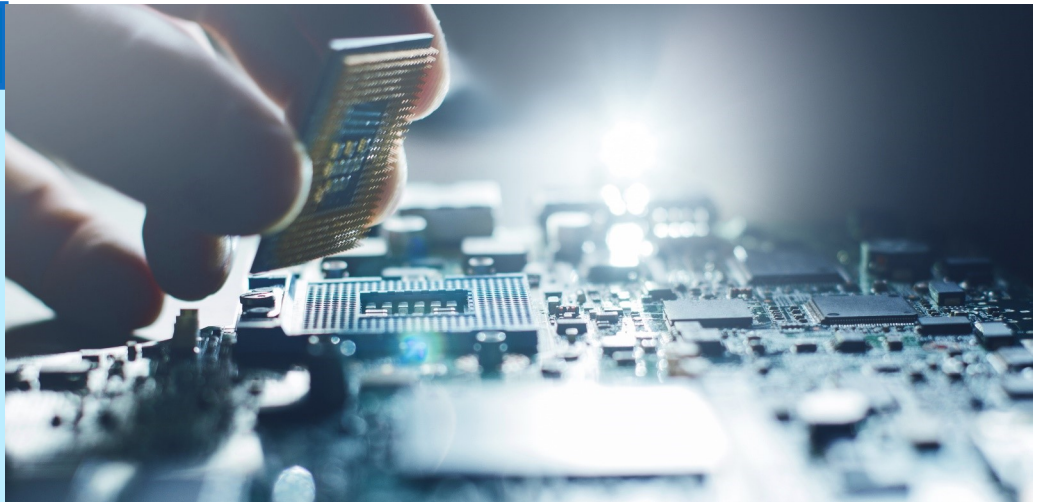
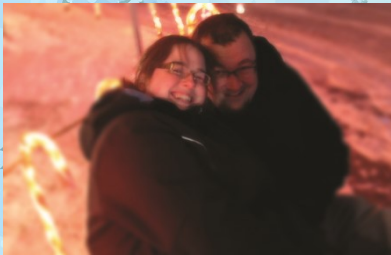


TECHNOLOGY TIMES

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

What's New

Our service technician
Lisa Thrift
is engaged to be married!



Do You Really Want The Cheapest Computer Technician Working On Your Company's Network?

January 2018



"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

These days, small businesses are more dependent on IT systems than at any other time in history. Because of this, even the slightest technological hiccups in our cyberspace-centered workflow can have expensive, lasting consequences. Perhaps the most dramatic illustration of this occurred back in 2013, when Amazon went dark for half an hour. Sure, it was a paltry 30 minutes, no big deal, until you consider the megagiant was theoretically hemorrhaging \$66,240 every 60 seconds, based on their quarterly revenue.

Of course, your company probably isn't a staple of international commerce like Jeff Bezos' beloved brainchild. Because of this, many small business owners think that a downed server or small security breach here and there won't matter too much for their bottom line. For these unlucky few, IT takes a backseat to more "pressing" issues, and they go the cheap route with their technicians. This cost-cutting

solution seems like the idea of the year, and will undoubtedly work great for the business — until it doesn't.

Maybe your long-time technicians fail to notice a piece of outdated equipment, and your server gives up the ghost during peak business hours. Virtually all work grinds to a halt, and your employees are forced to wile away the two hours shooting three-pointers into the trash bins. Add up the two hours of wasted wages for your entire team, the financial cost of missed business, and the much more intangible loss of customer goodwill as they struggle with diminished service on a workday, and you'll come up with a sum that disabuses any business owner of their illusions about "cheap" IT.

And that's not even close to the worst-case scenario. Imagine, for a minute, that your technicians assure you, despite the lack of regular monitoring and maintenance, your

Continued on pg.2

Continued from pg.1

network is secure. These words of comfort sound nice until the day a team of expert hackers actually attempt to access your systems, and find outdated, ramshackle security solutions in place — basically, a front door left wide open. At that moment, your business becomes a criminal's playground. They're free to access financial information and personal data of your customers and employees, hijack your business to send out floods of malicious software and spam, hold nearly every aspect of the company ransom for thousands of dollars, and cause chaos to their hearts' content.

