

TECHNOLOGY UPDATE

"Inside Tips To Make Your Business Run Faster, Easier and More Profitably"

What's New

Congratulations to our
very own
Matt McAuley
on his recent marriage

Remembrance Day

See Page 7 for
more information



November 2017



How The Cloud Could Have Averted Disaster For Hundreds Of Companies Affected By These Catastrophes



"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.



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

Two months after hurricanes Harvey and Irma wreaked havoc on coastal cities, large swaths of the United States are still reeling from their impact. In their wake, the nation has been moved as we witness numerous communities unite to rebuild, finding their bearings among the millions of dollars of flooding damage and rampant destruction. Though the wonderful people of these cities will persevere, these wounds will leave indelible scars on the affected areas.

Even with the concerted efforts of thousands of volunteers and community members alike, Russel Honore — the former Joint Task Force Katrina commander — told the FOX Business Network that an estimated "40% of small businesses don't survive" widespread natural disasters like hurricanes. Part of this is due to raw damage, lack of proper insurance or business infrastructure simply being washed away in the flood.

Other businesses can't afford to hemorrhage money as they wait for the electricity grid to come back online, and are forced to shutter operations for good.

However, what is even more commonly fatal to companies both big and small is the loss of vital data. Many businesses can handle cleaning up flood damage, and they regain their footing quickly after a natural disaster. Still, if on-site servers, computers or network infrastructure soaks up the brunt of the water, then it's going to be difficult, if not impossible, to get the company back to a pre-disaster point. If a company's main server fails, it can mean *thousands* of hours of hard work down the drain, the loss of most clientele and hundreds of hours of downtime spent desperately trying to recover key data, which usually remains lost forever.

But if, prior to catastrophe, a business has migrated their precious data to the

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cloud, they're going to have a much easier time getting back on their feet and going straight to work. Even if an entire business is leveled, with cloud computing, employees can easily access the data central to the company's operation and keep it afloat in the interim.

Most cloud services back up your data with several levels of redundancy, making it almost impossible to lose it all, regardless of what may come. Whether it's earthquakes, hurricanes or solar flares, you can rest easy knowing that your data is safe and sound and ready for you to access it.

“The cloud sidesteps these concerns almost entirely, guarding your data behind highly secure cloud-based computing solutions and providing you with numerous backup options.”

This principle applies not only to environmental disasters, but to numerous other ways companies lose data each and every day. Whether it's a disgruntled employee damaging or stealing precious data, or a hacker snaking their way deep into your systems and holding them for ransom, it's all too easy to lose localized data. Some business owners feel uncomfortable holding their data off-site, citing security concerns, but it's quite the opposite: the cloud sidesteps these concerns almost entirely, guarding your data behind highly secure cloud-based computing solutions and providing you with numerous backup options.



Our Free Cyber-Security Audit Will Reveal Where Your Computer Network Is Exposed and How to Protect Your Company Now



To get started and claim your free assessment now, call our office at 905-346-4966

Client Spotlight

Treschak Enterprises, a Welland-based Auto Body Supply Specialist, has been servicing Auto Body Shops throughout Niagara, Hamilton-Wentworth, Burlington, Simcoe, Delhi, and Brantford regions for the past 30 years.



They have built a solid reputation with their customers and strive to work with them as partners in their business.

The only thing they pride more than their service to their customers is the quality of the products they stand behind.

Shiny New Gadget Of The Month



Google Home

A Hi-Tech assistant at your command, Google Home is here to help. Powered by Google Assistant, this voice-activated speaker responds to your voice to deliver the information you need the music you crave. Simply called upon with “Ok, Google” Google Home can even control other smart devices in your home to dim the lights or turn up your heat. Here are some other neat features:

Your personal assistant in a box: Your very own voice-enabled PA helps you stay organized and keeps you up to date about your schedule, commute, flight information, grocery shopping, and much more

Google knows: Google Home is a calculator, dictionary, and translator all in one, and provides real time answers on the latest weather, traffic, finance, sports, and much more

Syncs with Chromecast: Simply tell this intelligent speaker what you want to see and it will cast your favorite flicks, videos, and shows to your TV.

