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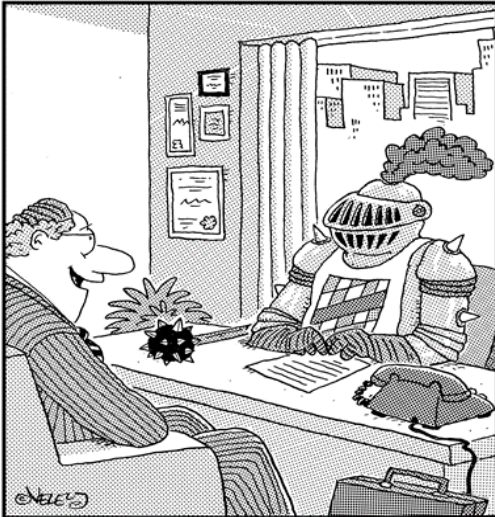
Technology Update

by B4 Networks

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

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"Hey, no problem! I've always felt that a little sales resistance is a healthy thing!"



"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.

B4 Networks Inc.
1462 Pelham Street
Fonthill, Ontario, L0S 1E0
Tel: 905.346.4966

Dangers of Ransomware

And What You Can Do To Protect Yourself

What is Ransomware?

Ransomware is a relatively new form of malware that has appeared roughly around 2013. It sneaks into your network and essentially takes your files and holds them for ransom. The first sign of trouble is typically some form of text telling you that your computer data has been encrypted with strong encryption, and if you want your data back you need to pay up. If you have not yet seen this type of malware, consider yourself very lucky, but take action now to protect your critical data.

Ransomware Has Evolved

The cyber criminals that create these viruses and malware are BIG business, an illegal one to be clear, but they treat their operations like a business. And like any business they have to evolve to stay ahead of the game. Some of the new "features" of Cryptowall 3.0 (the latest threat,) is to not only go after all your documents, but now they also target server data, server databases, and cloud services such as DropBox. That means your cloud data should also be considered when creating your business continuity plan.

Why You May Want to Reconsider Paying The Ransom

I get asked by many folks that have been infected by this virus if they should pay the ransom to get their data back. While you certainly can try, often times the ransom does not actually unlock your data. We've had reports that some have been successful, and many others not so much. More importantly, one should think of WHO you are funding if you do pay the ransom. These criminals have been linked with all sorts criminal activity, from human trafficking to child pornography, you just never really know. The decision in the end is yours, but if you can, try and take the preventative approach, and have a solid Cyber Security plan in place.

The Best Way To Protect Yourself From Ransomware

Antivirus alone is no longer enough to protect you and your business. Addressing cyber security needs to be a multi layered approach. One way to look at it is cyber security is like an onion, in order to get to the fruit, you need to get past all the layers.

The best protection for this particular type of malware is to have a solid onsite/offsite business continuity plan. Business continuity is not just BACKUP, but a comprehensive plan to ensure you business can continue to operate in the event of a cyber disaster. You still need an antivirus, content filter, good firewall, regular updates, and all the other things discussed in my report below.

Secure Your Network

"What Every Small Business Owner Must Know About Protecting And Preserving Their Company's Critical Data And Computer Systems"



Discover Common Mistakes Business Owners Make When It Comes To Protecting Their Company Data and Computer Systems

For more details on what you can do to protect you and your business, I've written a report entitled "Secure Your Network". If you would like you can download that report immediately by visiting our website at: www.b4networks.ca/free-technology-reports

For some advise on what you can do to protect your business, please give my office call **905-346-4966** or email me directly at bryan@b4networks.ca

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

Is Google The Computer From Star Trek?

If you've ever seen a Star Trek episode, you'll know that "computer" always knew the answer to whatever the commander needed to know to run the starship, do battles with aliens and it even made tea...Earl Grey...hot. In business today, Google has taken on the role of answering questions and providing information. In fact, the company name has become a verb in our language and you can google just about anything on this easy-to-use search engine.