The fact is, fixing problems is a lot more expensive than preventing them. When you cut corners and utilize subpar IT professionals (if any at all), you're paying for an array of shoddy, Band-Aid solutions that will be applied piecemeal, and usually too late, like a finger plugging a hole in a dam. But when you make a substantial investment in your IT support, you're investing in the most basic aspects of the future of your company.

Robust network security, dependable computers and servers, consistent internet access, and other

“These words of comfort sound nice until the day a team of expert hackers actually attempt to access your systems, and find outdated, ramshackle security solutions in place — basically, a front door left wide open.”



fundamental components of your company network are far from luxury items. These days, technology forms the scaffolding upon which businesses run. If any piece of the operation fails, the whole system suffers, usually accompanied by a fat financial penalty.

There is an ever-growing, endless list of potential technological pitfalls that can have permanent consequences for your business: teams of hackers zeroing in on vulnerable small businesses, rogue employees with a grudge, lost laptops, aging and unreliable hardware, fire, natural disasters, and IT “professionals” that have no idea what they're doing, to name just a few. As technology progresses, and companies depend increasingly more on it to stay competitive, it simply doesn't make sense to relegate IT to the neglected corners of your budget.

When it comes to business, there's a lot to worry about these days. A total collapse of your company's technological infrastructure doesn't need to be one of them. Invest in a robust, managed IT package from tried-and-tested professionals, and leave the worrying to the experts. You can rest assured that our IT team of experts truly has you covered.



How Does Your I.T. Company Compare?



Our December 2017 Service Key Performance Indicators



93%

8 Business Hour
Ticket Resolution



98%

Client Satisfaction



7 minutes

Average Email
Response Time

Shiny New Gadget Of The Month:



AirSelfie: The New Way To Take A Selfie

Move over, selfie sticks — it's time to take photo tech to the skies. The new AirSelfie, a pocket-sized camera equipped with four rotating fan propellers that allow it to take flight, aims to revolutionize the way we take pictures. The palm-sized device promises to take 5-megapixel, HD photos from up to 65 feet in the sky, steadied by an anti-vibration shock absorber that ensures images stay crisp and clear.

The hovering camera is the product by AirSelfie Holdings, an international team of developers and engineers, and is designed from the ground up to integrate seamlessly with your phone. To use it, all you do is slip it out from its charging case (which attaches directly to your smartphone), use the app to direct it to the desired height and orientation, and snap an aerial picture or video. The tech is available now, and with a \$340 price tag, comparable to many other modern cameras. Check it out at AirSelfieCamera.com.

The No. 1 Most Important Word In Business, Which You Rarely Hear

By Geoff Smart

Recently, a video podcaster named Nina asked me a simple question with complicated implications: "What's the most important mindset for success in business?"

At first, I doubted that I'd be able to identify a single mindset that was key to success. Ordinarily, my team and I emphasize the importance of context. Usually, it depends on a leader fitting a given situation, which has many variables that are difficult to reduce to a single answer.

That said, I realized there was one common mindset that I had observed in the many successful clients I've advised over the years — one severely lacking in those that continuously struggled. And not just casually, either. My firm has formally conducted over 17,000 in-depth interviews of leaders from all over the world, so we get to see which behaviours work in a variety of situations and which don't.

I realized the single most important word in business, a word that you rarely ever hear, is **generosity**.

No, not honesty, kindness, respect, learning, empathy or even abundance. None of those things actually force you to be a proactive agent of change. Leaders who succeed are generous, and they treat people — whether they're customers, employees, shareholders or members of the community — with a fundamental mindset centered around that generosity. Those that lack the spirit of generosity never succeed in the long term.

