

TECHNOLOGY TIMES

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

What's New

WELCOME TO OUR
NEW EMPLOYEE:

Soma Burany
Service Technician

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April 2018



Don't Ever Let Your I.T. Company Do This To Your Computer Network

"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!"

B₄ networks

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Today, when companies need to be lean, nimble and brutally efficient to survive in a competitive marketplace, cutting unnecessary costs is paramount. Unfortunately, it can be easy when you're on a tight budget to accidentally strip away components of your business that may seem gratuitous but are actually essential to your success.

One of the first things that often ends up on the chopping block in the frenzy to save money is I.T. Instead of continually investing in managed I.T. services, where professionals carefully maintain, protect and update your network month to month,

some businesses decide that the best way to keep their technology running smoothly is to simply leave it alone, calling up a professional only when something breaks down.

Of course, this approach forgoes monthly costs and shaves off a fair few dollars from your technology budget in the short term. But while this approach may seem cost-effective, it opens up your business to a huge variety of technological crises, from expensive network outages to cyber-attacks that may cripple the very future of your company.

Continued on pg.2

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

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The Problem With A 'Break-Fix' Strategy

It can be hard to imagine the huge list of problems that might arise within your network. So, it's an understandable strategy to wait to do something until an issue becomes a serious problem. At that point, they bring in a professional who – charging by the hour – attempts to find and repair whatever may be broken.

It seems like a logical approach, but unfortunately, it's littered with huge hidden costs. If you're calling an I.T. expert only when something in your network is broken, only your most urgent technological needs are addressed. When your technician is being paid an hourly wage to fix a specific issue, there's no incentive to be proactive with your system. They won't recommend important, money-saving upgrades or updates, and they will rarely be able to detect a crisis before it happens.

What's more, the "if it ain't broke, don't fix it" approach very likely leaves huge holes in your security and drastically magnifies the costs of an I.T. meltdown. If they're only arriving in the midst of crisis, there's hardly ever an opportunity for the break-fix technician to strengthen the barriers between you and the hordes of hackers clamoring for your data. They're on the clock, being closely monitored to fix the problem and then go away. Meanwhile, the security landscape is constantly changing, with criminals and

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security experts in a back-and-forth arms race to stay abreast of the latest developments. Without someone managing your system on a regular basis, your protective measures are sure to become woefully out of date and essentially useless against attack.

Why Managed I.T. Services Are The Answer

When you turn over your I.T. needs to a managed services provider (MSP), you're entrusting the care of your network to a team of experts who have a real interest in your success. MSP engineers regularly monitor the health of your system, proactively preventing disaster before it enters into the equation and hurts your bottom line.

Beyond this preventative care, MSPs do everything they possibly can to maximize the power and efficiency of your equipment, implementing only the best practices and the latest software and updates.

When you invest in an MSP, you may have to invest more funds initially, but likely you'll save tens of thousands of dollars in the long run by avoiding cyber-attacks, downtime and hourly rates wasted on a technician who doesn't really care about the future of your business. When you choose an MSP, you're not just choosing a superior and healthier network – you're choosing peace of mind.

How Does Your I.T. Company Compare?

Our February 2018 Service Key Performance Indicators



94%

8 Business Hour
Ticket Resolution



96%

Client Satisfaction



11 mins

Average Response Time

Shiny New Gadget Of The Month



4K HDR Projector Can Beam A 150-Inch Picture Onto Your Wall

A 65-inch OLED TV is a beautiful thing. But can it compare to a crisp, bright 150-inch display in the comfort of your home?

That's what LG is offering this year with its new 4K HDR projector, the HU80KA. Clocking in with a 3840 x 2160 resolution, 2,500 lumens and a stunning picture, the portable device is an attractive offer indeed.

The device is only a few feet tall, but it looks like it will be the ideal piece of equipment for home theater enthusiasts. It's the closest you can get to the big-screen experience, and you won't even have to plonk down 20 bucks for a tub of popcorn. It remains to be seen, though, whether it'll be worth the price tag. At the time of writing, the price has not yet been released, but bulkier, less portable competitors cost a little under \$2,000.

19 Ways To Live Well And Sanely In Crazy Times

By Mark Sanborn

There's no discounting the fact that we're living through some crazy times. With political upheavals, game-changing social media movements and chaotic world events, there's a lot going on. I'm not about to overlook the tremendous opportunities that exist these days, but with spring cleaning right around the corner, I've been focusing on this question: How can we live well in these crazy times?

