

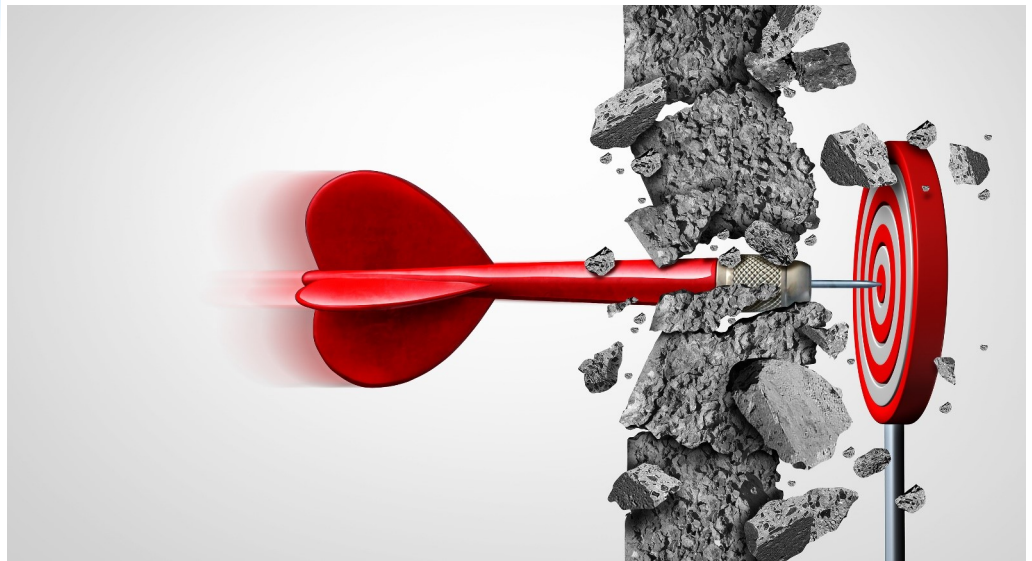
TECHNOLOGY UPDATE

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

What's New

B4 Networks hosts their first Trivia Night in support of their "Power To The Girls" STEM programming

July 2018



Top 4 Ways Hackers Will Attack Your 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!"

Bryan Lachapelle, B4 Networks Inc.

B₄ networks

160 Hwy 20 W. Unit 10
Box 249
Fonthill, Ontario, L0S 1E0
Tel: 905-346-4966

Most small and midsize business (SMB) owners exist in a bubble of blissful ignorance. They focus on the day-to-day operations of their organization, driving growth, facilitating hiring and guiding marketing, without a single thought given to the security of the computer networks these processes depend on. After all, they're just the little guy – why would hackers go to the trouble of penetrating their systems for the minuscule amount of data they store?

And eventually, often after years of smooth sailing through calm seas, they get hacked, fork out thousands of dollars to malicious hackers and collapse beneath the weight of their own shortsightedness.

The facts don't lie. According to Verizon's annual Data Breach Investigations Report, a full 71% of cyber-attacks are aimed squarely at SMBs. And while it's unclear exactly how many of these attacks are actually successful, with the sad state of most small businesses' security protocols, it's a safe bet that a good chunk of the attacks make it through.

But why? As Tina Manzer writes for Educational Dealer, "Size becomes less of an issue than the security network ... While larger enterprises typically have more data to steal, small businesses have less secure networks." As a result, hackers can hook up automated strikes to lift data from thousands of small businesses at a time – the hit rate is that high.

Continued on pg.2

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

Today, trusting the security of your company to your son-in-law, who assures you he "knows about computers," isn't enough. It takes constant vigilance, professional attention and, most of all, knowledge. Start here with the four most common ways hackers infiltrate hapless small businesses.

1. PHISHING E-MAILS

An employee receives an e-mail directly from your company's billing company, urging them to fill out some "required" information before their paycheck can be finalized. Included in the very professional-looking e-mail is a link your employee needs to click to complete the process. But when they click the link, they aren't redirected anywhere. Instead, a host of vicious malware floods their system, spreading to the entirety of your business network within seconds, and locks everyone out of their most precious data. In return, the hackers want thousands of dollars or they'll delete everything.

It's one of the oldest tricks in the hacker toolbox, but today it's easier than ever for an attacker to gather key information and make a phishing e-mail look exactly like every other run-of-the-mill e-mail you receive each day. Train your employees to recognize these sneaky tactics, and put in safeguards in case someone messes up and clicks the malicious link.

