks has recently installed a new server for Dentistry in the Village, and provides ongoing Network Security and Data Backup Services.

Dentistry In The Village
20 Hwy 20, Unit 13, Fonthill, ON, L0S 1E0
Phone: 905-892-0004

Guest Article by: Dr. Nido Qubein Customers Expect More!

In today's market, as in none before, it is crucial that we learn selling savvy. The sales environment has changed radically in four distinct ways:

1. Customers are better-educated, more sophisticated and more value-conscious. In other words, they are harder to please; they want more for their money. Think about your own demands as a consumer. You insist on quality goods and efficient service. You don't want some slick con artist trying to trick you into buying a product or service you don't want or need. And you don't want to be abandoned after the sale. You expect follow-up service. If something goes wrong, you want to know that the salesperson and the company are going to stand behind the sale.

This means that salespeople have to stay on top of their markets. They have to be knowledgeable about the products and services they are selling. And they have to be honest—they have to be sincerely interested in helping their customers find value and derive satisfaction.

2. Competition is stiffer. Customers now have so many options that price will always be the deciding factor—unless you can offer a strong differential advantage. That means you have to offer something that sets you apart from all the other salespeople who are trying to get your customers to buy from them. You have to provide quicker service, more up-to-date product knowledge and better follow-up. Moreover, your customers must acknowledge the superiority of your products and services, and the object of your presentation should be to lead them toward that recognition and acknowledgment.

If you can't lead your customers to that acknowledgment, you won't get the sale, no matter how good your product. Your success in selling depends less and less on the product you are selling, and more and more on your skills as a salesperson.

3. Technology is rapidly replacing peddlers. People are buying more through direct mail. The Internet is making it possible to buy almost anything you want at the click of a mouse. Companies are no longer looking for peddlers to handle items that are much easier to sell online or through the mail. In many cases, they're setting up self-service systems that can be operated by clerks. Of course, there are plenty of very good opportunities for really sharp salespeople who can sell with power and skill, especially in the industrial field.

To be successful as a salesperson, you must find ways to distinguish yourself from the inexpensive clerks and the commonplace peddlers. You must rise to the challenge with proficient skills, depth of knowledge and a positive attitude.

4. Time has become a priceless commodity. Prospects don't want salespeople wasting their time. And if you're serious about becoming successful, you don't have time to wander around showing your products or services to anyone who will look at them.

To survive in today's volatile marketplace, you need a clear and effective strategy. You need the skills to implement that strategy. And you need the know-how to make that strategy work for you. When you acquire and apply these things, you're demonstrating selling savvy.

Dr. Nido Qubein is president of High Point University, an undergraduate and graduate institution with 4,300 students from 40 countries. He has authored two dozen books and audio programs distributed worldwide. As a business leader, he is chairman of the Great Harvest Bread Company, with 220 stores in 43 states. He serves on the boards of several national organizations, including BB&T (a Fortune 500 company with \$185 billion in assets), the La-Z-Boy Corporation (one of the largest and most recognized furniture brands worldwide) and Dots Stores (a chain of fashion boutiques with more than 400 locations across the country). As a professional speaker, Dr. Qubein has received many distinctions, including the Golden Gavel Medal, induction into the International Speaker Hall of Fame and as the founder of the NSA Foundation in Arizona.

To learn more about Dr. Qubein, go to: <http://www.nidoqubein.com/>



The Lighter Side:

All Is Fair In Business

A shopkeeper was dismayed when a brand new business much like his own opened up next door and erected a huge sign which read 'BEST DEALS.'

He was horrified when another competitor opened up on his right, and announced its arrival with an even larger sign, reading 'LOWEST PRICES.'

The shopkeeper panicked, until he got an idea. He put the biggest sign of all over his own shop. It read:

'MAIN ENTRANCE.'



How Did You Make Your money?

A young man asked an older rich man how he made his money. The old guy fingered his sweater and said, "Well, son, it was 1934 and in the depth of the Great Depression. I was down to my last dime."

"I invested that dime in an apple. I spent the entire day polishing the apple and, at the end of the day, I sold the apple for fifteen cents."

"The next morning, I invested those fifteen cents in two apples. I spent the entire day polishing them and sold them for 30 cents. I continued this system for a month, by the end of which I'd accumulated a fortune of \$1.59."

"And that's how you built an empire?" the boy asked. "Heavens, no!" the man replied. "Then my wife's father died and left us two million dollars."

