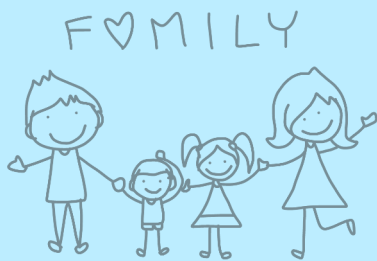


TECHNOLOGY TIMES

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

What's New

**B4 Networks welcomes
InCommunities
as our newest client**



February 2018



WARNING: Your Business Is More Likely To Be The Victim Of Cybercrime NOW Than Ever Before...Take These Steps Today So You Don't Get Hacked!

Though we're in the midst of an unprecedented rise in high-profile cybercrime incidents, it's easy to assume that our own much smaller businesses are safe. Sure, we think, hacking into the data stores of CIBC, the Canadian Government, or Bell Canada can net hackers millions and millions of dollars. Why would they bother with a small business?

But unfortunately for all of us, hackers actually *do* bother with small businesses across the country — these attacks just don't make the news. By some estimates, including one reported in Media Planet, more than half of small businesses have had their data compromised. According to StaySafeOnline.org, these attacks, targeting small to midsize companies, now comprise over 70% of all data breaches.

What's worse, this digital onslaught shows no sign of slowing. In fact, ransomware attacks alone have increased 250% since 2016, accompanied by higher rates of malware, phishing, and other forms of cybercrime.

Once you see these numbers, it's easy to understand why hackers seek the little guy. These days, massive corporations like Google or Citigroup employ incredibly sophisticated digital measures. Their digital vaults, though containing ludicrously attractive sums of potential money to grab, are located at the end of a virtual labyrinth covered in traps, with a final, inches-thick steel door protecting their assets for good measure. In contrast, the digital assets of small businesses are often hidden behind nothing more than a



"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.

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Continued on pg.2

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single, often weak, password. With thousands of business owners going about their day-to-day, utterly oblivious to their paper-thin security, the question turns from “Why would hackers bother with my small business?” to “Why *wouldn't* they?”

Though cybercriminals may come away with less than they might have had they targeted a Fortune 500 company, it certainly isn't going to seem cheap to you. According to one TechRepublic analysis, an average cyber-attack on a small business can cost as much as \$256,000. Is that a sudden cost your company can weather?

Luckily, there is hope. Though small business owners often assume that effective cyber security solutions lie far outside their budget range, robust digital security is now more affordable than ever. By investing in comprehensive protection, small businesses can deflect even the most persistent hackers.

Today, a cyber-attack on your business is almost statistically inevitable. And when that attack comes, you'll definitely want to be prepared. If you haven't been in a car accident for the past two years, does that mean you're going to abandon your car insurance

“What's worse, this digital onslaught shows no sign of slowing. In fact, ransomware attacks alone have increased 250% since 2016, accompanied by higher rates of malware, phishing, and other forms of cybercrime.”



coverage? Of course not. Does it become unnecessary in the absence of a crash? No, because even if you're the best driver in the world, sometimes a collision is out of your control.

What's more, your car requires regulars upkeep and maintenance to remain in peak condition. It's no different with your network security. As technology hurdles forward at an ever-increasing speed, the ways that hackers can infiltrate your network multiply. The best digital security platforms constantly update, enabling them to anticipate these shifts and prevent them from becoming liabilities. This way, you can be proactive prior to a digital crisis, ensuring that no matter what comes, your network is protected.

Even as digital crime climbs at a staggering rate, and hundreds of small businesses are forced to close their doors for good, thousands of owners fail to notice, assuming they'll somehow be spared from an attack. Don't be one of them. Invest in regularly maintained, powerful cyber security, and ensure the future of your company.

How Does Your I.T. Company Compare?

Our January 2018 Service Key Performance Indicators



95%

8 Business Hour
Ticket Resolution



96%

Client Satisfaction



5 minutes

Average Response Time

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

Shiny New Gadget Of The Month:



August Doorbell Cam Pro

It's 3 a.m. You and your family are all tucked away in your beds, snoozing away. Suddenly, the doorbell rings, and everyone is shocked awake. Who is that? What do they want? And, most importantly, what should you do?

