

TECHNOLOGY TIMES

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

What's New

**We have moved
into our new
office!**



See inside for
more info

June 2018



3 Deadly Mistakes You're Making By Being Cheap With Technology

"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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Today's small and midsize businesses (SMBs) have an uneasy relationship with technology – even if they don't realize it yet. As the marketplace reaches new heights of complexity and speed, and consumers migrate to cyberspace en masse to make their buying decisions, SMBs are responding in turn. Today's savvy business owners utilize ever-evolving technologies to capture their customers' interest and imagination, make conversions and manage their day-to-day operations with unprecedented ease and clarity. Certainly, the Internet age is a thrilling time to be in business. Each business is equipped with wildly powerful tech that has transformed the landscape of commerce forever.

But there's an uncomfortable truth that goes hand in hand with this increased dependence on technology. At its best, IT allows us to do incredible things we never would have imagined were possible even 10 years ago. At its worst, IT is an unreliable, finicky and potentially hazardous scaffolding upon which we built our loftiest hopes and dreams. Even the best IT requires wrangling to shape it to our needs and keep it on track and safe from intruders.

Despite this reliance on technology, the vast majority of business owners consider it an extra expense rather than a foundational element of their company. As a result, they skimp on technology spending. But being cheap comes with a cost – one much bigger

Continued on pg.2

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

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and more dangerous than you probably realize. Here are three mistakes you're making by underspending on this key part of your business.

1. You're spending on technology based on an unrealistic, poorly planned budget rather than building your technology budget around your actual needs.

When you're an SMB with limited resources, it's easy to see any money saved on software and hardware as a success, leading businesses to opt for cheap, clunky and outdated solutions. But in a world where the lion's share of your day-to-day operations is dictated by the digital equipment you and your team use, where small businesses exist under constant threat of cyber-attack and data is a precious commodity that could disappear at the speed of a failed backup, cutting corners is unwise. Updating your digital approach and tightening your cyber security may not result in obvious, immediate returns on your investment. But adequate technology spending is just that – an investment. When you invest in the latest technology, you're investing in

"When you invest in the latest technology, you're investing in the long-term *productivity* and *security* of your business."



the long-term productivity and security of your business.

2. You're opening yourself up to disaster.

It's one thing to have an employee's computer unexpectedly fail or for an Internet connection to have a momentary hiccup. But if you're skimping on technology, you're leaving your business vulnerable to catastrophes that could cost you thousands. One of the most prominent and overlooked of these threats is cybercrime. The majority of these attacks are ransomware, in which entire systems are locked out of vital data and forced to shell out enormous sums to recover it. Even if you assume you're secure (and you probably aren't), there are other risks to contend with. Server failures, backup loss and system downtime can shutter businesses just as easily as a vicious hacker.

3. You're letting the competition get ahead.

Outsmarting your competitors takes more than just mimicking whatever latest strategy the thought leaders of your industry are championing at the moment. It requires anticipating future trends and acting on them. And in business, there's one universal truth you can count on: The future of your industry lies in technology. Cloud services, new and constantly updating software, CRMs and a staggering array of productivity-enhancing tools are just a few of the advances your competitors are considering (if they haven't snatched them up already). If you neglect the future, your company is destined to become a thing of the past.

How Does Your I.T. Company Compare?

Our May 2018 Service Key Performance Indicators



83%

8 Business Hour
Ticket Resolution



96%

Client Satisfaction



10 mins

Average Response Time

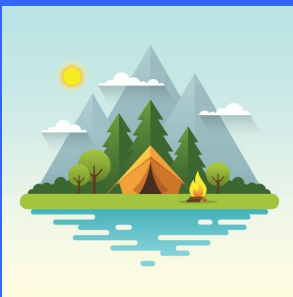
Shiny New Gadget Of The Month:



Watch What You Eat With LinkSquare

Everywhere we go, most of us use vision to navigate our world. Whether our mouth begins to water at the sight of a tasty dish or our brow furrows at the sight of a shady-looking five dollar bill, our eyes are one of our primary means of connection to the world around us. But, just by looking, can you tell whether that delicious-looking food is as high quality as it seems? Or be absolutely sure that the dollar is real?

Enter LinkSquare, the pocket-sized spectrometer that enables us to gaze deeper into the objects around us. After you scan an object with the device, it uses machine learning to analyze the properties of all sorts of items, including the freshness of food, the authenticity of money or gold, the identification of stray medications and a huge variety of other potential applications. If you're interested in purchasing this wildly futuristic technology, it'll cost about \$300. Learn more at LinkSquare.io.



