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"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, President
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b4 networks

Which Of These 4 Cloud Computing Solutions Is The Right Fit For You?

Most likely you've heard all of the commotion around cloud computing and know that it's the "Next Big Thing" in business technology. Yet, despite all of the hype, most businesses really don't understand exactly what cloud computing is and what it could do to help their business. "What are my options?" and "What is right for me?" are two of the top questions that I hear quite often. There are at least 4 types of cloud computing solutions for your business. Which one is right for you?



1. Pure Cloud: This is where all your applications and data are put on the other side of the firewall (in the cloud) and accessed through various devices (laptops, desktops, iPads, phones) via the Internet.

2. Hybrid Cloud: Although "pure" cloud computing has valid applications, for many it's downright scary. And in some cases it is NOT the smartest move due to compliance issues, security restrictions or performance issues. A hybrid cloud enables you to put certain pieces of existing IT infrastructure (say, storage and e-mail) in the cloud, and the remainder of the IT infrastructure stays on-premise. This gives you the ability to enjoy the cost savings and benefits of cloud computing where it makes the most sense without risking your entire environment.

3. Point Solutions: Another option would be simply to put certain

applications, like SharePoint or Microsoft Exchange, in the cloud while keeping everything else on-site. Since e-mail is usually a critical application that everyone needs and wants access to on the road and on various devices (iPad, smart phone, etc.), this solution is often a great way to get the advanced features of Microsoft Exchange without the cost of installing and supporting your own in-house Exchange server.

4. Public Cloud vs. Private Cloud: A public cloud is a service that anyone can tap into with a network connection and a credit card. They are shared

infrastructures that allow you to pay-as-you-go and are managed through a self-service web portal. Private clouds are essentially self-built infrastructures that mimic public cloud services, but are on-premise. Private clouds are often the choice of companies who want the benefits of cloud computing but don't want their data held in a public environment.

Keep in mind that there is no "perfect" one-size-fits-all cloud solution for every business. All options have upsides and downsides. And which option is best for your business has to be determined on a case-by-case basis based on your company's needs and business requirements.



Why Has My Website Slipped In Google results?

We receive this question often from our clients. To help us answer the question, I consulted with Myles Calvert from [Tenpine Web Development](http://TenpineWebDevelopment.com), a Niagara expert on the matter. Here's his answer, and advice.



Most people will get used to their spot in the Google search results when using common phrases they believe others are using to find their website. However when they notice their website showing up lower than it was before, they tend to ask 'What gives?'.

Here's what may give...

- 1. Competition for the same keywords.** Chances are you're not the only one who is targeting the most popular keywords associated with the products or services you offer. For example, if you're a business consultant in Niagara, and have put some time into your *Search Engine Optimization* (SEO), you've likely geared your website to target "Niagara business consultants". Which is great! However, there are certain to be other business consulting companies in your area who have also recognized the value of Search Engine Optimization, and as a result, identified the same keyword as one they should target.
- 2. Lack of ongoing effort / investment in SEO.** Think of SEO as a constant race. Working hard to build a large initial lead is wonderful, however no matter how far ahead you are early on, others will join the race and eventually get caught up if you stop running. SEO requires constant effort & investment to obtain and maintain good results.
- 3. Google changing their Algorithms.** This is the one factor that you have the least control over. Google uses a large set of rules to determine how their search results are formulated which are kept very much to themselves. As the online world and technology changes, so must their rules to accommodate the changing landscape in an effort to provide their users with the best searching experience. This means what may have worked last month, may not necessarily work well today as Google changes their focus from one element to another. An experienced and talented SEO'er will have the resources and knowledge to recognize these changing trends in order to stay on top of things. That brings us back to point #2 above.

Our advice? If search results on Google are important to you (and we hope they are), ensure that Search Engine Optimization is a high priority in your overall company marketing and have your budget reflect that. SEO is a tough, ever changing world and only those willing to put the proper time, effort and investment into it will rise to the top.



If you would like help with your SEO, please contact Myles at, myles@tenpine.ca or 905.401.3685 - www.tenpine.ca

The Lighter Side

Did You Know?



