

February  
2015

# Technology Update

by B4 Networks

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

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"Sure, it's all fun and games until someone loses an iPhone."



"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,**  
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## Computer And Network Security Is More Important Than Ever Before

It's 2015, and while I'm sure you have all heard about the hundreds of security breaches in 2014, there are still many small and medium sized business leaders not taking computer and network security seriously.

### 2015 The Year of Security

For me, 2015 will be the year of security, and I urge each of you to take security seriously too. For this newsletter, I've focused most of our articles around security, and keeping your business and identity secure.

### Is Your Business Taking Computer Security Seriously?

If you don't have regular maintenance being done to your computers and network, then I guarantee you are at risk.

Over the last year, I've met with hundreds of business owners and managers, and in most cases, they just assumed their computers and network were secured since they had an IT company working with them. They hoped their IT company would automatically take care of this for them, after all, that's what an IT consultant should do right? Unfortunately that's not the case.

Unless you have an agreement in place with your IT provider, and are paying them either a fixed monthly fee, or you receive an invoice from them to perform basic maintenance and security, it's not likely getting done. I challenge every business owner or manager in Niagara to make sure security is checked off their to do list, each and every month. Please ask your IT company for a monthly *Network Health Report*, to prove everything is safe and secured, don't just assume it's getting done.

### What Kind Of Maintenance Should Be Performed?

So what should monthly maintenance include? I've listed out a few things below, but I recommend you download my FREE reports titled **Securing Your Business**, and **Protect Your Data**. You can find both on our website at: [www.b4networks.ca/FreeReports](http://www.b4networks.ca/FreeReports). They are 100% Free, and you get INSTANT access to download them. So without further delay, here is a brief list of some of the monthly items to perform and check.

1. **Install Software Updates:** Microsoft and other vendors release regular patches and hot fixes to repair security vulnerabilities found in their software. Some of these updates are **critical** and needs to be installed as soon as possible. While desktops are often configured to update automatically (with some user intervention) servers typically require manual updating.
2. **Perform AntiVirus Checks:** It's important to have an antivirus installed, and updated. But most importantly, it needs to be checked regularly for activity. A proactive IT company will be monitoring your antivirus solution throughout the month for signs of infection. My recommendation is not to rely on "Free" antivirus for your business, and a centrally monitored solution is always best.
3. **Content Filtering and Reporting:** Having a good web content filter will not only prevent your computers from going to malicious websites, but the reporting will also give you insight into browsing habits. Now to be clear, I'm not talking about spying on your employee's here, but knowing which websites your computer network is requesting from the web, this can show you if you have an infected computer attempting access.
4. **Proper Firewall and Updates:** For this firewall I'm referring to the network router's firewall rather than your desktop firewall. A good router will have a great firewall. But like computers, these need to be kept up to date to ensure protection against the latest threats.

### Want To Be 100% Sure. Get A Second Opinion

Make 2015 the year of security for your business. If you're serious about security too, and want to be 100% sure your network is protected, and backed up, then this offer is for you. If you are a business in Niagara with 5 or more computers, I'm offering you a FREE Security Assessment.

At no cost we will come to your office, and perform a 59 point inspection of your Network Security and Data Backup System.

For more information and to request your security assessment, please visit:

[www.b4networks.ca/SecurityCheck](http://www.b4networks.ca/SecurityCheck)

Thank you and Stay Secure



*Bryan*

**Get More Free Tips, Tools and Services At Our Web Site: [www.b4networks.ca](http://www.b4networks.ca)**

## How To Keep Your Laptop Secure When Using Public WiFi Hotspots

They are everywhere these days. WiFi hotspots for checking e-mail and hopping on the Internet can be found in airports, coffee shops and even most fast-food joints. But have you ever wondered, just how safe is it to connect? With the proliferation of hackers, viruses and identity theft at an all-time high, you are smart to be concerned. Unfortunately, it is easy for a hacker to set up a WiFi spot to access your laptop, called an "evil twin." An evil twin is a wireless hotspot that is used to lure people from a nearby, legitimate hotspot. For example, when logging in at your favorite coffee shop, you may have inadvertently logged in to an evil twin Internet connection set up by the person working on a laptop at the next table.



Just like legitimate sites, evil twins allow you access to the Internet, but in the background they record everything you are typing. Log on to your e-mail, investment web site or bank account, or buy something online, and they are recording the information sent and received from those websites.

**Tip:** Do you want an easy way to securely access your network and the Internet from anywhere? Call us today at 905-346-4966 about setting up a VPN for your office!

You may be asking, "How do I protect myself at WiFi hotspots?" First you need to make sure the hotspot is legitimate. You can do this by asking someone who works at the WiFi location; in fact, some businesses will give you printed instructions that include the hotspot name. Even here you need to be careful. Many times, in an attempt to make you feel comfortable, the hacker will use an evil twin name that mimics the legitimate hotspot and, on some occasions, the fake site may even show up at the top of your network list by having a stronger signal than the legitimate site.