1. Don't add to the craziness. Be civil to those with whom you disagree. Balance your heart and your head so emotions don't outweigh reason.

2. Separate fact from opinion. Don't get excited about things that either aren't true or are wildly exaggerated to get attention. Daniel Patrick Moynihan said, "Everyone is entitled to their own opinion, but not to their own facts."

3. Act with integrity even when others don't. Just because others are behaving badly doesn't mean you should too.

4. Slow down. The longer I live, the more convinced I am that you accomplish more of real importance by slowing down. Speed is necessary at times, but make sure you're not chasing rabbits when you could be tracking the big game.

5. Eat slower. A friend's father-in-law was a doctor, and when asked what was the most important thing a person could do to improve their health, he said "Chew more."

6. Get enough sleep. Lack of sufficient sleep is a major influence on poor health, both mentally and physically.

7. Read for education and entertainment. The best novels aren't just engaging, they teach us something about the world and about ourselves. In addition, read about current events and personal development to keep well-rounded.

8. Limit your news intake. Being saturated with more of the same, day in and day out,

can be fatiguing and frustrating. Be informed, but not inundated.

9. Exercise. It's as simple as that.

10. Have deeper conversations with friends. Go beyond, "How's it going?" to "What are you thinking?" Move past the superficial and really connect.

11. Take a trip. The best way to enlarge your perspective is to travel abroad. But if you can't, for whatever reason, visit a new state or spend time in a museum.

12. Be civil.

13. Be kind.

14. Count your blessings every day. To be precise, list at least three. No matter how bad it gets, there are always things to be thankful for.

15. Spend less than you make.

16. Invest more in experiences and less in stuff.

17. Live intentionally. Be specific about what you want to accomplish each day. Don't sleepwalk through your life.

18. If you can't take action to deal with something, don't worry about it. And if you can, then do it and stop worrying!

19. Tell people you love that you love them. You'll rarely regret telling someone that you love them, especially when you no longer have the chance to do so.



Mark Sanborn, CSP, CPAE, is the president of Sanborn & Associates, Inc., an "idea studio" that seeks to motivate and develop leaders in and outside of business. He's the bestselling author of books like *Fred Factor* and *The Potential Principle* and a noted expert on leadership, team building, customer service and company change. He holds the Certified Speaking Professional designation from the National Speakers Association and is a member of the Speaker Hall of Fame. Check out any of his excellent books, his video series, "Team Building: How to Motivate and Manage People," or his website, marksanborn.com, to learn more.

Guidelines To Planting Your Garden in Niagara

With the gardening season just around the corner, we want to give you a head start this year by providing you with the pertinent information you need to get the most out of your seeds.

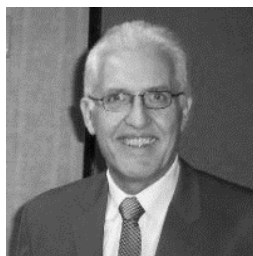
Living in Niagara, it's important to note that our Plant Hardiness zone is **6B**. The perennial favourites that thrive in our zone are Bee Balm, Coneflower, Salvia, Daisy, Daylily, Coral Bells, Hostas and Hellebore.



Vegetable	Start Seeds Indoors	Plant/Seed Transplant	Harvest
Beans	Early May	July	Mid-October
Beets	Mid-March & July	Early May & September	Mid-June & October
Broccoli	Early March & Mid-July	Early May & September	Mid June & Late October
Brussel Sprouts	Early May	August & September	Late October
Cabbage	Early May	August & September	Late October
Carrots	Early April & August	Late May & September	Late June & October
Cauliflower	Early March	Early May	Mid-June
Corn	Early May	Mid-July	Late September
Cucumber	Early May	Mid-July	Late September
Lettuce	Mid-March & Early August	Early May & Mid-September	Mid-June & Late October
Onion	Mid-March	Late June	Late August
Peas	Early March & August	Early May & October	Late May & October
Peppers	Mid-March	Late July/Early August	Late September
Spinach	Early March & July	Mid-May & September	Late June & October
Squash	Early May	Late July/Early August	Late September
Tomato	Mid-March	Late July/Early August	Late September



Don't take our word for it. Here's what a client is saying about us:



Len Hume
PCS of Niagara

We started a managed program with B4 a while ago. While they were getting our systems in shape and clearing up old issues we were on the phone multiple times a week, sometimes many times in a day. They were always patient with our questions and issues. But they've fixed our issues and I'm happy to say I hardly ever talk to them now, nor does our team. That has to be the definition of a well managed program! Thank you B4 Networks and all your helpful team!