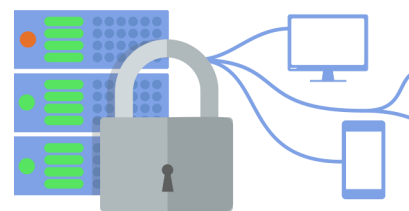
2. BAD PASSWORDS

According to Inc.com contributing editor John Brandon, "With a \$300 graphics card, a hacker can run 420 billion simple, lowercase, eight-character password combinations a minute." What's more, he says, "80% of cyber-attacks involve weak passwords," yet despite this fact, "55% of people use one password for all logins."

"...hackers can hook up automated strikes to lift data from thousands of small businesses at a time — the hit rate is that high."

As a manager, you should be bothered by these statistics. There's simply no excuse for using an easy-to-crack password, for you or

your team. Instead, it's a good idea to make a password out of four random common words, splicing in a few special characters for good measure. To check the strength of your password, type it into HowSecureIsMyPassword.net before you make it official.



3. MALWARE

As described above, malware is often delivered through a shady phishing e-mail, but it's not the only way it can wreak havoc on your system. An infected website (such as those you visit when you misspell sites like Facebook.com, a technique called "typosquatting"), a USB drive loaded with viruses or even an application can bring vicious software into your world without you even realizing it. In the past, an antivirus software was all that you needed. These days, it's likely that you need a combination of software systems to combat these threats. These tools are not typically very expensive to put in place, especially considering the security holes they plug in your network.

4. SOCIAL ENGINEERING

As fallible as computers may be, they've got nothing on people. Sometimes hackers don't need to touch a keyboard at all to break through your defenses: they can simply masquerade as you to a support team in order to get the team to activate a password reset. It's easier than you think, and requires carefully watching what information you put on the Internet – don't put the answers to your security questions out there for all to see.

We've outlined some of the simplest ways to defend yourself against these shady techniques, but honestly, the best way is to bring on a company that constantly keeps your system updated with the most cutting-edge security and is ready at a moment's notice to protect you in a crisis. Hackers are going to come for you, but if you've done everything you can to prepare, your business will be safe.

How Does Your I.T. Company Compare?

Our June 2018 Service Key Performance Indicators



83%

8 Business Hour Ticket Resolution



84%

Client Satisfaction



9 mins

Average Response Time



Shiny New Gadget Of The Month:



Introducing The Snap SmartCam

Today, the security of your home is more important than ever before. Lawbreakers are constantly getting bolder, and as our technology advances, they switch up their tactics. With that in mind, all of us should be on the lookout for a security camera that's difficult to spot, is intelligent about the footage it collects, and grabs high-quality footage to identify burglars.

Enter the Snap SmartCam, a tiny little camera that looks — and operates — just like a phone charger. The innocuous-looking device uses motion-detecting technology to pick up when shady activity is going on in your house, and takes high-quality footage to catch a person in the act. If you're interested, the camera will cost you \$57.00 USD at the time of writing, a great deal for a security camera of any type, much less one that seems so useful.

Leadership Is Lacking

By Robert Stevenson

Professor and leadership expert James O'Toole once said that "95% of American managers today say the right thing... 5% actually do it."

I'm confident this is more true today than ever before. When I look around at the current business landscape, I see poor leadership destroying companies from the inside out. Disengaged employees, and especially those who abandon an organization altogether, cost companies billions of dollars each year, and as they say, people don't leave companies — they leave bosses. Forty-six percent of employees leave their job because they feel under-appreciated, while 75% of employees cite their boss as the most stressful part of their job.

Luckily, the inverse of this is also true: great leaders find that happy employees are 31% more productive, and 56% more effective at sales!

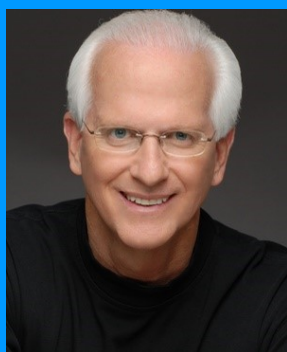
But what makes a great leader? A truly excellent leader makes people believe in themselves, feel good about working for the company, and, most importantly, feel special about being chosen to work there. Ralph Hart, a former CEO for Heublin, a company with thousands of employees, made it a policy to personally greet every new hire. He'd sit down with them during the first month of their employment to have a short chat and let them know just how he and the company felt about them joining on. He would tell them, "The company you are working for is first-class. I want you to know we have first-class products, first-class marketing, first-class advertising and first-class customer service." However, he'd always stress that "to be able to list everything we do as first-class, we have found that we must hire only first-class

people!" He made sure they knew that he was delighted to have them on the team.