"Computer" gave you one answer, Google gives you many. But there's an easy way to limit the responses and that's by the way you search. If you only want to see responses on exactly what you're searching for, then type the minus sign at the end of your search. Another way to limit your responses is to take advantage of Google's specialized search sites, for example Google's Public Data Explorer. This site allows you to search specifically on public statistics.

The Star Trek computer spoke every language. Google speaks 80. You can ask Google to translate a single word by typing "translate (word) to (language)" into the search bar and you'll get the translated word. There's also a Google application called Google Translate where you can type, speak or handwrite the phrase into your device – you can even take a picture of a sign or other text. Then it's your choice to have Google speak the translated phrase or display it for you. Need an easy-to-use price-comparison site for business travel? Try Google Flight Search. Pick your starting point and destination—or destinations—on the map, and then pick your dates. When you pick the dates, be sure to pay attention to the prices on each date and Google's graph of days with the cheapest tickets. Then, you can filter the results by flight length, airline, price, stops and more. When you find a flight you like, you can book it directly on the airline's site.

Like the Star Trek computer, Google provides definitions and conversions. In the search bar, type define (word) or convert (unit of measure), and you can even compare the nutritional values of one food item to another's: just type compare.

So is Google the computer from Star Trek? With all these features, what do you think?

Tek Tip of the Month

Chrome extensions to ease the strain on your eyes from web browsing!

If you are someone who spends a good amount of time in front of a computer, then you must be aware how tough it becomes to stare at the screen after a long reading or writing session.

This is because the web pages are throwing a white light in your Face. It is not easy to do more work when you have to struggle to even look at the screen.

If you are doing some research for work, or simply browsing, there is a Chrome extension that can help you.

High Contrast, as the name suggests, darkens the web pages by inverting the colors. So you see white text on a black page instead of black text on white page.

You can easily disable/ enable it with a simple mouse click or (Shift + F11).

Then there is **Clearly**, a distraction-free reading Chrome extension from Evernote, just install it and press Alt+C and it will give you a clean uncluttered page to read whatever article you're currently viewing.

Happy Browsing!

Shiny New Gadget Of The Month:

Intel Compute Stick



Intel's new Compute Stick turns any television into a Windows PC. The tiny device plugs into your television's HDMI port, sort of like Google's Chromecast, and transforms it into a Windows 8.1 or Linux machine.

Packed inside is an Intel quad-core Atom processor, giving you the power of a desktop computer in your pocket. A built-in SD card slot offers on-board storage and Windows Remote Desktop can give you access to your computer at the office while you're on the road.

The best part? It's expected to retail for around just \$150 when it launches later this year.



Steve Lamarre
Service Manager

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

The B4 Networks Comic Strip

Why Make A Comic Strip?

B4 Networks has been helping Niagara businesses with their computer support for over 10 years now. During this time we've met with hundreds of business owners and managers, and we are amazed at how some computer consultants treat their clients. Don't get me wrong, there are certainly many quality IT providers here in Niagara, but there are also many that just aren't doing everything they can to provide great service.

The comic strip is not meant to insult or make fun of anyone. We decided to make this comics strip series to try and bring a little light and awareness to some of the situations we've come across, and hopefully affect some change within the IT industry. Not all of the comics will be actual situations that have occurred, but all of them address a particular issue.

Meet After Stuff Happens Networks.

After Networks is a fictitious computer company that provides terrible customer service, does everything wrong, takes days to respond to service requests, are very arrogant, talk down to clients, and are anything but helpful. In fact they are downright lazy.

This company does not actually exist. No one we know if is this bad at delivering their service. But we've all at one time or another run across a company that has one of these poor traits. If you struggle with your IT firm, call us for a second opinion. 905-346-4966



After Networks Talks Gibberish

A great computer technician should never make you feel stupid because you don't know something about technology. Lets face it, we hire computer technicians specifically because we don't know, and we need help. Most times we just want to focus on our own work.