State-of-the-art voice technology: Google Home can hear your voice from afar with its far-field microphones, and can distinguish between users to serve multiple family members

BestBuy.ca

Disrupt Yourself: Being The Game Changer

by Mark Sanborn

Change is a constant. Ho-hum, right? Everybody knows that. But, if you really do expect change, what are you actually going to do about it?

If you're committed to making your best even better, you won't just react to change. You'll create it.

In my book *The Potential Principle*, I encourage readers who want to reach their best to focus on four areas of the Potential Matrix: the *performing* quadrant, the *learning* quadrant, the *thinking* quadrant, and the *reflecting* quadrant. But there's one tool that you can use in all of these areas at once to create breakthrough improvement and move closer toward realizing your full potential. The first tool is to **disrupt yourself before someone or something else does it for you.**

If change hits you from some outside source — say, a disruptive technology, company or nation — you'll find yourself scrambling to adapt. You'll struggle to catch up rather than strive to stay ahead.

But what if you're the one bringing the change? What if you're the one driving innovation? That makes *you* the game changer!

Think about the habits, practices and routines in your life that need to be shaken up a bit. It's human nature to become complacent and keep doing things the way you've always done them. But people who are dedicated to self-improvement unsettle complacency, combat mediocrity and challenge the status quo, both in themselves and in

those around them. They keep growing, and they keep the people in their families and companies growing as well.

Are you doing things that used to succeed but no longer work as well, if at all? Are you spending valuable time on unproductive activities when that time could be better invested elsewhere?

What is the ratio between your “daydreaming” and your “daily doing?” You can plan and prepare too much if it prevents you from taking action. And sometimes, it's good to recognize that a daydream is really just a fantasy, and you'd be better off focusing your energy on more important goals.

Maybe you're spinning your wheels in unhealthy relationships. This can be the hardest area of your life to disrupt. But if someone is influencing you negatively, you might need to change, limit or end your relationship with them.

Disrupting yourself will make you stronger. The path to progress and success isn't a leisurely walk through the countryside. It's a rocky, steep path of resistance — and resistance develops muscle. Breaking up patterns and unsettling stable but humdrum practices can result in new enthusiasm, energy and opportunities. If you want to be the best you can be, don't let someone or something else change your game. Be proactive and disrupt the things that need to change in your life yourself.



Mark Sanborn, CSP, CPAE, is the president of Sanborn & Associates, Inc., an “idea studio” that seeks to motivate and develop leaders in and outside of business. He's the bestselling author of books like *Fred Factor* and *The Potential Principle* and a noted expert on leadership, team building, customer service and company change. He holds the Certified Speaking Professional designation from the National Speakers Association and is a member of the Speaker Hall of Fame. Check out any of his excellent books, his video series, “*Team Building: How to Motivate and Manage People*” or his website, marksanborn.com, to learn more.



News Brief



If you Use SharePoint Online and OneDrive, You'll Really Like What's coming!

To say that technology has changed the way businesses operate is something of an understatement, even if they weren't "techie" businesses to begin with.

SharePoint Online makes it easier to store, share and manage digital information. OneDrive for Business is a similar option, and allows you to store, sync and share work files from anywhere, on any device, at any time. Both use a collection of cloud and web-based resources that would have seemed like something out of a science fiction film even a decade ago!

Thanks to solutions like these and others, suddenly "productivity" and "geography" are no longer as closely tied together as they once were. If you're in the middle of an important product launch, but also happen to be halfway around the world, you no longer have to wait until you're back in the office to get things done. You can be just as productive while sitting in an airport lounge waiting for your flight to take off as you can at your desk in the office.