3 Questions No Leader Should Ever Ask



By Geoff Smart

At ghSMART, we advise board members and CEOs of large companies on their most important leadership issues. One of the most important skills we discuss is making sure they are consulting on the right questions.

I think of a "right" question as one that matters – a question that will cut to the heart of an issue, produce an answer on which the leader can act and provide the highest value to the leader in terms of results.

But the "right" question then becomes, "What are the wrong questions?"

There are three categories of "wrong" questions that I've heard time and time again over the years. Merely asking these questions can lead you down the wrong path when you're seeking to achieve your career's full potential.

1. If you have to ask an ethical question, just don't do the thing you were considering.

The wisest, most successful leaders I have served or worked alongside all seem to lead according to this rule regarding ethical questions: "If you have to ask, then don't." In other words, if there is something you're considering that's in a moral gray area or might be misinterpreted as unethical, then just don't do it. At ghSMART, we call this "having 110% integrity." We do things that are not only 100% ethical, but we give an extra 10% safety margin to avoid things that could be misinterpreted.

2. If you have to question whether someone is underperforming in their job, they are.

There's a common cycle of "facing reality" I often see my clients go through. They have a bold vision and a goal to achieve something great. And when they realize that they don't have the team to make it happen, they start to fantasize and think, "I wonder if Fred or Amy is going to rise to the occasion and display strengths we've not yet seen to achieve these results." Great leaders know who they can count on. They don't expect a subordinate to suddenly start performing well in a role that does not appear to fit their talents and interests.

3. If you wonder whether you can trust your boss, you can't.

There is a saying: "People don't quit companies; they quit bad bosses." So if you find yourself wondering whether you can trust your boss or not, you likely can't. Instead, go find a boss you can trust. Find a boss who will hold your interests in high regard and care about your career goals as much as you do, giving you coaching and feedback to help accelerate your learning. These bosses will have your back during bonus time. Rarely do you see great leaders who wonder about the trustworthiness of their boss staying at that particular job very long.



Geoff Smart is chairman and founder of ghSMART. Geoff is co-author, with his colleague Randy Street, of the New York Times bestselling book, Who: A Method for Hiring, and the author of the No. 1 Wall Street Journal best-seller, Leadocracy: Hiring More Great Leaders (Like You) into Government. Geoff co-created the Topgrading brand of talent management. He is the Founder of two 501(c)(3) 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.

■ How To Quickly And Easily Make Your Business More Profitable

Early in any small business, it's extremely difficult to turn a profit. Even after you gain a little traction, it's easy to get caught up in the never-ending details. This means you have no time left for the things that will actually increase your revenue. But there are a few things you can do right now to raise your bottom line.

Perhaps the most important action item on your list should be to calculate the exact costs of your business. In order to know where you're starting, you need to look beyond general expenses and pinpoint just how much your activities are worth to the company. Then you can start cutting out tasks that are measurably low in value, automating them wherever possible. If you can do that for both you and your team, you have a great place from which to start.

*SmallBizTrends.com,
March 26, 2018.*

■ Top Ways To Stay Secure In The Social-Media World

Social media allows millions of people to reconnect and stay up-to-date with family members, friends, acquaintances and even former in-laws. But as social media reshapes the way we communicate with one another, it's important to keep a couple of things in mind to protect yourself and your data.

Remember that there's no "delete" button on the Internet. Even if something seems temporary, a simple screenshot or check through the archives can make it permanent. Even if you keep your social media completely private, relationships change, and what was private yesterday may suddenly become public record. The question you need to ask is whether you'll be comfortable

in 10 years with what you're posting today.

In the same vein, if you post in online forums or on message boards, consider using a pseudonym. Never share names of real businesses, clients, friends or family. If a bank manager wouldn't allow a picture of all the money in the vault to be shared on the web, you shouldn't allow a picture containing confidential, financial, legal or other protected documents and items to be shared either. A good social-media policy in the office now can save headaches down the road.



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



Melissa Warner,
Genaire Ltd.

"There isn't just one benefit to working with B4 Networks, their Managed IT service is a complete package that encompasses more than just fixing computer problems – like working with other suppliers on our behalf, auditing our system and proactively suggesting solutions before they become disasters. It allows us peace of mind knowing that B4 is there for any issue big or small. We can count on the fact that everything is up to date and backed up properly and that should we have an issue B4 has the ability to restore data quickly and effectively. If you're on the fence about switching to B4 Network's, do it, you won't be disappointed."

