

TECHNOLOGY TIMES

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

What's New

Our new office is almost completed!

Congratulations to Jackie Gray for winning the iPad in our Facebook Giveaway!

See page 2 for more information

December 2017



Cybercriminals Confess: The Top 5 Tricks, Sneaky Schemes And Gimmicks They Use To Hack Your Computer Network

The contemporary world is rife with digital thieves. They're penetrating the complicated data structures of huge credit-monitoring companies like Equifax, scooping up the personal information of millions of people. They're releasing sensitive customer data to the public from discreet businesses like Ashley Madison. They're watching webcam feeds of our celebrities without them knowing; they're locking down the systems of public utilities like the German railway system; they're even managing to steal thousands of gigabytes of information directly from high-profile government entities like the CIA.

They're also targeting small businesses exactly like your own and extorting them for thousands and thousands of dollars.

When running a company, it's vital to have a dedicated security team,

equipped with the most up-to-the-minute security technology, on your side to protect you from these malicious cyber threats. But it's not enough to leave it to somebody else. You also need to be informed. Here are five of the most common ways hackers infiltrate your network:

1 Phishing Scams

You receive an e-mail in your work inbox coming directly from a high-ranking employee with whom you've been working on a project. Inside is a link he needs you to click to access some "vital information," but when you click it, it rapidly installs a host of malware on the computer, spreads through the network and locks out everyone in the company.

Phishing scams are the oldest trick in a hacker's book – ever received one of those "Nigerian Prince" scams? – but

Continued on pg.2



"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

170 Hwy 20 W. Unit 3A, Box 249
Fonthill, Ontario, L0S 1E0
Tel: 905-346-4966

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

Continued from pg.1

they're still wildly successful. Not only that, but they're becoming increasingly more sophisticated. As Thomas Peters writes for "Newsweek," "The best messages look like they're trying to protect the company. One well-meaning system administrator even offered to post a PDF that could deliver malware on an internal server because it was called, 'How to avoid a phishing attack.'" How's that for irony?

2 Social Engineering

Social engineering is a type of "hacking" that uses real, well-intentioned people to carry out its schemes, rather than intricate lines of code.

This is especially effective for gathering sensitive information that can later be used in another type of attack – e-mail passwords used for phishing scams, for example. Maybe your IT guy receives a call from the "secretary" of one of your clients, pretending that they're experiencing problems with your service due to some firewall, a problem that your IT professional is more than happy to help out with. Before you know it, the caller knows the ins and outs of your entire security system, or lack thereof. Social engineers have been known to use phone company customer service departments, Facebook and other services to gather Social Security or credit card numbers, prepare for digital robbery and even change the passwords to your central data network security.

"When running a company, it's vital to have a dedicated security team, equipped with the most up-to-the-minute security technology, on your side to protect you from these malicious cyber threats."

3 Password Hacking

You may think that your passwords are clever and complicated, filled with exclamation points and random

numbers, but it's rarely enough. With information gathered carefully from social engineering or a simple check on your employees' social media accounts, hackers can easily use brute-force to figure out that your password is the name of the family dog, followed by your anniversary (for example). That's if they didn't already manage to steal your password through one of the techniques listed above.

4 Fault Injection

Sophisticated hackers can scan your businesses' network or software source code for weak points. Once they're located, they can surgically attempt to crash the system through snippets of code they splice in expressly for that purpose. Different commands can do different things, whether they want to deliver a devastating virus, redirect links on your website to malicious malware or steal and erase vast swathes of information.

5 USB-based Malware

At the last conference you attended, someone probably handed out free branded USB sticks to keep their business top-of-mind. Hackers will sometimes covertly slip a bunch of infected USB sticks into a company's stash. The instant somebody tries to use one, their computer is taken over by ransomware.

So What Can I Do About It?

It's a scary world out there, with virtually everyone left vulnerable to digital attack. Knowing the strategies hackers deploy is half the battle. But, frankly, these techniques are constantly changing; it's impossible to keep up by yourself.