Need Help Right Away? Call our team 24/7 at 905.346.4966.

TRIVIA

CHALLENGE

The Winner of last month's Trivia Challenge Quiz is **Tricia Dickie** from **North America Traffic**

This month's winner will receive a \$50 Gift Card

This month's trivia question is:

One famous April Fools' Day hoax occurred in the 1957 when the BBC aired a curious story that tricked quite a few viewers into believing they could grow what?

- a) Musical Shrubbery
- b) Horse-sized Hamsters
- c) Spaghetti Trees
- d) Chocolate Potatoes

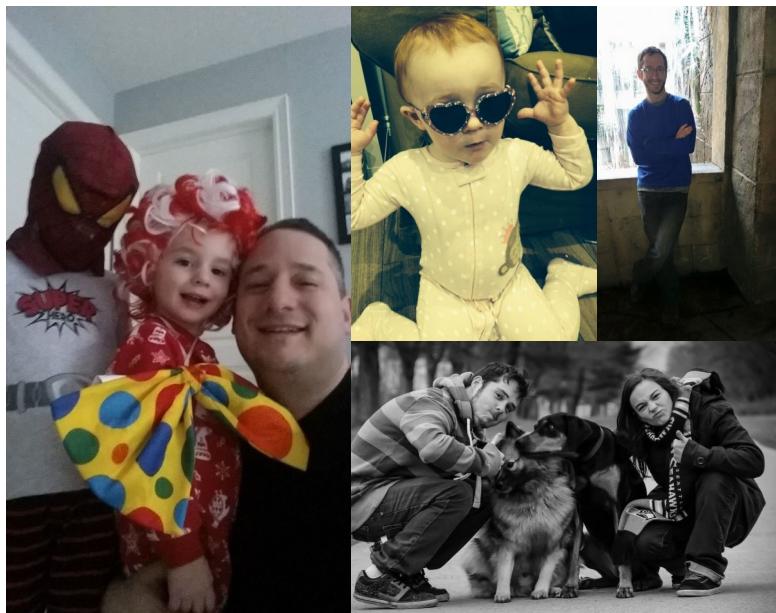
To enter email me your answer:
bryan@b4networks.ca or visit the site below

www.b4networks.ca/trivia

Submit your entry by the 25th of the month, and if your answers are correct, your name will be added to the draw for a \$50 Gift Card.

*See website for full trivia rules

The B4 Networks Family



Top Left to Right: Nate, Aiden and Bryan playing dress up, Bryan's wearing one scary costume! - Sarah getting ready for Spring. - Alex posing while at his most recent adventure, the Wild Bird Kingdom.

Bottom Right: Doug, Shadow, Moose and his girlfriend Brittany giving the old thumbs up.

Does This Password Sound Familiar?

You know the difference between a good password and a bad one. Many of us do like the convenience of a simple, easy-to-remember password that requires no effort to recall and type when we connect to our WiFi networks, buy from our favorite e-tailer or use for online bill pay. But many of us also appreciate an added layer of security so we don't use an effortless password when sensitive data is on the line.

In a recent study conducted by SplashData, they looked at a sampling of over 3 million passwords (all of which were leaked during a data breach last year). They compiled a list of the most common passwords—and the results weren't all that surprising.

123456 was the No. 1 password used last year, followed by the classic password of "password".

While these passwords may have the IT and security crowds shaking their heads in dismay, it's not all bad news. These



popular passwords may offer next to no practical security, but according to the study, the 25 most common passwords only represent about 2% of the overall total.

This means most people don't use these passwords—or qwerty, or 111111, or iloveyou. The study found more variation among the most popular passwords versus the 2013 study. Is it a possible trend? Are people turning to more imaginative or secure passwords? Maybe, but only time will tell. Even if the study suggests most of us don't rely on overly simple passwords, SplashData's list serves as a reminder to use more secure passwords and to change them regularly.

Services We Offer

- General Computer / Network Repair and Troubleshooting
- Network Design & Implementation
- Backup and Business Continuity Solutions
- Anti Spam & Email Solutions
- Virus and Spyware Protection
- Network Security / Firewall Solutions
- Commercial Wireless Networking
- Fixed Cost Monthly Managed Services
- Remote Monitoring and Diagnostics, Troubleshooting and Repair
- Project Management
- Technology Consulting
- Hosted Exchange Service
- Cloud Services



b4 networks

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We Make Technology Work!