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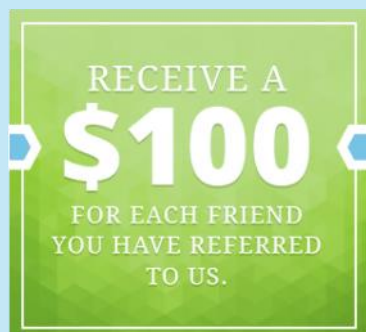
Technology Update

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

by B4 Networks

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Know Someone That
Needs Computer Support?
See Page 6 For More Details!



“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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Betting The Farm Your Backups Are Safe?

It’s only natural that when you hear of a disaster you think it couldn’t happen to you. That’s why, even though we’re told constantly that we should diligently maintain a working backup recovery system because all our company’s data could be lost in an instant, we tend to brush off the advice.

Yet disasters do happen when you least expect them, and they can happen to anyone. So to illustrate the importance of staying on top of your data recovery system, here are three tales of “data gone wrong.” After all, there’s nothing quite like a good horror story to inspire action!

Toy Story 2: Gone!

One morning in 1998, the animators at Pixar Studios working on Toy Story 2 noticed that Woody’s hat started disappearing. Then his boots... Then all of Woody – gone! Other characters started disappearing too.

A rogue command in their system had started wiping out data. No problem, the team thought, as they pulled out the backups. Unfortunately, the backups were bad and only had data from 10 months ago.

Luckily, one of the project leaders who’d just had a baby had recently asked to have a copy of the film installed at her house. So they drove to her house and escorted her computer back to the studios “like an Egyptian Pharaoh.” And as we now know, Toy Story 2 was saved.

Moral: It’s not enough to simply run backups. You need to periodically check to make sure the data is actually getting backed up and nothing is corrupted.

46,000 Insurance Customer Records: Lost!

In 2010, Zurich Insurance announced it had lost a backup tape containing confidential data from 46,000 customer records as it was being transferred from one site to another. To make matters worse, it was later revealed that it took a full year for their headquarters to learn that the tape was missing.

While there was no evidence that the data had fallen into the wrong hands, it was not encrypted and therefore easily accessible by anyone in possession of the tape. The company was slapped with a £2.3 million fine from the British Financial Services Authority.

Moral: If your backups are physical, make sure they’re transported and stored securely in a location away from your computer. And regardless of whether your backups are physical, or in the cloud, or both, make sure they are encrypted with high-level security.

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

Getting Your Message Across on LinkedIn

There are many ways to get your message across. You can post to Twitter, Facebook, Pinterest, Instagram, Blogger, WordPress, etc. Another area where you can share your message is LinkedIn. They have a feature where you can publish a post. By doing this, you can share your message with a strategic audience. Most of your connections on LinkedIn are business related. For Twitter or Pinterest, the audience can vary to anyone who follows you. On LinkedIn, your audience is those you have personally connected with. How can you share information that packs a punch? Here are some tips:

1. Remember your audience. Since this is LinkedIn and not Facebook, it is best to keep your posts professional. The people you have connected with are far more interested in your opinions on the latest business news over seeing a photo of your daughter eating her first plate of spaghetti.
2. Pick a great title. Nobody wants to click on a title that puts them to sleep or just sounds boring. Pick a title that piques their interest or addresses a burning question they have.
3. Reshare the good stuff. Do you have an article that you shared elsewhere that is still full of valuable information? Feel free to update it for

LinkedIn. Most of your LinkedIn connections will not have seen the article before, so sharing on the social network will refresh the ideas.

4. Let go of the hard sell. One way to diminish the readers of your posts is to give them an article that screams "buy my product or service." In this In-your-face world, subtle is better. You can casually mention what you do, but remain focused on providing valuable information to your audience.
5. Stagger your posts. It's always great when you have a lot of things to say. What's not always great is saying them all at once. Do not inundate your audience with a deluge of posts. Set up a posting calendar or, at least, limit your posting per day/per week. You not only want to get your message across, but you want to give them time to think about it before you present a new idea. This will give them time to understand what you wanted to say and respond if they choose to.

Posting to LinkedIn is a great way to share information with your professional contacts. By utilizing the tips above, you can ensure that great information will be shared, and positive interactions will result.

Shiny New Gadget Of The Month:

A Great Night's Sleep In The Palm Of Your Hand



The techno-geeks over at Hello Inc. have just released Sense, a device that helps you wake up feeling great. A tad smaller than a baseball, this little sphere sits on your nightstand next to your bed and monitors conditions in your room while you sleep. Things like temperature, humidity, light and sound in your bedroom are tracked, along with your body's slightest movements as you sleep. It pairs with your smartphone so you can see patterns and change conditions in your room to get the best night's sleep possible. Sense can play any number of soothing sounds to help you drift off to sleep. Then, when it's time to rise and shine, it gently wakes you up at the best time in your sleep cycle. It's priced at \$129, and you can find it at hello.is and other online retailers.