The best part of all is that because these options are cloud-based, they're being updated all the time to become even more valuable than they already were. In just a few short weeks, Microsoft is going to begin adding support for special characters like "#" and "%", guest compatibility, and time adjustment control to both SharePoint Online and OneDrive for Business that enterprise users in particular will no doubt be thrilled about.

Two Ways Technology Can Increase Your Home's Value AND Save You Cash at the Same Time

Implementing tech upgrades into your home — taking one more step toward the coveted "smart home" — can be a good time, but beyond that, it'll save you precious time and money every day.

With smart lighting, you'll never accidentally leave a light on again, which will save you a lot more than you might think over time. If you have a smart thermostat, you'll have that much more control over the temperature of your home, easily making adjustments with the touch of a button and reducing heating and cooling bills.

Not only that, but more permanent installations like solar panels can drastically increase the value of your home while reducing your carbon footprint and your utility bill at the same time.

Smart homes may seem like a luxury, but in fact, they're a lot more cost-effective than they appear.



November Highlights

November 4th **Random Act of Kindness Day**

November 11th **Remembrance Day**

November 12th **Tongue Twister Day**

November 24th **Celebrate Your Unique Talent Day**

November 30th **Computer Security Day**



BONUS INFO

Congratulations to
JACKIE GRAY
on winning the iPad by liking and
sharing our Facebook page!

Congratulations to
Michael Robinson from
Duliban Insurance
on winning a \$50 Prepaid Visa for
reporting Phishing attacks!

Here is what our clients are saying about us:

A special thank you to the B4 team for helping us transition over to Annex Insurance. We are grateful for the countless hours spent to make our move seamless. Bryan, Alex and Andrew, a sincere pleasure working with all of you. Outstanding! I look forward to our continued relationship.

Joe DelGuzzo - Annex Insurance

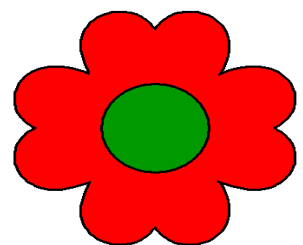


Remembrance Day Word Search

E	R	T	S	H	N	E	X	S	W	B	K	I	Y	P	Y
L	V	E	O	A	G	A	O	O	R	W	N	Y	R	A	R
R	I	N	B	A	C	L	R	E	E	F	R	F	E	T	O
Y	O	B	R	M	D	R	L	E	A	X	O	L	V	R	T
R	P	U	E	I	E	T	I	N	T	G	L	A	A	I	C
R	O	P	E	R	T	M	T	F	H	E	A	N	R	O	I
C	A	R	O	A	T	R	E	U	I	M	V	D	B	T	V
C	T	W	B	P	Y	Y	F	R	E	C	A	E	P	U	T
R	E	B	M	E	V	O	N	O	A	H	E	R	O	A	H
F	R	E	E	D	O	M	T	R	O	O	P	S	S	O	L

battle
bravery
courage
flanders
freedom
hero
honor
infantry
liberty
loss
November
patriot

peace
poppy
remember
sacrifice
soldier
troops
valor
veteran
victory
war
wreath



Steer Clear of these Negative SEO Practices

Search Engine Optimization (SEO) is still the stuff of legend for many business leaders and marketers. Even though the term is familiar and you know that it has to do with your ranking on search engines, exactly how it happens and the various factors that impact your ranking may feel as though they're a bit cloudy. Unfortunately, not only do you have to be concerned with SEO rankings, but there are ways that your competitors could unleash a devastating negative SEO attack that has the potential to cause long-term damage to your search unless you catch the problem quickly and take steps to reduce the impact. Protect your business and make your competitors play fair when you steer clear of these negative SEO practices.