**The best protection you can have to keep secure is connecting via your company's VPN (virtual private network).**

A VPN protects your online information by encrypting your data and activity even if you're connected through an evil twin. If you don't have a VPN, the best protection is to surf the net without typing in password, credit card, social insurance, bank account or other sensitive information when connected to a public WiFi hotspot.

## Tek Tip of the Month

**In keeping with our security theme, here's security practices you can implement to help avoid having spyware installed on your network!**

- Don't click on links within pop-up windows - Because pop-up windows are often a product of spyware, clicking on the window may install spyware software on your computer. To close the pop-up window, click on the "X" icon in the titlebar instead of a "close" link within the window.
- Choose "no" when asked unexpected questions - Be wary of unexpected dialog boxes asking whether you want to run a particular program or perform another type of task. Always select "no" or "cancel," or close the dialog box by clicking the "X" icon in the titlebar.
- Be wary of free downloadable software - There are many sites that offer customized toolbars or other features that appeal to users. Don't download programs from sites you don't trust, and realize that you may be exposing your computer to spyware by downloading some of these programs.
- Don't follow email links claiming to offer anti-spyware software - Like email viruses, the links may serve the opposite purpose and actually install the spyware it claims to be eliminating.



Steve Lamarre  
Service Manager

## Shiny New Gadget Of The Month: Prizm



This month's gadget is so new, it isn't even off the assembly line. Meet Prizm — a small, pyramid-shaped device designed to make your home-audio experience as hands-off as humanly possible. The device was recently backed on Kickstarter this past November. The French company behind the audio device wanted to create an intuitive music experience that brings users new music, while learning what they really love to listen to.

The device streams music from cloud services such as Deezer, Spotify and SoundCloud, with more services planned in the future. It works by accessing your WiFi network. It doesn't contain any speakers, so you'll have to supply your own (it connects via Bluetooth, 3.5 mm stereo jack and optical audio). And despite being called hands-off, the device sports buttons to let you like or skip songs to customize your listening experience.

It can currently be pre-ordered from [www.meetprizm.com](http://www.meetprizm.com) for \$139.

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

## Client Spotlight

### Mission Statement

The Welland Public Library ... enriching the lives of our evolving and dynamic community.



### Core Values

The Welland Public Library embraces the following core values that reflect its beliefs and those of the community it serves:

- **Support and Promotion of Literacy**
- **Equitable and Free Access** to all by providing an environment that upholds privacy and confidentiality
- **Quality Services** by developing and delivering services which meet the needs of our community
- **Community Engagement** by encouraging participation and partnerships
- **Fiscal Accountability** by making the best use of resources in all aspects of the Library's operations
- **Intellectual Freedom** by supporting access to information without prejudice or discrimination

## Guest Article - by: Dr. Nido Qubein

### How To Grow Star Performers

A study of computer programmers at Bell Laboratories showed that the star performers outperformed moderate performers by a margin of 8 to 1. If that holds true in your organization, the conversion of five of your moderate performers into star performers would be the equivalent of adding 35 moderate performers to your workforce. Where are you going to find the five additional star performers? You don't find them. You develop them.

The Bell Labs study identified nine work strategies that characterize star performers. All of them are qualities that can be inculcated through a good corporate education system. According to researchers Robert Kelly and Janet Caplan, these qualities are:

**Taking initiative:** accepting responsibility above and beyond your stated job, volunteering for additional activities and promoting new ideas.

**Networking:** getting direct and immediate access to coworkers with technical expertise and sharing your own knowledge with those who need it.

**Self-management:** regulating your own work commitments, time, performance level and career growth.

**Teamwork effectiveness:** assuming joint responsibility for work activities, coordinating efforts and accomplishing shared goals with workers.

**Leadership:** formulating, stating and building consensus on common goals and working to accomplish them.

**Followership:** helping the leader to accomplish the organization's goals and thinking for yourself rather than relying solely on managerial direction.

**Perspective:** seeing your job in its larger context and taking on other viewpoints, like those of the customer, manager and work team.

**Show-and-tell:** presenting your ideas persuasively in written or oral form.

**Organizational savvy:** navigating the competing interests in an organization, be they individual or group, to promote cooperation, address conflicts and get things done.

Star performers considered initiative, technical competence and other cognitive abilities to be core competencies. Show-and-tell and organizational savvy were on the outer edge of their circle of importance. Middle performers placed show-and-tell and organizational savvy at the center. While star performers were focused on performance, middle performers were focused on impressing management.

Star performers and middle performers also showed marked differences in their attitudes toward networking. The middle performers waited until after they had encountered problems before looking around for someone who could provide help and support. The star performers built a network of helpers and supporters in advance, so they could call on them immediately when needed.

