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# Technology Update

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

by B4 Networks

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"I've put on a lot of weight, but I'll lose it all in the Spring."



"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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## Internet Vigilance

Despite constant development in security and stability, the Internet still remains very much a Wild West landscape. You can navigate through it, but you never know when you might encounter a hidden danger. Threats exist on a global scale.

Cybercriminals want information. They don't care whose information they access and steal, or what damage they do. They want to take what they can get and they want to sell it. There are people who do this for a living. This morning, in the period of one minute, there were hundreds of cyber-attacks originating in China, targeting Canada and the United States.

### What can you do? Stay vigilant.

**Visit websites you know and trust:** This is the simplest and most effective way to keep safe.

### Keep your web browser and computers up-to-date with the latest patches and security updates:

While your office computers are being kept up-to-date automatically as long as you're covered by one of our maintenance plans, you still need to keep an eye on updates for your home computer(s). Don't ignore these updates! (If you are not on one of our security plans, you should be, security is not something to take lightly. Please call us.)

### Know that websites you input personal information or credit card information into are secure:

Look at the address bar and make sure the address you matches the website you think you are actually on. If you see "https" you are on a secure web page. If you see "http" you are *not* on a secure web page.

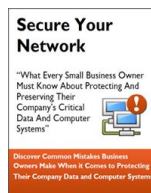
### Make websites you visit more secure:

Browser extensions, such as **HTTPS Everywhere**, help make web browsing a little more secure. HTTPS Everywhere takes standard "http" web pages and secures them with "https" by automatically directing you to the secure version of the site. It's not compatible with every web page, but it goes a long way in protecting you.

### Stay away from free stuff:

This is especially important at the office. There are many "free" things on the internet that come littered with spyware and adware. My recommendation is to keep away from free online software unless you know 100% it's safe. And most of all, stay away from pirated software completely. On top of being illegal, most of them are infected with viruses and spyware too, which will put your business or home at risk.

**Free Report:** For more information on keeping your business secure, download our free report titled "**Secure Your Network**"



[www.b4networks.ca/free-technology-reports](http://www.b4networks.ca/free-technology-reports)



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

## Social Media Marketing Tools: 8 Picks

New social media marketing tools seem to pop up every day, so here's some help sorting the best from the rest:

- 1. Mention: Google Alerts for the social web.** [Mention](#) helps you monitor your brand's presence on social networks, forums, blogs and more. It also includes social features that allow you to respond to mentions of your brand and to share industry news that you find.
- 2. Buffer: Social media publishing plus powerful analytics.** [Buffer](#) is a powerful social media tool that lets you schedule your updates to Twitter, Facebook, LinkedIn, Google+ and App.net.
- 3. Feedly: Content discovery.** Finding great content to share with your audience is easy with [Feedly](#). Not only can you subscribe to RSS feeds to keep on top of industry blogs and news sites, you can also use Feedly to discover new content related to your topics of interest.
- 4. Twitter Counter: Track Twitter progress.** It can be easy to lose track of how your Twitter account is growing; that's where [Twitter Counter](#) comes in. It's a free service that tracks changes in your follower count and predicts future growth over time.
- 5. Zapier: Link favorite social services.** [Zapier](#) connects the services you use independently. For example, if your team uses HipChat to keep in touch, you can use Zapier to set up [automatic notifications inside HipChat rooms](#) for Tweets, MailChimp campaigns or new RSS items.
- 6. Bottlenose: Intelligence for social networks.** [Bottlenose](#) features a real-time search engine that queries all public information from social networks and groups and displays it in algorithmic order of importance. The result is a stream of content ranked by most to least important.
- 7. Followerwonk: Follower analysis for Twitter.** Although you can use a tool like Twitter Counter to watch the growth of the number of your Twitter followers, you may need to analyze your followers more carefully. [Followerwonk](#) breaks down your followers into demographics so you can understand them better.
- 8. Quintly: Social analytics for brands.** [Quintly](#) is a powerful tool for in-depth social media analytics, helping you track your business's social media performance on Facebook, Twitter, YouTube, Google+, LinkedIn and Instagram. Quintly also has benchmarking features that help you understand how your performance compares to that of competitors and to industry averages.

## Tek Tip of the Month

### How to Setup Multiple Home Pages in Google Chrome

If like myself you have a number of web pages you use every day, here's a tip to help start your work day off a bit more productively!

The first thing you want to do to make things easy is to simply open the different websites you want to load on startup into separate tabs. Once you have the websites open, then go ahead and click on the options button that has three horizontal lines located at the top right.