Client Spotlight: INCommunities

CONNECTING PEOPLE WITH SERVICES

Mission: INCommunities utilizes a person-centred approach to assess needs and connect people to community information and resources.

What is 211? 211 is an award winning information and referral helpline and online directory to find community, social and health services in Ontario. Highly trained community service navigators answer the 211 helpline. Call 2-1-1 for:

- Non-emergency police number
- Food banks
- Walk in clinics
- Alzheimer support
- Mental health help
- Meals on Wheels
- Mental health help
- Services for domestic violence victims
- Public health
- Telehealth Ontario
- Crisis services
- Provincial and local helpline phone numbers
- Settlement help for newcomers
- Housing help centres
- Youth drop in programs
- Child, youth and family counselling
- Emergency utility assistance
- Disability support programs
- Parenting programs

B4 News

We have moved into our new office!

After patiently waiting over a year and a half, we have moved across the plaza to our brand new office! We are still settling up and some more work needs to be done, but keep an eye open for our grand opening!



Mother's Day Facebook Contest

At the end of April leading into Mother's Day, we ran a Facebook contest where those who entered were asked to share their favourite picture of themselves with their mom or of them with their children!

The lucky winner was KATE CRANE from Fonthill, Ontario. We hope your mother enjoys her massage!

A big thanks to all those that participated!



Highlights of the Month

June 1 • Doughnut Day

June 5 • World Environment Day

June 6 • Drive-in Movie Day

June 17 • Father's Day

June 18 • International Picnic Day

June 21 • First Day of Summer

Do You Know Someone That Needs Computer Support?

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!

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

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!

5 Easy Moving Tips When It Comes To Your Technology

Your company is busting at the seams. Staff is piled on top of each other. You're growing, but the building isn't. The time has come to move your office and your technology. Where do you begin?

The best moving plans always start with a little bit of reconnaissance. Getting it down in writing, as you would see on a blueprint.

- What you want
- Where will you be located
- What will your new location look like
- Where will your technology be installed
- Will you need to upgrade or replace your equipment
- Will you need to renovate the office space
- What are the parking slot allotments per business
- How to minimize office downtime through your move

As you consider your move, remember, your technology has become one of your employees, in many respects. Behind the scenes, they operate quietly. Your technology performs a high volume of functions, not seen by you and your staff.

Without them, your company doesn't function smoothly. So, your technology moving plan is as vital as your office moving plan. Implementing the process takes careful and timely planning.

Tip 1. Phone System Evaluation

At your new location you will want to:

- Establish a new internet connection
- Install new phone lines
- Run new cables

Ask yourself: Is it time for equipment upgrades or replacements? How long have your phones been in use? What are the phones speaking and listening quality? Is it hard to hear the caller? Do you or any of your staff sound garbled when speaking? Are the warranties valid or have they expired?

Quick warranty tip – Most phone equipment warranties do not go beyond 24 or 36 months. If



you've reached those milestones, go ahead and replace.

Installing new phone equipment will save you money, adapt to more modern technology, and new warranties are in place.

As you plan for additional growth, new phones allow you to:

- Use video conferencing
- Forward voicemails to email
- Use an IVR system
- Improve call quality

Let's also not forget telecommunication providers bundle packages, with new installations and low-cost introductory offers.

Tip 2. Cloud-Based Services

At your new location simplify your process. Maybe clean-up IT processes. Starting with Internal Server and Infrastructure. If you keep your current physical set-up, you will need to create new operation protocols.

On the other hand, you could switch over to Cloud-Based Services before your office move. What could you move into the Cloud that would free up physical space at your new location?

1. Accounting
2. CRM
3. Email
4. Files



5. Phone System
6. Administration
7. Industry-specific software

Anything currently at your location you can send to the cloud reduces your overhead costs and secures your system. You will also eliminate the expense of installing and the upkeep of a secure server room.

Tip 3. Connectivity and Floor Layout

Here is where you must do a physical walk-through of your new location. Before you conclude, your Wi-Fi will work step into the building, look at every square inch of the landscape. What is the construction of the walls? (Some interior building walls make connectivity difficult due to their development and materials)

These are the physical attributes and barriers you'll want to look for:

- Floor layout
- Office configuration
- Wall and ceiling textures
- Water Damage
- Mold and Mildew
- Technology services availability
- Types of technology your neighbours use

Consider hiring a building inspector, that specializes in Connectivity and Technology office space setups. Laying the groundwork here removes any negative impact on employees, should the Wi-Fi connection be blocked and not work on opening day.