That's why it's so important to utilize only the most up-to-date security solutions when protecting your business. Hackers move fast. You and your security technology need to stay one step ahead.

What's New?

New Office



There has been much progress in the recent weeks for our new office. Located in the same plaza, we expect to be in our office by the new year. We are very excited to move into our brand new office!

Facebook Giveaway

If you follow us on Facebook, you would have seen we were running a "like & share" contest on Facebook during the month of October. Here is a photo of the contest winner, Jackie Gray from Niagara Falls, being handed her brand new iPad by our Network Administrator Steve Lamarre.



Make sure you follow us on Facebook as we have many contests planned for the future!

Shiny New Gadget Of The Month:

3Doodler



The 3Doodler

**The pen that draws
in 3D!**

The 3Doodler is the world's first 3D printing pen that is easy to use and does not require any technical knowledge, software or computers. You can literally draw in the air by either free-handing and using your imagination or tracing shapes from templates.

The pen uses 3mm plastic strands that melt inside the pen and allows you to design whatever your heart desires. There are different Nozzles to create different styles of strands.

You can buy the 3Doodler in different styles in a set based on your skill level.

The3doodler.com

5 Ways To Handle Bad News In The Workplace And Move On

By Andy Bailey

Every company has its ups and downs. How your organization deals with those intermittent challenges is just as important as how it celebrates its victories, if not more so. Maybe your quarterly earnings have come in below expectations, or maybe a long-admired senior manager has decided to leave the firm. Maybe you've had to let someone go, or maybe the team isn't reaching its potential. As a business leader, you need to relay the news to your team quickly – in a way that doesn't have any additional repercussions, like hurting the company culture. But how do you do that?

Talk About It

It may sound simple, but it's anything but. Clear and open communication doesn't come naturally to many leaders. So, you have to be intentional about it. If you know something bad is going to happen (or already has), gather your team in a room as soon as possible to talk about the news. Opening up the conversation is the single most important step.

opinions. Whether or not you can answer every question or address every issue isn't important, but listening to each person is crucial.



Be Transparent (Don't Sugarcoat The Bad News)

It's no use gathering your team to share news if you're going to hold back information. When times are tough, trust is often the first thing to erode if people feel like they're not being told the whole truth. Ensure that when you gather your team to talk, everything is on the table – no secrets. Bad news is bad news; there's no sense trying to spin it positive. You have to be genuine.

Determine A Path Forward

It's not enough to get things out on the table. You have to be able to move forward in a deliberate way. Once everyone has been heard, make a plan for how things are going to proceed. Maybe you develop a way for each team member to contribute to bringing in new business or recruiting top performers. Whether the task is small or large, be sure you make a plan to address any underlying problems that may have caused the issue in the first place. Get buy-in from your team and get to work.

Hear From Everybody

The opinion of a senior vice president should have no more weight than that of your front-desk receptionist. If you want a real team atmosphere, you have to be willing to hear everyone's voice and address any questions or concerns. This will go a long way toward reinforcing that "we're all in this together" feeling and the fact that you're open to differing



As the founder of Petra Coach, Andy Bailey can cut through organizational BS faster than a hot knife through butter, showing organizations the logjams thwarting their success, and coaching them past the excuses we all use to avoid doing what needs to be done. Andy learned how to build great organizations by building a great business, which he started in college. It then grew into an Inc. 500 multimillion-dollar national company that he successfully sold and exited.



News Briefs

Top Tech Accessories To Make Your Life Easier

The best gadgets help us navigate our lives with ease, making particular processes that much more hassle-free. With technology, it's often the little things that make all the difference in the world. Take AUKEY's car phone mount, for instance. At only \$17.99 on Amazon, there's no reason you should be fumbling with your iPhone while you're using Google Maps on a road trip. The clip attaches directly to any air vent, putting your phone front and center for easy viewing and reducing the need for dangerous fiddling.