In less than two minutes, this CEO made an enormous impact on his new employee. They couldn't believe that the CEO of this huge company even knew their name, much less believed that they were a first-class talent. There's nothing better than making someone feel special — nothing better than telling someone you believe in their abilities.

Ralph Hart knew better than anyone that how you treat your employees is how they will treat your customers and associates. If you want first-class employees, then treat them as such. They'll respond in turn by going out of their way to do more, deliver more, help more, innovate more, and stick around for the long term.

When you think about your employees' needs ahead of your own, the success of your business will take care of itself. If you show them that you are concerned about them advancing in their career, then they will help your company prosper. When you help them to succeed, they will help you succeed. Your relationship will grow and the need to micromanage will never be a concern.



*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.*

■ What To Do BEFORE You Go To Starbucks

You're in the car on the way home from Starbucks, basking in the glow of your triple-shot, low-foam, extra-hot pumpkin spice latte when you suddenly realize your laptop has gone missing. You drive back to the store like a caffeinated lunatic, only to discover no one has turned it in. What do you do?

Well, first you should notify your IT department (us!) immediately to tell them your device has gone missing. That way, we can change passwords and lock access to applications and data. We can also remotely wipe your device to make sure no one will be able to gain access — a key reason it's critical to back up your data on a daily basis.

Next, change ALL the passwords to every website you regularly log in to, starting

with any sites that contain financial data or company data. If your laptop contained others' medical records, financial information, or other sensitive data (social security numbers, birthdays, etc.), you should contact a qualified attorney to understand what you may be required to do by law to notify the affected individuals.

An ounce of prevention is worth a pound of cure, so make sure you're engaging us to encrypt/back up your data and put remote monitoring software on all your mobile devices. Put a pin-code lock or password requirement in place to access your devices after 10 minutes of inactivity, and get in the habit of logging out of websites when you're done using them.



■ Surefire Ways To Protect Yourself From Data Leaks, Hacks, And Scandals

1. Reconsider what you put online. This goes beyond social media posts. Even sharing your telephone number with a store associate can come back to bite you later.
2. Use password managers. This way, you can use different, randomized passwords for all your sites without losing track of them.
3. Use two-factor authentication. It's a no-brainer.
4. Encrypt the information on your drive. It's easier than it sounds!
5. Read privacy policies, otherwise you may be signing away more than you think.
6. Monitor your credit. That way, if someone tries to use your info to make a big purchase, you can stop them in their tracks.

Inc.com, 4/26/18

Don't take our word for it. Here's what one of our customers are saying about us:

"B4 provides excellent services"



"I enjoy working with the staff at B4 - they always make me feel that whatever my issue is, it's important and they will work to rectify it (even if it's something that baffles everyone and takes a bit longer to figure out!). Generally, the resolution is fixed on the first attempt but occasionally it will take a few attempts (very rare though). Overall B4 provides excellent services and I would highly recommend to anyone looking at a managed IT solution."

Colleen, Duliban Insurance Brokers

Are Parents Being Good Role Models for Children When It Comes to Technology?

Everyone likes technology, right? It's amazing what you can do and find out about the use of technology. However, technology itself is addictive and parents are not an exception. Today, most parents pay more attention to their computer or phone screen than they do to their children. Even busy parents stay on social media too much. They constantly check their email. They watch television shows or news programs on their smartphones—all without realizing that this behaviour does harm their children's development and well-being to some degree.

According to research done on child psychology, some of the problems that children experience today can be contributed to their parents. Thanks to technology, children today feel that they have to compete for their parent's attention. This is because most of the time parents are glued to their screens. Some even respond harshly to their children when the child tries to get their attention. Many child psychologists believe there's a serious need to find a balance between technology and taking care of your family.

Studies show that a modern parent spends too much of their time online or involved in texting and social media. After working all day and taking care of the home, parents often leave very little time that they can commit solely to their children. Family outings where all family members are given a chance to really bond are very scarce these days. The inability for parents to control the amount of time they spend on their phones or laptops has also extended to their children. This is mainly because children look up to their parents. They mimic what they see parents doing. Many kids have become antisocial and some have even become introverts. The ability to develop real-world relationships is missing in many people today.