Tip 4. Internet Speed and Connection

Frustrated with your internet speeds? All of us have at one point. As you plan your office and technology move, now is the time to improve this necessity. Before you move to your new building, check with your provider to see if there is a cost break on the new service. What you may be paying now is for existing service at your current location, not the new one.

You'll want to coordinate, with your provider when your new Internet connection goes live. We recommend giving plenty of notice, should you or a staff member needs to be at the location when the service technician arrives.

Tip 5. Transition and Moving-Day

As stated above: "*Simplify your process.*"

Before you make that rapid transition, from one phase of your business to another, consider cutting over before you move.

If you can do it without hindering your business, cut-over before your move date. This part of your transition will make your final relocation simpler. If you are having new equipment installed, before your move, this part of the transition will be fast too.

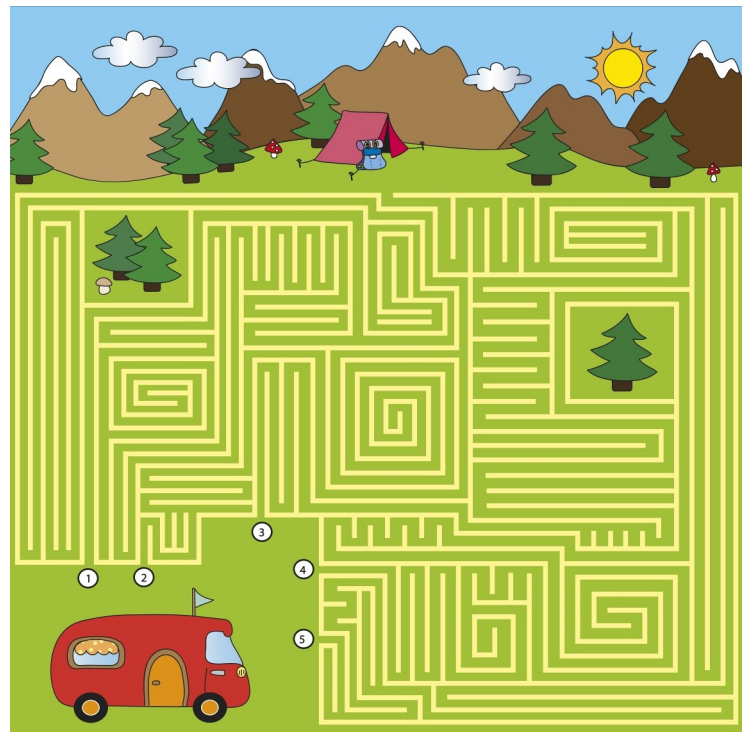
Finally, these five items stay in place before your move:

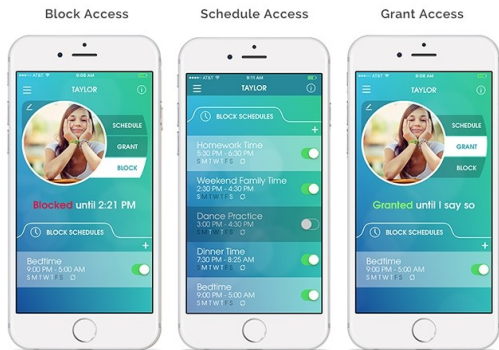
1. Furniture
2. Computers
3. Servers and network equipment
4. Public IP Address (if it's still needed)
5. Phone Number Block migration to the phones lines at the new office

Taking the time to consider these items will make the overall office relocation project a more positive experience for everyone involved, including you.

If you would like a copy of our office move list, contact us at 905-228-4809.

Game Time





OurPact is a parental control app that allows you to set time limits for your children's Android or iOS devices. Subscribing to the premium tier adds the ability to restrict apps individually as well as texting.

You are able to set schedules on what times your child can use their device. You also have the option of simply blocking or allowing access until you say so or for a set time period (ie. 15 minutes). OurPact also supports multiple kids and multiple devices per kid. The pricing tier simply depends on which features you want along with the number of devices you want to control. In my opinion, "splurging" for the \$5/month premium tier is worth every penny to be able to control individual apps.

<https://www.techspot.com/article/1483-iphone-parental-controls/>