The study concluded that "Individual productivity... depends on the ability to channel one's expertise, creativity and insight into working with other professionals."

Star performers emerge from educational systems tailored to the individual company and the individual job. They don't want to become clones. Too many companies today are content with training programs that provide people with knowledge and expertise, but skimp on educational processes that teach them to apply what they learn. You can't train them to seek excellence. You change that attitude through consistent input that appeals to an individual's self-interest and organizational spirit.

### The Lighter Side: Punch a Painting, Go to Jail!



In 2012, Andrew Shannon punched a Monet painting valued at \$10 million. The incident occurred at the National Gallery of Ireland, located in Dublin. The painting, entitled *Argenteuil Basin with a Single Sailboat*, painted in 1874, apparently represented something much greater to the man who decided to attack it.

Right after his initial arrest, Shannon said the attack represented his way of "getting back at the state." Later on, when he appeared in court, he changed his tune. Instead of an "attack against the state," he said the whole thing was just a big misunderstanding. He said he didn't punch the painting, he "fell into it." He told the court he had felt faint and fell. The painting just happened to be in his way.

Fortunately, the National Gallery has plenty of CCTV cameras and the whole thing was recorded. What did those cameras see? Andrew Shannon very deliberately thrusting his fist through the Monet painting. In December of 2014, he was sentenced to five years in prison, and *Argenteuil Basin with a Single Sailboat* is back on display after being fully restored.



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/>

**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:

**Which country consumes the most chocolate per person at 26 lbs. or 11.9 kg per year?**

- a) Belgium
- b) Switzerland
- c) United States
- d) Germany

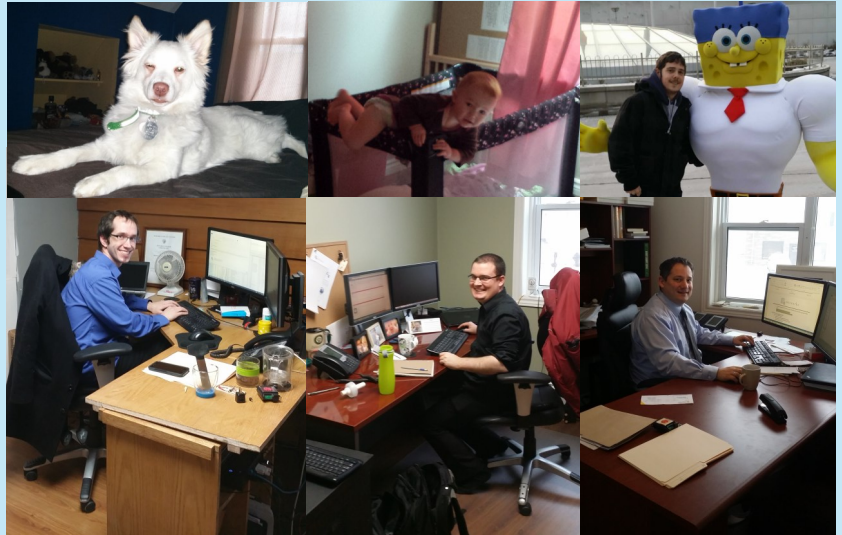
To enter email me your answer:  
**bryan@b4networks.ca** or visit the site below

[www.b4networks.ca/trivia](http://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



For this month's issue we wanted to give you an inside peak into our office life with some of the B4 Networks crew.

**Top Left To Right:** Alex's dog Shiya staking her claim on the bed, Steve's daughter Sera escaping from her play pen, Doug and Sponge Bob getting acquainted.

**Bottom Left to Right:** Alex, Steve and Bryan striking a pose at their desks.

## Protect Yourself From Online Credit Card Fraud

The past couple of years have been a rough ride for anyone who relies on a credit card to make purchases. Data breaches have plagued retail stores in the U.S. and Canada. Credit card providers have already been rolling out new, more secure credit cards to consumers last year in Canada, while the U.S. is catching up to us, Europe and much of Asia in terms of credit card security. The U.S., in particular, has lagged behind in credit card security due in part to the cost of upgrading both the cards themselves and the pay terminals.

If you are concerned about your credit

card information falling into the wrong hands, there are several steps you can take to protect yourself:

**Only give your credit card information to secure and trusted web sites.** Never enter any personal or financial information on a non-secure web page. If you don't see "https" in the web address, move along.

**Monitor all activity.** Regularly check your credit card and bank statements. The simplest way to spot fraud is to monitor all your financial activity. Many credit card providers have custom alerts you can set

to notify you if certain purchases are made.

### **Never save credit card information.**

Many online retailers and shops now ask if you would like to save your credit card information for future use. While it may seem convenient, skip it.

### **Delete your cookies and auto-fill data.**

When you enter information on a web page, that data is stored in your web browser. After you complete a transaction, go into your browser's options, settings or history tab and delete the data.

## 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



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We Make Technology Work!