Importance of SEO One of the most important things to know about SEO is that it's a great leveler: a small business who has a laser focus on SEO could easily rank above a much larger competitor in search results. The higher you are in search results, the more likely it is that you'll get that customer, deal or offer. Plus, a higher rank in major search engines often equates to credibility in the eyes of consumers. Good SEO starts with a solid plan for keywords that are important to your customers, which can easily be discovered through a little work, brainstorming ideas and using tools such as the Google AdWords Keyword Planner to see the types of terms customers use naturally when searching for your business. When you incorporate these keywords into the content produced either via a blog or on social media and your website, you'll see your organic traffic begin to grow.

What is Negative SEO? Negative SEO is often considered an attack by an unfriendly competitor or other organization and can be used to describe a variety of different tactics. These include spammy links and forceful crawling, both of which can cause long-term damage to your site's traffic and overall search results ranking. Plagiarism is another potential cause of negative SEO. If a site happens to grab your content, publish it, and have it indexed by Google before your site is crawled, there's a possibility that you can be penalized for duplicate content. While this doesn't happen as often as some other causes of negative SEO, it does happen. Forceful crawling is when a cybercriminal causes a heavy server load on your website, which can lead to slow loading times and reduce your SEO ranking and user experience overall. Spam farms are the most likely cause of negative SEO and are also the easiest for outsiders to perpetrate against your website.



Shutting Down Spam Farms Poor quality backlinks are the bane of Google, and it penalizes sites swiftly and harshly for this practice. Unfortunately, that makes this an excellent tool for negative SEO practitioners who are looking for ways to reduce the ability to discover your website. This manipulation of search engine rankings has led to an excellent tool that can be utilized to help shut down spam farms, the Google and Bing Disavow Links tool. At its simplest, anyone can go to a bulk link-building service and generate tens of thousands of spammy links in a very short period of time. While previously this practice was difficult to protect against, the Disavow Links tool from the two major search engines allows webmasters to take back some power by submitting links that appear to be spam back to Google and Bing. By reporting these links, you can reduce or eliminate the impact of any negative SEO practices that include spam links.

Fighting the Fire Perhaps one of the best ways to guard against any type of cyber attack is to ensure that your security procedures are in full effect. This includes applying patches in a timely manner and only utilizing CMS (Content Management System) software that has top-notch encryption capabilities. Security protocols are especially important as they can protect against potential hacks to your website that could tamper with your robots.txt file — which could lead to a massive drop in rankings should your entire site be de-indexed. Staying vigilant involves keeping track of your site's overall search ranking and taking immediate action to remediate should your ranking fall dramatically.

Negative Reviews Finally, negative Google reviews for your business can be nearly invisible unless you're looking for them — yet they are a strong indicator of whether or not your site will show up well in search rankings. If your competitors suddenly submit a large number of negative reviews against your brand, you may find that your search ranking is falling fast, and for no reason that you can quickly identify. This is why it's important to Google your business often and ensure that you stay on top of any reviews that are suspicious.

The ways that negative SEO can be leveraged against your business can be subtle, but the impact to your business can be significant over time in terms of lost traffic to your website and even lost business. Protect your organization by ensuring you have the latest security patches in place, checking your ranking often and staying aware of incoming links on your sites.

*Want to learn more about best-practices for security on the internet?
Get in touch with our Niagara Region professionals by contacting B4 Networks
at (905) 346-4966 or via email to help@b4networks.ca.*

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

Lest We Forget



Remember and honour those who gave their lives for your freedom

We must remember. If we do not, the sacrifice of those one hundred thousand Canadian lives will be meaningless. They died for us, for their homes and families and friends, for a collection of traditions they cherished and a future they believed in; they died for Canada. The meaning of their sacrifice rests with our collective national consciousness; our future is their monument

Remembrance Day was first observed in 1919 throughout the British Commonwealth. It was originally called "Armistice Day" to commemorate armistice agreement that ended the First World War on Monday, November 11, 1918, at 11 a.m.—on the eleventh hour of the eleventh day of the eleventh month.