Here's The One Reason Why You Need So Many Different Passwords...

Thinking up passwords and managing them is a big pain, no two ways around it. One website requires a symbol, and another requires 14 characters.

Meanwhile, your bank requires 10 characters, four PIN numbers and the answer to a secret question. In the midst of all this, it's easy to just use the same three or four passwords for everything — after all, that's more secure than a single password, right?

But imagine this. Say you use the same password for your Gmail, your Amazon and the account you use to order gift cards at a 10% discount for client gifts. One day, the gift card website is hacked. Not only do the crooks get your credit card info, they also get the list of all the website's users and those users'

passwords. Then, they publish these freely on the internet.

But if you use different passwords for all your accounts, you're safe despite any crisis that may arise. Make sure you practice good password security.

4 Ways To Improve Customer Satisfaction And Increase Your Profitability At The Same Time

1. Host an event. In B2B companies and small businesses that have a highly specific and local customer base, a big appreciation event can go a long way. Just make sure to view attendees as friends rather than customers you're trying to close on.

2. Personalize your services. If you're able to tailor your offerings to your customers' desires, that extra effort can really impress the

people you serve. It doesn't have to be complicated. Get creative and add that little bit of human touch to your product.

3. Send handwritten notes. E-mails, social media and phone calls are great, but if you want a thank-you card or customer appreciation note to stand out, it's best to write them by hand.

4. Launch a loyalty program. These programs can increase profits for you and your business, but they'll also have the benefit of making your most loyal customers feel engaged and appreciated.

SmallBizTrends.com 01/16/18

April Fun Days of the Month

April 1st

Pillow Fight Day

April 5th

Star Trek First Contact Day

April 7th

World Health Day

April 10th

Sibling Day

April 16th

Wear Your Pajamas To Work

April 22nd

Earth Day

April 26th

Administrative Professionals Day

New Employee Welcome



Soma Burany

Words of Wisdom: "In my life I have found two things of priceless worth - learning and loving. Nothing else - not fame, not power, not achievement for its own sake - can possible have the same lasting value. For when your life is over, if you can say 'I have learned' and 'I have loved,' you will also be able to say 'I have been happy.'"

Soma: Service technician, animal lover and science fiction fan.

If you could have one superpower, what would it be?
· Time travel

If you could choose anywhere in the world, where would you travel?
· Antarctica, follow the footsteps of the polar explorers from 1000 years ago.

Why Your Business Should Be Using Two-Factor Authentication



Each year seems to bring even bigger and more expensive data breaches. It's become commonplace to hear that your favourite retailer was just breached and millions of records were lost to hackers somewhere on the other side of the world. In spite of our best efforts, cyber crimes are now the number one leading crime worldwide. Every organization is vulnerable on some level.

Stopping Cyber Thieves

Though most companies now employ much stronger cybersecurity than they did 10 years ago, our society is light-years away from being impenetrable. Some industry experts believe we'll never be able to fully stop all breaches from occurring. The reasons for this vary but the most logical line of thinking is that that technology is evolving at nearly a daily rate. With each new invention, we open another window that cybercriminals can climb through. Every new convenience we gain through technology is another potential vulnerability just waiting to be exploited.

Password Protected

According to a recent survey, about 60 percent of all internet users confess that they use the same passwords across multiple accounts. That means that a hacker only has to discover one password instead of a dozen. It makes the work of cybercriminals much easier. Once they have learned the password to one of your online accounts, they'll go to work trying it on other accounts.

As a society, we must realize that cybercrime is escalating. Data breaches are becoming the norm. One of our most important defenses is to make it as difficult as possible for criminals to learn our passwords by creating log-ins that are hard to decipher. A 2017 Verizon Report on Data Breaches found that 81 percent of all data breaches occurred because user passwords were weak and easy to decrypt.

This is one area we all need to improve upon and it's not difficult or expensive. Simply start today by creating passwords that begin with numerals and contain symbols and upper-case letters.