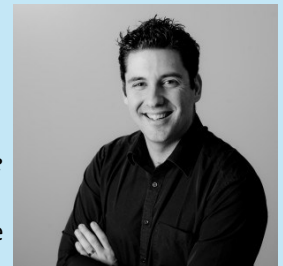
- A can of diet coke will float to the top of water, but a regular coke will sink to the bottom. (Try it.)
- The fourth richest man in the world (Warren Buffett) still lives in the house he bought for \$31,500 in 1958.
- The Munich Technical University has a 3-story slide used for students to get to class faster. (See photo above.)
- The "I'm Feeling Lucky" button costs Google \$110 million each year.
- There are already more than 250 people cryopreserved (frozen) in the hope that someday technology will be invented to revive them to extend their lives.
- Peanut butter, under high (very, very high) pressure has the probability to turn into a diamond.

Default Printer - By Mike Elia



As one of the technician's at B4networks, I am often presented with similar questions that are usually quick fixes. The question that is asked most is "how do I change my default printer?" Although this sounds like a complicated issue, it is an easy fix, even for a novice user. In Windows, navigate to the Control Panel (**Start>Control Panel**), you will want to view by Large or Small Icons (*located in the top right of the screen*), then double click on Device and Printers. You will be presented with a list of your printers. Hover over the printer you would like to make the default. Right click on the printer and select "SET AS DEFAULT PRINTER" and

there you go, you have selected your default printer.



Mike Elia
Computer Technician,
ComTIA A+, Networking +, MCSA

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

Fraud Alert – Remote Technical Assistance

Lately there has been an increase in the amount of reports that a “specific company” claim they need to remote into your computer to fix something. (often they claim they are from Microsoft or McAfee). In many cases the “technician” says they can see your computer is going to crash or that malware (virus/spyware/Trojan/worm) was detected. The best part of it? Most people find they now have more spyware and system issues that ever before, someone they don’t know now has remote access to their computer anytime they want and they paid to have it done!

What do you need to do to keep these things from happening to you? Be aware! It may not always be a “Microsoft technician” that contacts you. It could be someone claiming to be from anywhere. So here’s a few things to lookout for when you receive a unexpected call.

The first key indicator is that it is a cold call. If you are called and have not put in a support ticket about that specific issue then chances are you are dealing with a scammer. Say something like: **“now is not a good time for me, can I call you back?”**, if the company will not give you a callback number then that should be the second warning sign. The chances of a legitimate business not wanting to hand out a callback number are very low. If you receive one of these calls it is usually best to refuse access to them and have a computer support company you trust check your computer for the claimed issues.

If you already have given access to someone and you can’t confirm their legitimacy there are some

things you should do as well:

1. **Change all passwords to everything!** It doesn’t matter if you have your passwords saved on your computer or not. You may not remember that time you emailed a password to your spouse, or yourself, and now whoever has access to your PC may have it as well.
2. **Have a qualified computer technician you trust look over your computer.** While remotely connected to your computer, the guy claiming to be a “technician” could have done any number of things to your computer, including given themselves a back door to your computer. Best to be safe than sorry.
3. **Contact your credit card company.** If you gave the “technician” your credit card, you need to call your credit card company immediately to report the compromised card and to see what can be done about the charges if any. Remember that fraud is a serious claim but if it is fraud it needs to be reported as soon as possible.
4. **Finally, let friends and family know.** If they are in your email address book the scammers likely now know how to contact them too. Give them a heads up so they don’t fall victim.