Effects of parental technology use on children

1. Children may constantly seek attention. Child rearing is not easy. Children are dependent beings that require more attention than most adults. Parents constantly being online or on their phones make children feel deprived of the attention they deserve. They may not know how to tell you, but they miss play time, storytelling time, kitchen activities, and so forth. This is not good for the emotional and mental development of the child. It may lead the child to be withdrawn or even lower their self-esteem. In these cases, the child may act out.
2. A study also shows that children whose parents are constantly messing with their phone or on social media feel less supported by their parents. This is mainly attributed to the lack of communication between the parents and the children. Parents don't get to know what's going on in their children's lives or even how they are progressing in school. Communication is extremely important to a child's development. Lack of communication can easily divide the family.
3. Need for privacy. The modern-day parent on social media loves to post pictures of themselves and their children. They never seem to care how that affects the kids though. What you post and the comments you make on social media can shape how your children perceive you. Many children say they don't like some of the photos their parents share online. Kids have a right to privacy too.

Ways to find a healthy balance between technology and parenting

Establish good technological habits. This means simply setting time limits for surfing the web and sticking to them. This is most effective if the kids are still young. Don't just set the time limit, but make every effort to stick to it. Spend that extra time each day with your family and give them the attention they need.

Be a role model. One can achieve this in various ways. Avoid fooling around with technological gadgets during dinner. Give your family your full attention at social outings. Listen to them when they speak to you. This will help the children learn that they, too, need to find a balance between technology and their social life.

Turn off work. Some parents constantly feel the need to access work email and work projects. They wind up spending too much time checking their mail or in group chats. By turning off work when you get home, you can fully concentrate on your family. You can give your spouse and children the attention they need.

Final thoughts

All the studies and findings clearly show that parents need to find a balance between technology and parenting. It not only helps the parent to spend more quality time with their family, but they can monitor their children's growth. They can spot behavioural problems. It's important to know what your children are up to and how they are progressing in life. It helps you to be a better-rounded individual and it helps your kids to grow up into responsible adults.

Niagara Summer Events Calendar

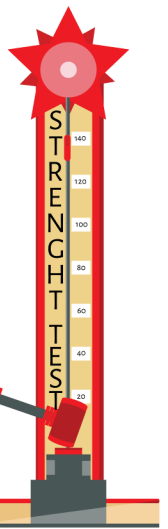
Now that summer is here, what better way to enjoy the beautiful weather than by visiting one of the many festivals in the wonderful Niagara Region. Spend some time with your family and friends while supporting your local economy. There is something for everyone!

Event	City	Date
Livestock Niagara Music & Art Festival	Niagara Falls	July 8-9
Fort Erie Friendship Festival	Fort Erie	July 12-15
Happening at the Forty	Grimsby	July 12-14
Trius Red Presents: Rock at the Winery	Niagara-on-the-Lake	July 14
Pelham Summerfest	Pelham	July 19-22
TD Niagara Jazz Festival	Niagara-on-the-Lake	July 19-22
Port Colborne Canal Days Marine Heritage Festival	Port Colborne	August 3-6
The Past is Present Heritage Festival	Niagara-on-the-Lake	August 6
Trius Red Presents: Blues at the Winery	Niagara-on-the-Lake	August 11
Winona Peach Festival	Stoney Creek	August 24-26
Party in the Vineyard: Wine Country Fare	Niagara-on-the-Lake	August 25
Niagara Grape & Wine Festival	St. Catharines	September 14-30
Carmel Fine Art and Music Festival	Niagara Falls	September 14-16

Client Spotlight: Great Blue Resorts

Great Blue Resorts addresses the often difficult to manage Ontario cottage and vacation home market by setting their customers up with high-quality resort experiences at a reasonable price. They offer family friendly resorts all across Ontario. With more than seven resorts across the province, from the Kawarthas and Muskoka to Niagara-on-the-Lake, Great Blue Resorts provides a simple and affordable way to enjoy the summer.

If you're interested in booking a vacation with them, you can reach them at 1-877-814-4141 or online at www.greatblueresorts.com.



Highlights of the Month

July 1 • Canada Day

July 8 • Video Games Day

July 13 • Embrace Your Geekness Day

July 17 • World Emoji Day

July 20 • Space Exploration Day

July 27 • System Administrators Day

July 30 • International Friendship Day

MUMBO JUMBO

Unscramble the letters to form words that are related to *carnivals*.

SDIRE _____

NDACY _____

CIKTEI _____

SCLRAEOU _____

RIFERS EHLEW _____

UFN _____

MSGAE _____

Do You Know Someone That Needs Computer Support?