It's a dicey situation, but luckily, modern technology has an answer — the August Doorbell Cam Pro. Another addition to the endless list of “smart home” offerings, the device is a small, unassuming square doorbell. At any time — say, when a dark figure is looming on your porch in the middle of the night — you can open up your phone and take a look through the August Doorbell's camera. After that, if you feel like a conversation is in order, you can talk through the device's built-in microphone and speakers. With the ability to sync up to August's smart locks and Amazon's Alexa, the August Doorbell Cam Pro is a vital and convenient security addition to any smart home.

cnbc.com

Available at BestBuy.ca



The Process

By Robert Stevenson

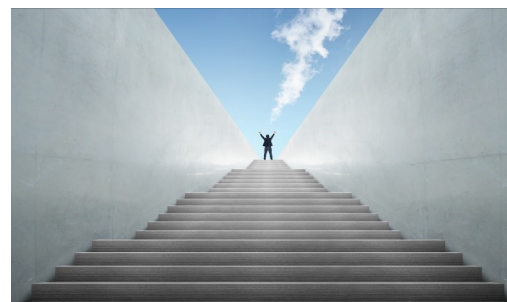


Nick Saban, head football coach at the University of Alabama, has won five national championships, one while he was head coach at LSU and four at Alabama. The four championships at the University of Alabama have happened in a span of only seven years — the biggest run in college football history.

In football, you can only put 11 men on the field at one time. It's your best against their best, and while talent is critical, it's far from everything. What is Alabama's magical formula for success, and why do so many teams have trouble duplicating it?

A few years ago, Coach Saban asked me to present a program on communication to his coaching staff. In his world, recruiting star athletes is paramount to their success, and he wanted his coaches to make the best presentation possible to the athletes they wanted to play for Alabama.

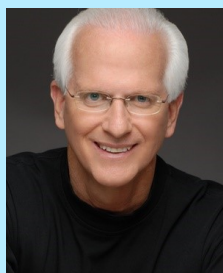
I learned a lot of things about Coach Saban and Alabama football preparing for my three-hour program. There are a lot of coaches, managers, bosses, and leaders out there who never mix with the people on the front lines. Not Coach Saban; he is all about being on the ground level, getting “dirty” in the details. In fact, I don't believe I have ever met anyone as detailed as he is. Meetings and practices are planned to the minute, and everyone understands what is expected of them and how they are to accomplish it. In the football world, he's become famous for what most call “The Process.” As he puts it, “The Process is much more important than the result.”



The critical element of his success is a simple way of breaking everything down into manageable parts. He owes this technique to Dr. Lionel Rosen, a Michigan State University psychiatry professor he met when he coached there in the late 90s. Dr. Rosen studied cognitive therapy used in the Alcoholics Anonymous recovery program and found the best way to succeed was to deal with the moment, not the future or past. If you handle the moment correctly, the final result will work out.

Dr. Rosen pointed out to Coach Saban that the average play in a football game lasts only about seven seconds, and that is where he needed to concentrate. The last play is done — it's the next play, the next seven seconds, that counts. Ensuring that his players know exactly what they have to do in those seven seconds, without hesitation, is all that matters.

The same is true in business. By breaking down what you do into manageable segments of time and function, you will be better able to achieve the results you desire. But remember, everyone needs to understand what is expected of them and how they are to accomplish it.



Robert Stevenson is one of the most widely recognized professional speakers in the world. Author of the books How To Soar Like An Eagle In A World Full Of Turkeys and 52 Essential Habits For Success, he's shared the podium with esteemed figures from across the country, including former President George H.W. Bush, former Secretary of State Colin Powell, Anthony Robbins, Tom Peters and Steven Covey. Today, he travels the world, sharing powerful ideas for achieving excellence, both personally and professionally.

■ **Drop These 4 Habits For A Successful 2018** Today, the business world is more rapid, complex, and volatile than ever before in history, a trend that shows no signs of slowing down. With that in mind, it's vital that entrepreneurs tighten up their business practices now, not later.



Here are four bad habits to kick in order to shed your company's sluggishness and step fully into the modern marketplace:

1. Procrastinating training investment: Investing in comprehensive training resources, which expands the skills of both you and your

employees, can ensure you stay competitive in the midst of constant change.

2. Amassing knowledge without applying it: With millions of well-meaning advice articles plastered across the Internet, it's easier than ever to learn new principles. But you can't stop there. Actively implement the knowledge you gain, instead of keeping it locked away in your mind.

3. Expecting ideas to come from the top down: Today's savvy business owner doesn't solely channel those at the top of the organization chart. Instead, they welcome ideas from all levels of the company.

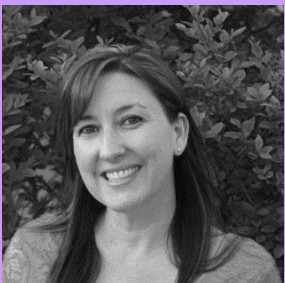
4. Busywork: Too many leaders get caught up in output metrics instead of outcomes. Get the numbers out of the way and watch your employees shine.