At B4 Networks, our technicians won't speak geek to you. They will explain everything in plain English, and never make you feel bad because you didn't know something. Our technicians will work with you to resolve the issue, and even work on your behalf with your other technology vendors so they don't try to overwhelm you with tech jargon meant to confuse the issue.



ILLUSTRATION BY DANIEL VANDERSTEEN

Have you experienced this in the past? Do you want to work with an IT provider that will not try to confuse you with jargon or make fun of you?

Call us today @ 905-346-4966 - www.b4networks.ca

Client Spotlight

B4 Networks has recently started to provide Keller & Associates with ongoing security and data backup services.

After working with the Keller & Associates team, it was easy for us to see how they have been successful in acquiring and keeping clients. The entire staff at Keller have been fantastic to work with, and if they treat their clients like they treat their suppliers, then you'll be in good hands with the Keller & Associates team.

As their name suggests, Keller & Associates Insurance Brokers Inc. are Brokers, not Agents, which means they represent more than one company. They work

for the customers, not the Insurance Company.

Keller & Associates **INSURANCE BROKERS INC.**

coverage needs at the best available price.

Keller & Associates is not a "1-800" number, so when you contact them you will always talk to a live person who can provide you with a free quote over the phone.

Phone: 905-687-9300 - Web: www.KellerInsuranceBrokers.com

They analyze the insurance risk and offer solutions to minimize that risk. They then search the market to match their customers with the insurance that best meets their

Guest Article by: Robert Stevenson The Pick-up line

In the world of dating, a successful "pickup line" can make or break any chance of getting to strike up a conversation with someone you would like to meet. Below are a few examples of what some people thought were great "pickup lines."

"I'm not a photographer, but I can picture me and you together."

"Can I have directions?" "To where?" "To your heart."

"I thought happiness started with an H. Why does mine start with U?"

"Is there an airport nearby or is that just my heart taking off?"

"You're so beautiful that you made me forget my pickup line."

You are probably wondering why I am addressing dating "pickup lines" in a business article. With profit margins being attacked from all angles, it is important for businesses today to do everything they can to take advantage of every consumer buying encounter. Probably one of the most famous business pickup lines, which added instant profits to their bottom line, was by the fast-food chain McDonald's: "Would you like fries with that?" I have read where some experts have stated that McDonald's added an additional \$20 million in profits just by asking that one simple question.

Is your company leaving potential profits on the table, just waiting to be scooped up, if only your employees were trained in asking an additional, simple, not pushy question ... that could possibly entice your customer to spend more money? I

believe there are thousands of companies today doing just that. It is your job to exploit every sales channel to its fullest potential; but you need to do so by thinking like your customers. How would they like to be served better? What else could they possibly need, that they may have forgotten? Sometimes just planting the seed (suggestion) can lead to additional sales.

What else do your customers need? How can you best serve them? As long as your "pickup line" doesn't alienate customers, you should take advantage of the current selling transaction; the "pickup line" technique can add a considerable amount to your bottom line. I fly a lot, and in every Hudson Newsstand in the airports, they ask me if I want water, candy or gum when I am buying anything in there; they do it EVERY time. Southwest Airlines upsells better seating on planes so customers can get early boarding and be assured of overhead space for their bags. Waiters can ask if you want an appetizer, salad or bread with your meal ... and then after your meal ask if you want another dessert, coffee or glass of wine.

The retail marketing giant Amazon says the cross-selling suggestions on its website account for 35% of its sales; they fully take advantage of every opportunity they can to sell more merchandise ... DO YOU? If you want to add additional profits to your bottom line, start perfecting your "pickup lines."

One thing is for certain ... if you don't ask for it, you certainly won't get it.

The Lighter Side:

Up in Smoke

A lawyer purchased a box of very rare and expensive cigars, then insured them against, among other things, fire.

Within a month, having smoked his entire stockpile of these great cigars and without yet having made even his first premium payment on the policy the lawyer filed a claim against the insurance company.

In his claim, the lawyer stated the cigars were lost 'in a series of small fires.' The insurance company refused to pay, citing the obvious reason, that the man had consumed the cigars in the normal fashion.