Once when I was speaking with the CEO of a mortgage company, I almost immediately



got a bad feeling about his character. He implied that his business succeeded by "tricking" low-income homeowners into signing up for mortgages that had hidden terms unfavourable to them. Well, of course, that mindset backfired. When the housing crisis hit in '08, his company and career were snuffed out under a pile of lawsuits.

In contrast, I remember being impressed early in my career by the mindset of a self-made billionaire named Ted Waitt — the owner of Gateway, that old computer company. When asked about his success, Ted talked about making computers, which were scary for most people at the time, more friendly and fun. Ted loved making technology less stressful for customers, giving good people good value for their dollar, an enjoyable buying experience and just generally being eager to make lives better through his products.

There are dozens of such examples, both of selfish business owners getting their comeuppance, and generous ones being rewarded with abundant success and positivity. If you can spread a spirit of generosity throughout your team, you'll see the benefits immediately.



Geoff Smart is Chairman and Founder of ghSMART. Geoff is co-author, with his colleague Randy Street, of the New York Times best-selling book *Who: The A Method for Hiring* and the author of the #1 Wall Street Journal best-seller *Leadocracy: Hiring More Great Leaders (Like You) into Government*. Geoff co-created the *Topgrading* brand of talent management. Geoff is the Founder of two 501c3 not-for-profit organizations. SMARTKids Leadership Program™ provides 10 years of leadership tutoring and the Leaders Initiative™ seeks to deploy society's greatest leaders into government. Geoff earned a BA in Economics with Honors from Northwestern University, an MA, and a PhD. in Psychology from Claremont Graduate University.

News Brief

■ Are Your Kids Careless With Online Passwords?

With corporations taking hits left and right from cybercriminals, security on the Internet has become more important than ever. Still, even as many of us step up the security of our online presence, stragglers who believe they're immune to such attacks abound.

Based on a recent survey from Statista, young people are more careless with passwords. Thirty-four percent of people aged 18 to 34 years use the same password for "most online

logins," compared to only 20% of the 35 to 54 demographic, and only 13% for those older than 55. In addition, a whopping 10% of 18- to 34- year-olds use the same password for all their online keys.

It goes without saying that this is bad practice. It can be all too easy to hack into a single, less secure account, but if different passwords are used for separate logins, it becomes much more difficult to access more important files in, say, a Gmail account or bank login. Not so if the passwords are identical.

BusinessInsider.com
10/18/2017



■ Apps That Make Our Lives Easier, All Under \$10

With new apps flooding the market every day, it can be difficult to pick out the ones that will assist you instead of just inspiring buyer's remorse. But there are dozens of apps that, despite their miniscule price tag, can have a small but lasting

impact on your day-to-day. Take Dark Sky (\$4) for example. An up-to-the-minute accurate forecasting app that will break down weather information for exactly where you are at any given moment, down to when the expected rain or snowstorm will start and stop.

You can also check out Notability (\$9.99), which Business Insider calls "one of the best things to ever happen to note-taking." The app allows you to mark up PDFs and photos, take voice recordings, and a number of other functions, with everything stored in the cloud.

Those young people mentioned above who have trouble keeping more than one password might appreciate 1Password (Free), a dedicated place to guard all your passwords behind one difficult-to-hack password.

BusinessInsider.com
10/26/2017

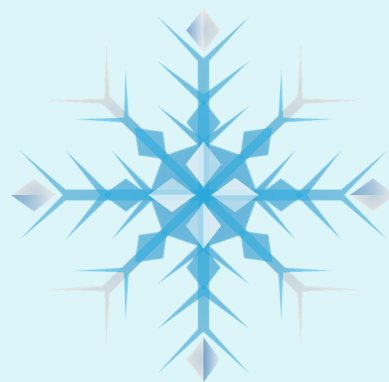


Here's What Our Clients Are Saying About Us



"Part of our decision in going back to B4 Networks was the ease of doing business with Bryan and his team. We have full confidence that B4 Networks can do it all!"

- Brenda Robinson, FENA Insurance Inc.



Bonus Info



Congratulations to
JULIA HOWE FROM
DULIBAN INSURANCE
on winning a \$50 Prepaid Visa for
reporting Phishing attacks!