Or, pair an Amazon Echo with the Tp-Link Smart Plug Mini (\$29.99), which allows you to activate all kinds of devices with your voice or your phone. It's the perfect first step toward a smarter home and a world of convenience.

If you've got a phone that's always dying, hook it up to an Anker battery case, which can extend the battery life of most phones by as much as 120%.

For more small-scale tech solutions, check out Business Insider's list of "50 must-have tech accessories under \$50."

BusinessInsider.com 9/28/2017

Become A Better Public Speaker With This App

Canadians are terrified of public speaking. In fact, in most surveys about our fears, talking in front of a crowd far outranks even our fear of dying. But if you, like millions of others, break out in a cold sweat when you imagine giving a speech, you're in luck. There's an app for that.

Developed during the Disrupt San Francisco Hackathon, Vocalytics is a comprehensive project dedicated to building an AI that will teach you to be a better public speaker. The ultimate goal is to develop a virtual trainer that can give feedback even better than what you'd get from a professional speaking coach.

The app – called Orai – uses machine learning to analyze your body language as you speak, ensuring that every word hits home. When paired with speech analysis project SpeechCoach.ai, you can take concrete steps toward killing it in front of any crowd.

TechCrunch.com 9/17/2017

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!

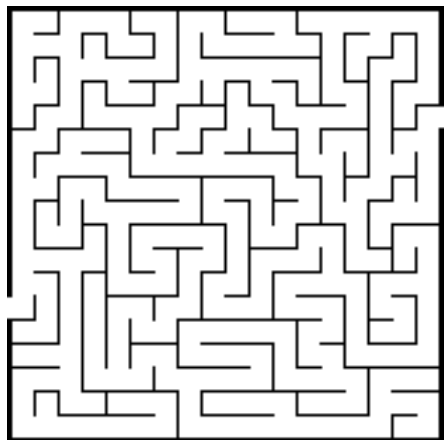
For Full details about our referral program and to submit your referral, please visit www.b4networks.ca/referral-program today and get us in contact with your friends today!

BONUS INFO

Congratulations to
**MICHELLE RILEY FROM
 NORTH AMERICA TRAFFIC**
 on winning a \$50 Prepaid Visa for
 reporting Phishing attacks!



Help Santa find his sleigh



December Highlights

December 3rd	Make a Gift Day
December 4th	Cookie Day
December 9th	Christmas Card Day
December 12th	Gingerbread House Day
December 19th	Ugly Sweater Day
December 25th	Christmas Day
December 26th	Thank You Note Day
December 28th	Card Playing Day
December 31st	Make Up Your Mind Day



Client Spotlight



The foremost Carpet Cleaning Company in Niagara has selected B4 Networks as their IT solutions provider. Their service oriented "Do the right thing" approach has led to 26 years of exemplary work. They boast highly skilled, trained and certified staff combined with the best chemistry, state of the art tools and equipment and to bring the best quality of service that the industry has to offer.

Their residential and commercial clients rely upon their extensive body of experience to always know the best way to get the job done right. And with their efforts to always "better their best" they have added the Custom Rug Gallery and a Binding Shop to make rug repairs and custom rug design available to their clients. As a small business in Niagara they represent what it means to strive and succeed in our region.



In order to keep PCS at the top of their game, and ensure that technology is not a deterrent to their business but an asset, PCS has selected B4 Networks, and their unique approach to technology support called *Preferred Client*. Which is essentially a Fixed fee IT solution. This unique approach to managing and maintaining the computers, servers, backups, and cyber security is exactly what PCS needed to ensure their staff and management are laser focused on their clients needs rather than dealing with technology issues.

To learn more about PCS and the great work they do visit: www.pcsniagara.com

5 Types Of Social Engineering Scams You Need To Be Aware Of

Social engineering tactics let hackers take cyber attacks to a whole new level by focusing on a specific target. This kind of special attention and extra detail can often be just enough to fool users into clicking, downloading, or otherwise helping a hacker get exactly what they want.