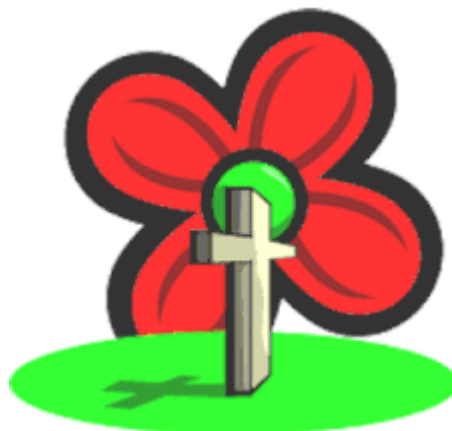
Every year on November 11, Canadians pause in a moment of silence to honour and remember the men and women who have served, and continue to serve Canada during times of war, conflict and peace. We remember the more than 2,300,000 Canadians who have served throughout our nation's history and the more than 118,000 who made the ultimate sacrifice.

The poppy is the symbol of Remembrance Day. Replica poppies are sold by the Royal Canadian Legion to provide assistance to Veterans.

Remembrance Day is a federal statutory holiday in Canada. It is also a statutory holiday in three territories (Yukon, Northwest Territories and Nunavut) and in six provinces (British Columbia, Alberta, Saskatchewan, New Brunswick, Prince Edward Island and Newfoundland and Labrador).

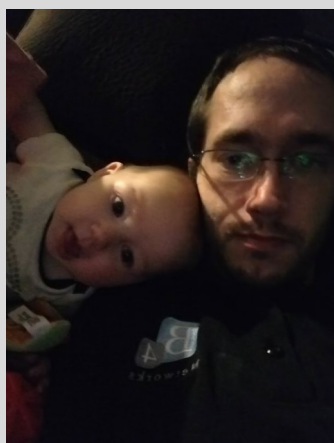
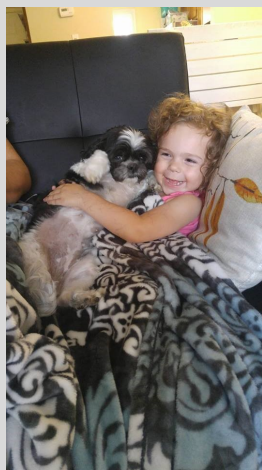
The national ceremony is held at the National War Memorial in Ottawa. The Governor General of Canada presides over the ceremony. It is also attended by the Prime Minister, other government officials, representatives of Veterans' organizations, diplomatic representatives, other dignitaries, Veterans as well as the general public.

In advance of the ceremony, long columns of Veterans, Canadian Armed Forces members, RCMP officers, and cadets march to the memorial lead by a pipe band and a colour guard. At the end of the ceremony, they march away to officially close the ceremony.



Veterans.gc.ca

Photo Album



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TekTip

LastPass—Password Manager

LastPass is a password management tool that takes all the effort out of managing your passwords—it's so effortless. We all have reasons, most of them in common, for not using passwords as strong and varied as we should: it's a pain to remember them, it doesn't seem that important to vary passwords wildly, entering complex passwords for each web site we visit is a big hassle, etc. LastPass removes those barriers by making password generation, management, and deployment dead simple and seamless.

LastPass combines a local password manager with cloud-based storage. Your password database is decrypted locally on your device and is stored in the cloud, encrypted with 256-bit AES. Your passwords are only accessible via local decryption or by logging into LastPass's secure web site using your master password to decrypt your password database over the SSL pipe.

In addition LastPass also includes password generation tools, automatic form filling, as well as automatic login/password completion. Once you've got LastPass up and running you'll never have to worry about weak passwords again. LastPass is available for Windows, OS X, and Linux as well as iOS, Android, BlackBerry, Windows Mobile, Symbian, and webOS. LastPass also supplies add-ons for Internet Explorer, Firefox, Safari, Chrome, and Opera. You'll be hard pressed to find yourself, on any platform or with any browser, separated from your passwords.

Howtogeek.com

LastPass ****