Winter Mumbo Jumbo

KOWFLSAEN _____

ETMNITS _____

LYHILC _____

GANTBOGO _____

RNEFZO _____

January Highlights

- Jan. 1st New Years Day
- Jan. 4th Spaghetti Day
- Jan. 6th Cuddle Up Day
- Jan. 9th Clean Off Your Desk Day
- Jan. 14th Dress Up Your Pet Day
- Jan. 19th Popcorn Day
- Jan. 24th Belly Laugh Day
- Jan. 28th Data Privacy Day
- Jan. 31st Backward Day



Client Spotlight



As an independent insurance broker in Ontario, they pride themselves in providing quick competitive quotations, professional policy reviews and claims assistance. They work with the Canada's top Insurers to see what best fits your individual needs. They pride ourselves in achieving a small town, friendly, face to face service.

Their professional staff are committed to providing you with personal service whether it is in our office, online, over the phone, or in the comfort of your own home. For any business to flourish over such a long time it must be built on a stable foundation. Their foundation consists of their constant ability to provide competitive insurance premiums combined with quality service that only can be provided from a "Hometown Broker."

They have an incredible team of over 44 employees who all possess a strong commitment to our communities and are involved in many not for profit local organizations. They feel that providing service to their customers involves directly being involved in the communities we serve. They are 100% committed to become or continue to be your 'Hometown Broker.'

You can trust Duliban Insurance Brokers Ltd. for all of your insurance needs.

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

SCARAB—The Latest Ransomware Threat

Ransomware is now a household name, and there's no going back. Even though cybercriminals have been using ransomware for years now, it wasn't until the global Wanna Cry ransomware attack earlier this year that awareness reached critical mass – but that was just the beginning.

The latest development in the ever-evolving series of ransomware attacks uses the internet's largest email spam botnet to propagate a relatively new ransomware known as "SCARAB". This strain works similarly to the "Jaff" ransomware, relying on the now infamous Necurs botnet to reach millions of potential targets.

This threat was first detected by Forcepoint Security Labs as a part of a malicious email campaign that arrived in target inboxes on November 23rd. From the time of the first detected email and over the following 4 hours, Forcepoint observed an increase in SCARAB emails from just under 100,000 separate incidents to nearly 350,000. At its peak, the SCARAB ransomware campaign was sending more than two million emails per hour. A vast majority of the emails carrying SCARAB are targeting .com addresses.

Identifying SCARAB – Look Out For This Email Subject Line

Ransomware emails sent by Necurs carrying SCARAB have the subject, "Scanned from {printer company name}", a phishing ruse similar to those employed by cybercriminals involved in the Locky ransomware campaign. The includes a .zip file that is assumed to be a scanned document or image file but actually contains a VBScript downloader.

Once executed, SCARAB drops a copy of itself, creates a registry entry as an autostart mechanism, and encrypts files using a ".scarab" extension. The ransom note is then placed in every affected directory, named "WANT TO GET ALL YOUR FILES BACK, PLEASE READ THIS. TXT". Contradictory to other major ransomware campaigns, SCARAB does not necessarily state a specific monetary amount for the ransom, instead of saying, "the price depends on how fast you write to us". Payment can be made through an email address, or through an alternative BitMessage contact mechanism.

What Can You Do To Protect Your Business From SCARAB?

As with any strain of ransomware, there are a few key steps you and your employees can take to protect your business:

- Be suspicious of emails and attachments from people or companies that you don't do business with, as most ransomware infections arrive via infected word/xls/zip/exe files.
- Backup your data on-site and off-site, and test your backups regularly.
- Create a plan for getting infected, and regularly test your plan.
- Consult with trusted cybersecurity and IT professionals.



Remember – you don't have to do this alone. B4 Networks will help you set up robust backup solutions, develop cybersecurity response strategies, and help you protect against threats like SCARAB ransomware.

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!