Two-Factor Authentication

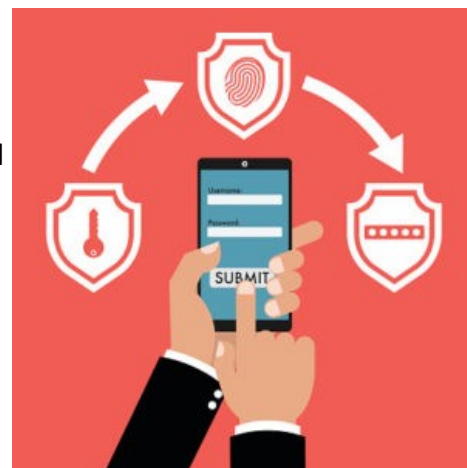
Another key element is our log-in security. Two-factor authentication (2FA) is one way to keep your data more secure. 2FA requires the consumer to utilize two methods to confirm that they are the rightful account owner. Though 2FA does make it harder for the account owner to access the account, it also makes it difficult for cyber thieves to learn your password. Their job becomes much tougher because they now need to do more than just hack your password. They'll need personal information about the account owner. With so many accounts being too easy to break into, hackers are more likely to just move on instead of trying to break through the multiple factor authentication process.

How to Implement 2FA for Your Business

Many companies now use some form of 2FA to protect their valuable data. In fact, there are apps today that make it much simpler to implement this type of security. Google Authenticator has quickly become a favorite app, along with Duo Mobile and Twilio Authy.

Time-Based One-Time Passwords

Time-based codes are a



very effective method of stopping hackers. With this type of security, a dynamically generated code is sent via email.

A time-based one-time password (TOTP) will not stop the more determined cyber thieves but it is still much stronger than regular passcode methods. You not only need to know the code, but you have a specific window of time to use it before it expires. Though the code can hypothetically be intercepted, it's a complicated process that hackers might want to avoid.

Other Security Methods

A newer, more complex method of security involves using a Hardware Token. This token is an actual item that the user has with them. Though this is extremely effective, it also has a number of drawbacks and has not been widely used. To date, the 2FA method has been viewed as the most secure while still being convenient for users. It is widely used by financial institutions and developers are working on ways to make this type of security even stronger.

One thing that industry experts warn about is the "set it and forget it" risk. Often, a business will set up the two-factor authentication protocol, but then just assume that everything is well-protected from that point onward. In order to be as secure as possible, all network and internet security require frequent checks to make sure things are still working. Security experts also recommend regular patches and updates to the software. Implement a simple alert system that notifies your IT department of any unauthorized access attempts. These are just a few of the many ways we can all protect our online data.

Client Spotlight: Kwik Mix Materials Limited

For over 45 years, Kwik Mix Materials has been manufacturing the absolute highest quality of pre-mixed concretes, mortars and related repair products. They also offer a variety of specialized services such as custom toll blending, custom packaging, and small to large scale rotary kiln drying. They are a



close-knit variety of individuals that take pride in what they do, striving to produce strong, reliable and professional easy-to-use prod-

ucts. Their company philosophy is and has always been to enjoy what they do, treat people fairly, and to make the best products on the market.

Do You Know Someone That Needs Computer Support?

RECEIVE UP TO
\$5000
FOR EACH FRIEND
YOU HAVE
REFERRED TO US.

In our opinion, referrals from very happy clients and their employees are the greatest form of flattery. We love it when you're so pleased with our services, that you're willing to recommend us to other business owners you have a relationship with!

If you know someone who is looking for computer support for their company, you will receive \$100 for every referral you send our way.

If your referral becomes one of our managed clients, you will receive a cheque to the amount of one month of their signed agreement. That could be up to \$5000 in your own pocket!

For full details about our referral program and to submit your referral, please visit www.b4networks.ca/referral-program today and get us in contact with your friends today!

6 Keyboard Shortcuts You Have to Learn Today

Keyboard shortcuts can help you feel more efficient by shaving off a few seconds on everyday computer tasks, but the sheer amount can be overwhelming to users.

1. Forward & Backwards on a Website - Ctrl + Arrow (Left or Right)

This command is what saves you from hitting the back and forth arrows on your browser.

2. Plain Text: - Ctrl + Shift + V

When composing an email or creating a working document, you may want to cite information from a web page.

3. Restore Your Last Tab - Ctrl + Shift + T

Opening up 30 tabs may be necessary, but it can also make it harder to figure out where everything is located on the screen.

4. Locking Your Screen - Windows + L

Information is becoming more and more valuable, and open screens make that information there for the taking.

5. Bookmark a Webpage - Ctrl + D

Web pages can be difficult to find sometimes, so don't spend unnecessary searching after you've found them.

6. Send an Outlook Email - Alt + S

One of the most popular things you'll do all day, this lets you send multiple emails faster. Once you're in the zone, you're not going to want your hands to be off the keys for even one second.