The lawyer sued and WON!

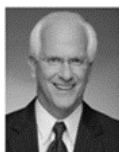
Delivering the ruling, the judge agreed with the insurance company that the claim was frivolous. The judge stated nevertheless, that the lawyer held a policy from the company, which it had warranted that the cigars were insurable and also guaranteed that it would insure them against fire, without defining what is considered to be unacceptable 'fire' and was obligated to pay the claim. Rather than endure lengthy and costly appeal process, the insurance company accepted the ruling and paid \$15,000 to the lawyer for his loss of the cigars lost in the 'fires'.

NOW FOR THE BEST PART...

After the lawyer cashed the check, the insurance company had him arrested on 24 counts of ARSON!!!

With his own insurance claim and testimony from the previous case being used against him, the lawyer was convicted of intentionally burning his insured property and was sentenced to 24 months in jail... And a \$24,000 fine.

This is a true story and was the First Place winner in the recent Criminal Lawyers Award Contest.



Robert Stevenson is a highly sought after, internationally known speaker. He is the author of the best-selling books *How to Soar Like an Eagle in a World Full of Turkeys* and *52 Essential Habits for Success*. Robert is a graduate of the Georgia Institute of Technology (Georgia Tech) and is a former All-American Athlete. He started his first business at 24 and has owned several companies. Robert has international sales experience dealing in over 20 countries and his client list reads like a Who's Who in Business. He has shared the podium with such renowned names as Generals Colin Powell and Norman Schwarzkopf, former President George H.W. Bush, Anthony Robbins and Steven Covey.
www.robertstevenson.org

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 **Jennie Lees** from **Great Blue Resorts**

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

This month's trivia question is:

What is a petaflop?

- a) Your dog after a long walk
- b) The latest toy for kids
- c) A measure of a computer's processing speed expressed as: a quadrillion (thousand trillion) floating point operations per second (FLOPS)

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: The newest addition to our B4 Networks family Serena—congratulations Steve and Sharon she's a beauty!.

Top Right: Siena and Kiera making silly faces.

Bottom Left to Right: Doug and Britt at the Jays game, Alex and Teegan sharing a moment, big sister Sera watching over Serena.

Yahoo Is Shutting Off Telecommuting – Should You?

The recent decision by Yahoo CEO Marissa Mayer to stop telecommuting has cast a negative light on this practice. After checking the company's VPN log to see how many remote employees were logging in, she didn't like what she saw. Effective June 2015, telecommuting is no longer an acceptable practice at Yahoo. The media excitement added fuel to the fire for those who think that employees working at home aren't putting in an honest day's work.

Mayer's now-public memo talked about communication and collaboration. She thought the best way to make that happen is for people to be in one place. But that's just one opinion.

There are many companies who use telecommuting practices very successfully.

They also believe in communication and collaboration and use tools such as Google Hangout video chat service, GoToMeeting, Skype, WebEx and Campfire chat by 37 signals to do just that.

Telecommuters are often employees who live in other parts of the country or even in other countries, and other time zones. After trying several techniques to work with a remote team member, David Bloom, the CEO of tech start-up Ordr.in, now uses Google Hangout for daily virtual meetings. He says, "We have five employees, and four of us are in the same place, but we all log on separately. This allows us to have a face-to-face meeting where everyone's equal. It's not the four of us sitting in one place, with our colleague sitting somewhere else." He

finds this arrangement keeps everyone accountable for their work.

Josh Siler, CTO of HiringThing, a virtual company, says it's all about your company culture. "We're trust-based, and we don't micromanage our employees. We judge everyone based on their output. Anyone can make their schedule flexible, as long as they meet their commitments to their coworkers," he says. "Our employees know that their performance is what matters, and we talk about it on a regular basis."

Bloom and Siler would tell you that telecommuting is successful when you have a culture of accountability and trust.

What are your thoughts on telecommuting?

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1462 Pelham Street
Fonthill, Ontario, L0S 1E0
905-346-4966

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