Strategize Your Way To A Stellar 2018

With the right guidance and advice, strategic IT planning can set your business on a path to greater success in 2018 and beyond.

2017 isn't quite behind us yet, but already many businesses are turning their attention to the year ahead. Planning out your objectives and goals for the coming months is a great way to make sure your business is prepared to meet those challenges, and that starts with taking a look at how you fared in the previous months. Now is the time to make sure your plan for 2018 is ready to go and covers all aspects of your business. This means focusing not just on your operations, but the many moving parts that keep your operations running.

Did your business meet all its goals and objectives for 2017? Hopefully, you were able to cross most, if not all, of your goals off of your list. But those areas where your business might have come up short, or the objectives you didn't quite get around to tackling are a great starting point for your plans for 2018. And while it's important to keep the big picture in perspective when making decisions that will have an impact on your future success, it's just as important to focus your attention where it's needed.

I'm talking, of course, about your business technology. Have you thought about technology and the role Information Technology can play in making sure your business continues to be successful? Information Technology plays an important role in every company's success, regardless of how big or small your operations are, or what your company specializes in. Technology is the driving force behind just about everything a modern business does, from accounting and administration to shipping and manufacturing, and all things in between.



Having the right technology in place to improve, enhance, or completely change the way your staff works can make all difference, both short-term and long-term. And having the right IT strategy can help to make sure your business is in a position to accelerate growth, increase operational efficiencies, and ensure maximum productivity for all departments and employees. Strengthening your internal operations through innovative technology investments can be a game changer for your business.

Of course, it's not just the things that happen behind the scenes that need to be a part of your planning. The right strategic IT plan can ensure your team is able to market your business to your ideal audience and help your sales teams to win new sales opportunities by staying a step ahead of your competitors. The agility and speed offered by today's technology, when implemented correctly and used to your full advantage, allow your staff to do more for your clients and prospective clients and exceed expectations.

It's just a matter of knowing where and how you want your business to grow in the coming year, what changes need to be made to make that growth happen, and how to get the most out of the technology at your disposal.

If your business doesn't have a strategic IT plan ready to roll out just yet, now is the time to talk to trusted technology professionals about your goals and learn what your options are. Your business can and should use technology as a foundation to build up a framework for success in the coming year. Whether it's something as small as upgrading your accounting software to help streamline payroll and billings, or something as huge as finally migrating your systems and servers to a cloud-based platform, planning is everything.

Procrastination will only hold you back, and keep your business from benefitting fully from everything new technology can bring to the table. You don't have to run out tomorrow and start making purchases, but the sooner you start planning, the sooner you can start putting that plan into motion.

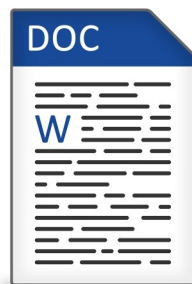
You might have a very clear idea of the kinds of changes you want to see and the milestones you intend to strive for, and that's great. That certainly will help guide your business. But if all you have is a vague idea of where you'd like to see your business end up when 2018 comes to an end, that's where advice from an IT professional can make a big difference. Just knowing what services and solutions are available for your business to choose from can help guide you onto the right path. It's just a matter of knowing which questions to ask.

Or better still, working with an IT support provider who knows which questions need to be asked to help your business leverage technology into massive growth and success in 2018 and beyond.

TekTip

Photo Album

How To Create A Custom Keyboard Shortcut in MS Word 2016



If you use MS Word on a daily basis, whether it be for work or for leisure, you're probably sick and tired of the endless clicking when you're formatting your document.

With this in mind, you are now able to create your very own shortcuts in MS Word for those frequently used tools.

To begin creating your shortcuts, open MS Word.

- Go to File > Options.
- Select "Customize Ribbon"
- In the left column, select the command you want to create a keyboard shortcut for.
- Once selected, click the "customize" button at the very bottom.
- This will open the "Customize keyboard" window where you will be able to set and record your new keyboard shortcut in the "Press new shortcut key" section.
- Select "Assign" and your new shortcut is created.