Click on **Settings** at the bottom and a new tab will open in Chrome. You'll see a section called **On startup** and you have to select the **Open a specific page or set of pages radio** button. Then go ahead and click on the **Set pages** link.

In the popup window that appears, you can now add the set of pages you want to open on startup. You can either manually type in each website or you can press the **Use current pages** button and it will automatically use the current tabs that are open to fill out the startup pages. That's why I mentioned opening the websites in tabs first before coming into the settings.

It should also be noted that the web pages will load in the browser in the same order that you type them into the Settings page. So the first tab will be whatever website is on the first line, second tab for the second line and so on.



Steve Lamarre  
Service Manager

## Shiny New Gadget Of The Month:

iPhone  
Binoculars



If you've ever wanted to add more utility to your Apple iPhone, These iPhone Binoculars might be what you're looking for. These binoculars, featuring 36mm lenses, attach onto the back of your phone via a sturdy and specially designed case. The case lines up the iPhone's camera with one of the binocular's lenses, giving your camera 8x magnification.

While it's not going to blow any optic aficionados away, it increases the usefulness of your iPhone's camera. Just open up the camera app to see the magnified image. Turn your phone into a viewfinder to take pictures or record video. Or just watch what your binoculars capture. You can even use the binoculars separately from the iPhone for doubled utility!

The binoculars also come with a travel case and cleaning cloth, and are currently compatible with the iPhone 5/5s and iPhone 4/4s. Pick one up at [www.SkyMall.com](http://www.SkyMall.com)!

## Referral Program

We love our clients, and quite honestly, we wish we had more like you! So instead of just wishing, we've decided to enact a new "refer a friend" policy.

Refer any company with 10 or more computers to our office and they will receive a FREE Computer Network Assessment (a \$570 value).

Once we've completed our initial appointment with your qualified referral, we'll donate \$100 to your favorite charity (even if that favorite charity is you) for every referral that you've sent, as a small thank you for thinking of us.

Email your referrals to:  
bryan@b4networks.ca

### Guest Article - by: Mike Michalowicz

## Take Your Profit First, Always

The formula for profitability has been established for ages. Every business owner, CEO, freelancer and entrepreneur knows it. It is required by Generally Accepted Accounting Principles (GAAP), which is enforced by the SEC in the US and the International Accounting Standards Board internationally. GAAP's fundamental formula for profit is simple: **Sales – Expenses = Profit**

There is just one problem...the formula hurts profitability. There is a reason that 21 million out of 28 million small businesses in the US are surviving cheque to cheque. It's not that 21 million people are smart enough to start and build a business, yet not smart enough to turn a profit—it's that they are relying on a flawed formula. "Sales – Expenses = Profit" is a lie. The formula doesn't yield a profit.

Logically, of course, the formula is sound. A business must first sell in order to generate inbound cash flow. Then the business deducts the expenses utilized to deliver its product or service and to run its operations. What remains is profit.

While the GAAP formula makes logical sense, it ignores the fact that it is managed by people. We are, first and foremost, emotional beings, prone to ignore (or even defy) logic.

Arguably, money is the ultimate resource. In GAAP's "Sales – Expenses = Profit" formula, the business owner sees the cumulative deposits (resource) from sales and has a propensity to conclude that all the money is available for expenses (the demand expands to match the supply). The new equipment purchase is justified because the money is there. A new hire starts, because the money is there. Profit? It is an

afterthought. Therefore, there rarely is any.

Now consider a new formula, where a business takes profit first: **Sales – Profit = Expenses**

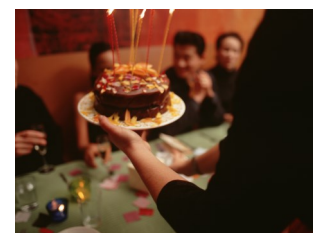
Mathematically, the formula is identical to GAAP's. But from the perspective of human behavior, the Profit First formula is radically different. In the Profit First formula, a preset percentage of deposits generated through sales are first allocated to profit. The remainder is used to pay expenses.

In practice, as deposits from sales come in, a predetermined percentage—for example 15%—is immediately transferred to a separate profit account. The remainder is available for the business leader to run business as usual. The business owner will see his available cash (which has had the profit already deducted) and make decisions accordingly. The new equipment purchase may be delayed, or a more cost-effective alternative may be found. A new hire won't be made because the money is not there, and perhaps the entrepreneur will conclude it was unnecessary in the first place.