For more details or to report fraud you can check it out at the Canadian Anti-Fraud Centre’s website:

<http://www.antifraudcentre-centreantifraude.ca/english/home.html>

FRAUD ALERT



Free Report Download or Mailed

“What Every Business Owner Must Know About Hiring a Computer Consultant”

What Every Business Owner Must Know About Hiring a Computer Consultant

“21 Revealing Questions You Should Ask Any Computer Consultant Before Giving Them Access To Your Company’s Network”



Don't Trust Your Company's Critical Data And Operations To Just Anyone! This Business Advisory Guide Will Arm You With What You Need To Know About Hiring An Honest, Competent, Responsive And Fairly Priced Computer Consultant

Read this report and you'll discover:

- The “dirty little secret” of the computer repair industry that most people don’t know and will NEVER be told by their current IT guy.
- How to spot an unethical or grossly incompetent computer repair/support technician in minutes.
- 3 costly misconceptions business owners have about computer maintenance and repair; one you will need to know BEFORE you talk to anyone on the phone.
- 4 mistakes to avoid when choosing a computer consultant.

<http://www.b4networks.ca/free-reports>

Client Of The Month

Serving clients throughout Niagara and southern Ontario, Thorold Auto Parts & Recyclers specializes in supplying repair shops and private individuals with quality recycled late model vehicle parts.

Last year, Thorold Auto Parts & Recyclers celebrated 30 successful years in the auto parts business, a milestone they take great pride in.

“We’re Niagara’s first choice for quality vehicle parts and safe environmental vehicle recycling. We’ve been in the business a long time because we’re experts at over-delivering on all our client’s needs”

- Frank Serravalle

In the used auto parts business, it can be difficult to deliver a premium part every single day, but it’s not impossible. Thorold Auto makes it a big priority to

deliver that high quality part & service, and that’s how they set themselves apart from the competition.



One of their strong commitments is to the Niagara community at large, supporting many local causes and events. Over the years, they have sponsored countless local and minor league sports teams, racing teams, and fundraisers.

In addition, Thorold Auto is heavily involved in environmentally friendly recycling. “As

an environmentally responsible recycler”, Frank says, “sometimes it can be a challenge keeping up with the competition, particularly other auto wrecking firms that don’t have the same high environmental standards we do.” In this day and age, it’s important to be environmentally responsible, and Thorold Auto Parts and Recyclers are looking forward to leading the way.

With 23 acres of inventory, Thorold Auto Parts & Recyclers is one of the largest auto parts recycling operations in Ontario. If you haven’t already visited their facility, you should take the time to stop by.

905.227.4118 or 1.800.263.4708
1108 Beavercreeks Road, Thorold
www.thoroldautoparts.com

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

TRIVIA

CHALLENGE

The Grand Prize Winner of last month's Trivia Challenge Quiz is **Richard Hunt** from **Cooperman Chapman**

This month's winner will receive a \$50 Gift Card to **Canadian Tire**

This month's trivia question is:

What fall tradition began when Henry VIII was king?

- a. Raking leaves
- b. Carving vegetables for decorations
- c. Bobbing for apples
- d. Fall Cleaning

To enter, visit the website below or email me: bryan@b4networks.ca and answer the question 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

Lachapelle Family Update



It's hard to believe that Nate is already going to be starting school soon. He's extremely excited to start and can't wait to see all his friends again (he was in day care with many of them). Thankfully we still have lots of time before Aiden starts school. But he should be walking anytime now, and we'll be celebrating both boys birthdays this month.

Shiny New Gadget Of The Month: Nest Learning Thermostat

The Nest Learning Thermostat is an electronic, programmable, and self-learning wifi-enabled thermostat that optimizes the heating and cooling of homes and businesses in order to conserve electricity. And if the company's claims are correct, this smart little device can save you 20% off your energy bill each year.

Nest is built around an operating system that allows interaction with the thermostat via its easy-to-use control wheel or through your iPhone, iPad, Android phone or computer.

Control your thermostat anywhere with an easy-to-use interface. This smart thermostat can determine whether or

not you're around or whether the sun is shining on the thermostat and instantly adjust accordingly—saving your money. There's no need to program your device either as Nest works to figure out your patterns and schedules to fit you.

Since the Nest is connected to the Internet, you can instantly access your device settings or energy history and schedule from any device, anywhere. The company also pushes updates to your thermostat regularly to fix bugs, improve performance and add additional new features.

The Nest thermostat is available online for \$249 at www.nest.com, or at many stores locally.



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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