Here are 5 of these scams you should know how to spot and avoid.

1. **Phishing** – The most common type of social engineering scam, phishing is typically done through email. By posing as a financial institution or government agency, hackers send out urgent-seeming emails that contain malicious attachments or embedded links that when clicked release malware onto your system.
2. **Baiting** – Like phishing, these emails often appear to come from a legitimate source. Rather than relying on scare tactics these emails instead offer the target some sort of incentive to open attachments or click on links, like a free gift card or a free mobile phone or tablet.
3. **Tailgating** – This low-tech tactic is still surprisingly common. By pretending to be a fellow employee who forgot their badge or a delivery person, a scammer will ask you to open a door for them that will allow them access to workstations or restricted areas.
4. **Pretexting** – Another form of phishing, this has a hacker pose as a C-level employee or a supervisor from another department and send an email asking for sensitive information like passwords. They might also send an attachment that contains a hidden malicious payload.
5. **Quid Pro Quo** – Much like baiting, this tactic has hackers pose as someone who can help the target with a task in exchange for information. Typically this ruse involves the hacker pretending to be IT support, offering to fix a non-existent problem in exchange for login credentials.



“Get Off The Fence, The Grass IS Greener With B4”



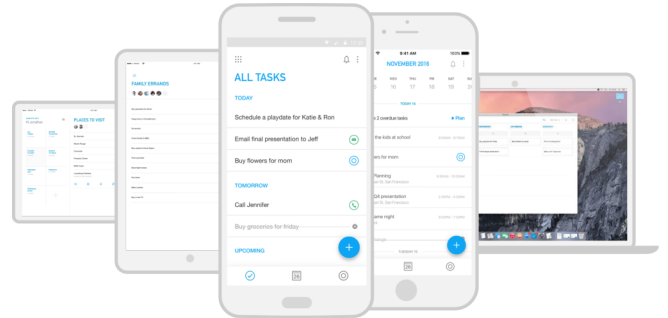
“The biggest benefit for us since moving to B4 Network’s is that I’m no longer the IT guy, trying to figure out every problem myself. I direct all those technical issues to B4 and they get handled, and as a result I’m now able to get more usable time out of my day. Compared to all the other IT firms I’ve worked with in the past, B4 Networks responds very quickly and more importantly efficiently. If you’re looking to make a change in your IT, get off the fence, the grass IS greener with B4.”

Jamie Treschak, Operations Manager, Treschak Enterprises

Photo Album Tek Tip



Any.DO



Keep track of your busy life with Any.Do!

Any.Do is a downloadable app (Android, iOS) that keeps you on track with your busy schedule. It allows you to create to-do lists, reminders, notes, share your lists with others and assign tasks to others.

You can sync the app between your phone, desktop, web, and tablet to make it more accessible for you to enter in your tasks. The app has a voice-entry feature that allows you to enter in tasks just by simply talking into your phone. There is a free version and a premium version with more advanced features.

Check your app store to download it today!

TECHNOLOGY TIMES

Inside This Issue

Cybercriminals Reveal Their Schemes and Tricks 1

5 Ways to Handle Bad News in the Office and Move on 3

Social Engineering Scam You Need To Be Aware Of 6



How Does Your I.T. Company Compare?

Our November 2017 Service Key Performance Indicators



91%

8 Business Hour
Ticket Resolution



95 %

Client Satisfaction



5 minutes

Average Email
Response Time

Here at B4 Networks, we believe that visibility and accountability are key components for constant improvement. For this reason, we want to share with you our Key Performance Indicators.

These 3 factors are what we consider to be the most important:

- 1) **8 Business Hour Ticket Resolution** – This number represents the percentage of issues our technicians resolve within 8 business hours.
- 2) **Client Satisfaction** – This number is based on surveys our clients have filled out after a ticket has been resolved.
- 3) **Average Email Response Time** – This number is based on how long it takes for a client to receive an initial reply to their email support request.