GAAP offers so much more in business insights than most entrepreneurs could imagine, but it does fall short on working with an entrepreneur's "bank balance" habit. I have become an advocate for the Profit First approach to cash management, because of the one thing it does do extremely well. It works with the natural habit of business owners.

Profit First has transformed my own businesses for the better (if you consider consistent profits better). Admittedly, Profit First is not the panacea to all cash-flow problems, but it surely makes profit a habit.

### The Lighter Side: Cake, Presents & Embezzlement



There's nothing like a birthday party complete with an over-the-top cake, mounds of balloons and presents stacked to the ceiling. No, we're not talking about Miley Cyrus' 23rd birthday extravaganza, we're talking about the surprise birthday bash Ruth C. Amen threw for her boss, without approval. The lavish party raised eyebrows and led to a review of the office manager's accounting practices. Turns out Amen had been embezzling money from the business to pay her personal credit card debt. She also cut extra paychecks for herself, "forgetting" to deduct insurance costs from them. Maybe Amen felt bad about stealing and wanted to make up for it somehow, but all of the birthday cakes in the world wouldn't quite cover the \$181,674 she stole. When the last candle was blown out, Amen was found guilty of Grand Theft and Scheme to Defraud, both felonies. Next time, buy a card; it's much less suspicious.



**MIKE MICHALOWICZ** (pronounced mi-KAL-o-wits) started his first business at the age of 24, moving his young family to the only safe place he could afford—a retirement building. With no experience, no contacts and no savings, he systematically bootstrapped a multimillion-dollar business. Then he did it again. And again. Now he is doing it for other entrepreneurs. Mike is the CEO of Provendus Group, a consulting firm that ignites explosive growth in companies that have plateaued; a former small-business columnist for *The Wall Street Journal*; MSNBC's business makeover expert; a keynote speaker on entrepreneurship; and the author of the cult classic book *The Toilet Paper Entrepreneur*. His newest book, *The Pumpkin Plan*, has already been called "the next *E-Myth!*" For more information, visit [www.mikemichalowicz.com/](http://www.mikemichalowicz.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 **Christine Newman** from **Kaupp Electric Limited**

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

This month's trivia question is:

**What's the best way to stop crying while peeling onions?**

- a) Lick almonds
- b) Suck lemons
- c) Eat cheese
- d) Chew gum

To enter email me your answer: [bryan@b4networks.ca](mailto: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



These pictures were too adorable to shrink!

**Left To Right: Nate and Santa showing off a new gift, Kiera and Siena preparing to celebrate New Years in style, Aiden staring off while Santa helps with his present.**

## Microsoft Makes Office 365 More Attractive to Business

Due to changes in technology and the increased competition from the likes of Google, Microsoft created the Office 365, which allows users to access Microsoft Office from the web as a subscription.

One of the major problems with the Office 365 service was the fact that it wasn't cost effective for small and medium sized businesses. While it was perfect for personal use, and large enterprises found it an attractive alternative to purchasing expensive licenses, small and medium sized businesses were left out in the cold or forced to purchase the more expensive enterprise subscriptions. Because of this, many businesses simply stuck with the old model and have been slow to change.

In an effort to attract these business, Microsoft has released new subscription plans tailored for the small or medium sized business. In order to woo small and medium sized businesses, Microsoft has

added the following plans to its Office 365 subscriptions. All of these plans are designed to fit the needs of companies with 300 users or less.

### Office 365 Business Essentials

While giving you full access to the online versions of Office including Word, Excel, Powerpoint and Outlook, it does not give you access to the mobile versions of Office on your smartphone or tablet but is perfect for a business looking to move to the cloud without spending a fortune.

### Office 365 Business

One of the best deals of all the packages, this package gives you full access to the cloud based versions of Office as well as installable versions for your local machines. This package also allows you to use the mobile versions of the Office package so you and your employees can work no matter where you may be. It does not, however, include the business class email services, requiring you to seek

out other suppliers for your business' email needs.

### Office 365 Business Premium

The most feature rich of all the packages, the Business Premium package gives you access to both the local installations and web based versions of the software with cloud storage to go with it. Also included is the business class email services as well as the mobile versions of Office 365 so you can access Microsoft from anywhere.

### Eligibility

These new plans are available to all new customers who meet the requirements and you can easily sign up your company with just a few simple clicks. However, if you are an existing small or medium sized business already paying the higher enterprise rates and you have a contract, you will have to wait until your contract is up for renewal to change your plan.

## Services We Offer

- General Computer / Network Repair and Troubleshooting
- Network Design & Implementation
- Backup and Business Continuity Solutions
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- 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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