Inc.com 11/16/2017

■ **How To Spot A Phishing E-mail BEFORE It Can Do Any Damage** Phishing e-mails are bogus messages carefully designed to look like a legitimate message (or attached file) from a site or person you trust. Their goal is getting you to willingly give up your login info or unknowingly click a link to install a virus. The best of these e-mails look uncannily similar to their real-world counterparts, but there are ways to discern a phishing attempt from a legitimate e-mail.

First, hover over — but don't click on — the URL in the e-mail to see the actual website you'll be directed to. If there's a mismatched or suspicious URL, delete the e-mail immediately. Other telltale signs are poor grammar or spelling errors. And if the e-mail asks you to verify or validate your login or personal information, get out of there.

“The biggest benefit for us is knowing that when we call, someone will be there to help us”



“The biggest benefit for us is knowing that when we call, someone will be there to help us, 24/7. Since working with B4 Networks, we've also come to appreciate the friendly and knowledgeable service provided by their technicians. One of the things that we feel sets B4 Networks apart is their understanding that process / procedure and meticulous documentation is important for corporate standards.”

Heather McCluckie, Mentholatum Company of Canada

Client Spotlight

North America Traffic is today's recognized leader in work-zone traffic control and flagging devices. They design and manufacture trailer-mounted portable traffic control devices and warning signals for road and bridge construction companies and for the maintenance departments of state DOTs, cities, counties, and townships throughout the United States and Canada.



NORTH AMERICA TRAFFIC™
THE LEADER IN TRAFFIC CONTROL SYSTEMS

More than 20 years later, North America Traffic has become an international company and a world leader in work-zone traffic control, but the goal of increasing safety and reducing costs is still the same.

Since 2002, the growth of the company has led to multiple expansions. Their current 20,000

sq. ft. facility in Port Colborne, Ontario, is only a 20-minute drive from the US border allowing for quick and easy delivery of rentals and purchased products across the USA and Canada.

Toll free: 1-877-352-4626 (USA and Canada)

Email: info@northamericatraffic.com

Website: www.northamericatraffic.com

The company was founded in 1994 by Peter Vieveen, operating under the name of R.C. Flagman, Inc. Vieveen invented and built the first Remote Controlled Flagman, an Automated Flagger Assistance Device (AFAD) that was built to improve work-zone safety and decrease on-site labor costs.

TRIVIA

1. In what year did Nintendo release its first game console in North America?
2. With over 17 million units produced, what was the highest selling single model of personal computer ever?
3. What does the acronym USB stand for when referring to a computer port?
4. What is the name for a male bee that comes from an unfertilized egg?
5. In what month is the world closest to the sun?



1. 1985 2. The Commodore 64 3. Universal Serial Bus 4. Drone 5. January

Do You Know Someone That Needs Computer Support?

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\$5000

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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!

Reasons Why You Need to Make the Switch to Microsoft Office 365

If you run a business, chances are that you've thought about moving to an online productivity suite. The two most popular in recent years is Google's G Suite and Microsoft's Office 365. Touted as "innovative" and "the next big thing," Microsoft's productivity suite is a revolutionary concept when it comes to operating systems and computing. But why should you choose Microsoft over the other guys?



Because:

- **It's cloud-based.** Doing all your computing in the cloud means that you always have access to your files as long as you're connected to the Internet. All of Office 365's tools will work on any PC/Mac, tablet, or smartphone. With Office 365, you can use the online versions of the productivity suite, or install them to your device.
- **It's secure.** Whether you're using the version of Office 365 installed on your machine, or the cloud version, you'll get the best level of security and encryption. The same set of Rights Management Services applies to both. None of your files can be accessed without the proper user credentials that are set up and monitored by Microsoft Azure. This provides the best security and control over your Office 365 data.
- **Data is backed up.** Microsoft's Office 365 offers its own form of checks and balances, 24/7 support that's always on-call, and OneDrive to store all your files. But it's always a good idea to have an extra layer of protection by using a Managed Services Provider (MSP) who can monitor your backups and add an extra layer of security if your data is compromised or lost.