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

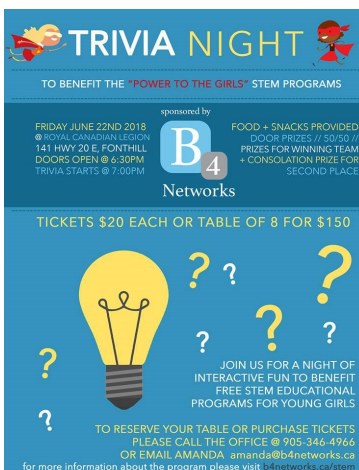
In our opinion, referrals from very happy clients and their employees are the greatest form of flattery. We love it when you're so pleased with our services, that you're willing to recommend us to other business owners you have a relationship with!

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 up 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!

B4 Networks hosts "Power to the Girls" Trivia Night to raise funds for STEM programming



TRIVIA NIGHT

TO BENEFIT THE "POWER TO THE GIRLS" STEM PROGRAMS

sponsored by **B4 Networks**

FRIDAY JUNE 22ND 2018
141 HWY 20 E, FONTHILL
DOORS OPEN @ 6:30PM
TRIVIA STARTS @ 7:00PM

FOOD + SNACKS PROVIDED
DOOR PRIZES \$1.50/\$2.00
PRIZES FOR WINNING TEAM
+ CONSOLATION PRIZE FOR SECOND PLACE

TICKETS \$20 EACH OR TABLE OF 8 FOR \$150

JOIN US FOR A NIGHT OF INTERACTIVE FUN TO BENEFIT FREE STEM EDUCATIONAL PROGRAMS FOR YOUNG GIRLS

TO RESERVE YOUR TABLE OR PURCHASE TICKETS PLEASE CALL THE OFFICE @ 905-346-8966 OR EMAIL AMANDA amanda@b4networks.ca

for more information about the program please visit b4networks.ca/STEM

On Friday June 22nd at the Fonthill Legion, we held our first Trivia Night! This was to support our free STEM program that we provide for girls as young as 6.

There was a great turnout and B4 Networks managed to raise enough funds to support 6 more STEM events throughout the next year.

We'd like to thank all our friends, family and clients who took the time out of their busy schedule and to those that donated prizes to help us raise funds for this initiative that we hold so close to our hearts. We hope to see you at our next one in the fall!



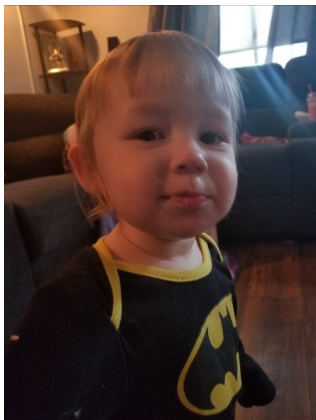
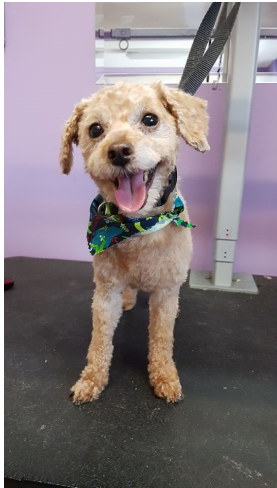
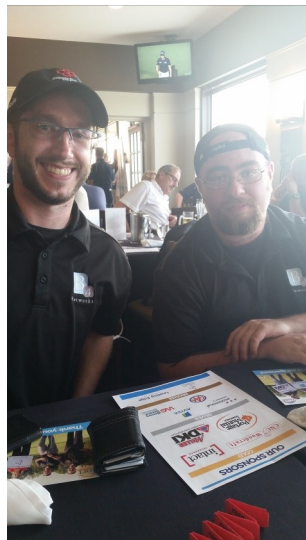
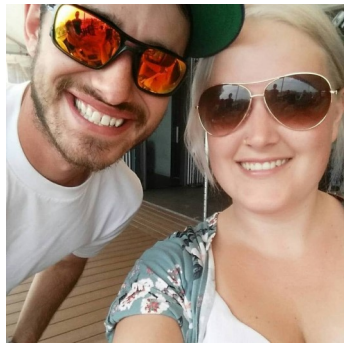
Get More Free Tips, Tools and Services At Our Website: www.b4networks.ca



PHOTO ALBUM



TEKTIP



Tired of your inbox being overwhelmed with unwanted advertisements in your email?



When investigating new software or ordering online, websites will ask for your permission to send information via email. After a while it can be exhausting looking at everything and your inbox can feel out of control.

Unroll Me (<https://unroll.me>) is a service that will help you clean up your inbox as well as manage your subscriptions so that you only see what you want to see.

Try this **free** service today!