Office 365 offers major advantages over others. As with anything worth doing, there are pros and cons when moving your operations to the cloud. However, there are some major advantages when using the Microsoft Cloud:

- **You can work anywhere.** If you have an internet connection, you can use your data from anywhere and on any device. You can check emails, access files, and work on a project all from the same place – even if that place happens to be the other side of the world.
- **Easy collaboration between coworkers.** How many times have you had multiple people working together on the same project only to have one version go missing. With Office 365 you can avoid this. Collaborators can work on the same file and get changes in real time. You can also share files as links right from OneDrive, rather than as attachments.
- **Access to the latest versions of programs.** Imagine having access to the most current versions of Word, Excel, and Outlook without having to pay extra or reinstall programs. All the most recent versions of everything in the Microsoft Office Suite are available with an Office 365 subscription.
- **Great security features.** How secure the Cloud is for you depends on what security measures you have in place. With Office 365, there are quite a few built-in security features to keep your data safe. These include:
 - ◇ **Encrypted email.** Only the intended recipient can read an email.
 - ◇ **Data loss prevention.** Office 365 checks and ensures that sensitive data (like your social security number) doesn't get sent out via email.
 - ◇ **Mobile device management.** You can control Office 365 on your employees' phones, and protect company information.
 - ◇ **Advanced threat analytics.** Office 365 learns and protects company data, and alerts you of suspicious activity on the network.

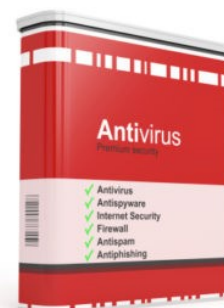
Microsoft Office 365 is a very good example of not only what a cloud service can be, but what more businesses are turning to for their cloud needs. Cloud computing is becoming a big part of more companies' tech strategy, and Office 365 is an excellent way to jump into the cloud.

Why Do I Need Antivirus Software?

You may be thinking to yourself, "I don't need antivirus software. I don't go to any sketchy websites or click on shady pop-ups." While that does help cut down your risk of getting a virus that doesn't mean you are 100% safe. Many viruses now are found on legitimate websites that have been corrupted and you could unknowingly be putting yourself and your computer at risk. The adage "it's better to be safe than sorry" holds true in this case. Think about all the valuable data on your computer that you use every day; wouldn't it be a huge inconvenience if you lost access to it all because of a fully preventable virus?

Types of Attacks

There are several types of viruses and attacks that your computer may be vulnerable to. The first of course is the typical computer virus. You could end up with this by clicking on the content of unknown or questionable origin. Computer worms are another type of attack that usually attacks the network as a whole, but may still deposit malware onto your device to spread it throughout the network. Trojan horses are when the user thinks that a download is legitimate, but is a virus in disguise. Some viruses appear to be updates or downloads from reputable websites so it can be difficult at times to know what is fake and what is real. Antivirus software can warn a user when a virus is within the download, but can't stop the user from downloading the file if they so desire. Spyware is a virus that doesn't actively change anything on your computer, but instead steals data and information for use by a cybercriminal. Messaging applications are common carriers of viruses, so it is important to have an antivirus software that will warn you when your emails or IMs are carrying fake links or attachments. Bots are also a common way for cybercriminals to drop viruses and malware onto your computer, by remotely hacking into your computer. Antivirus software will warn you when someone is trying to hack into your computer. And finally, beware of rootkits that are buried deep in your computer hiding other viruses and malware from your immediate view.



Safe Surfing

Using common sense on the internet and browsing carefully will get you far, but it can't protect you forever. Not every type of virus or malware attack is easy to spot and therefore having antivirus software is necessary for the times when you couldn't tell if something was corrupted or that someone was hacking into your device. Often, companies will set up your computer with an antivirus before it reaches you and when you first start it up it will get you to sign up for the antivirus already pre-installed. This is how some companies make extra money. However, you don't need to use the antivirus software that is preloaded. You can choose another service if you want. There are many good antivirus software on the market to fit any budget.

Conclusion

Antivirus software is an essential tool when using the internet. There are people out there wanting to steal your information, wreck your computer, or just cause general chaos. Don't give them the opportunity to do so; protect your computer.

If you're interested in learning what antivirus would best fit your business needs, please contact us at 905-346-4966 right away!

February Fun Days of the Month

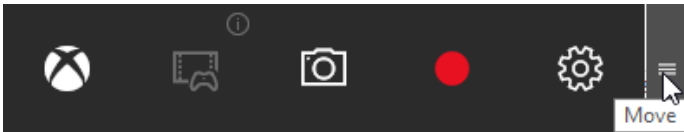
- February 2 • Crêpe Day
- February 5 • World Nutella Day
- February 9 • Safer Internet Day
- February 14 • Valentine's Day
- February 19 • International Tug-of-War Day & Family Day
- February 22 • Be Humble Day
- February 27 • Polar Bear Day



TekTip

Photo Album

The Windows Game Bar



In Windows 10, hit the **Windows key + G** to open the game bar. This tool lets you record not only footage of games, but any open application! You can use this footage to show off gameplay to friends on YouTube, or more importantly record an error and send it to your IT team. Alternatively, you could record a training video for your staff!