Tek Tip of the Month

Things beside searching you can do in the Google

- Set a timer by typing in "Set timer to X minutes X seconds"
- Bring up a tip calculator by typing in "Tip Calculator"
- Convert units by typing something like "2 cups to Ounces"
- Play a few games by typing either "Zerg Rush" or "Atari Breakout"
- Search Specific sites by typing "Site:XXX" before your search terms



Alex Vandersteen
Network Administrator

Betting The Farm Your Backups Are Safe?

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Why MegaPetCo Closed Their Doors

The fast-growing set of chain stores MegaPetCo had refused to upgrade their IT system to one that could handle their needs. One day a systems developer accidentally programmed a query that wiped out their entire database. All of a sudden, operations ground to a halt; from sales to payroll to purchasing and reporting, everything had been tied into that one database. And no backup.

They tried to sue their ISP, but between recommendations to upgrade and failure to do so, the lawsuit was dropped. Three months later, MegaPetCo filed for bankruptcy.

Moral: Backups may seem like a low priority, or even an unnecessary expense. Yet surely there is data that if lost would cost your company dearly. And when you compare the cost of replacement to the relatively minor expense of keeping good backups, the choice is clear.

Why Take A Chance That Your Backups Are Safe? Our FREE Data Recovery Audit Will Help You Know For Sure!

The effects of a data disaster run the gamut from minor annoyance to a death knell for the organization it happens to. We don't want that for you. That's why until Aug 31, 2016 we're offering our complete audit, normally valued at \$297, free to companies here in the Niagara area.

At no charge, our data security specialist will come on-site and audit your current data backup and security procedures and determine whether your current system can guarantee you a fast, safe and full recovery of your data.

Depending on what we find, we'll either give you a clean bill of health or reveal gaps in your data backup system that could prove catastrophic. Then, if appropriate, we'll provide you with an action plan for further securing your data with one of our service plans.

Call 905-346-4966 TODAY and let's make sure your company isn't betting the farm on a flawed recovery system.

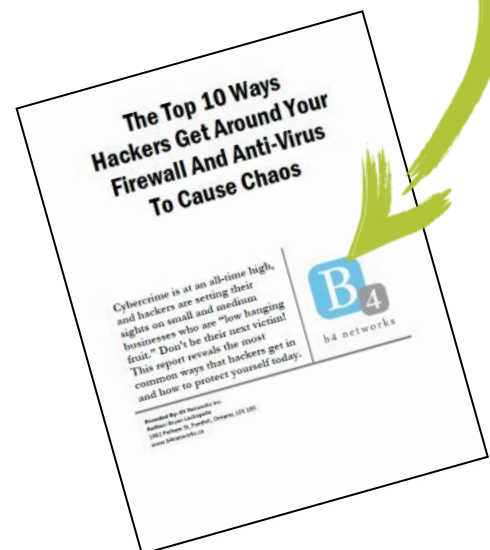
The Top 10 Ways Hackers Get Around Your Firewall And Anti-Virus To Cause Total Chaos

This guide will reveal the 10 most common ways hackers get around your firewall and Anti-Virus to cause you chaos.

You'll Discover:

- ✓ The 10 most common ways hackers get into your network.
- ✓ Some tips on how to cover up some of these 10 holes.
- ✓ What the #1 way hackers use to bypass security protocols.
- ✓ The #1 way to fight back against new ransomware attacks

To get your copy, email me directly at bryan@b4networks.ca, and I'll reply to you with a copy. I promise you won't be spammed or have your information sold. I hate junk mail too!



Need Help Right Away? Call our team 24/7 at 905.346.4966.

News From Around The Web

Here are 3 ways LinkedIn can generate new business for you.



1) Above all, earn the ask. The more value you provide in the relationship, the more “right” you have to phone time, a free consultation or the opportunity to make your pitch. 2) Build a sales funnel. Organize your contacts and planned interactions for best results. Recognize and engage with inbound warm leads. And remember, timing is everything! 3) Target and engage your ideal prospects.

LinkedIn’s search engine gives you direct access to over 450 million professionals in more than 200 countries. In minutes, you can build a hyper-targeted prospect list by job title, industry type and/or location. With just these few tactics, LinkedIn can become a powerful business-building ally.

-Inc.com

Did you notice the day Windows became malware?

If malware is any piece of software that gets into your computer through stealth means – even if it’s a premier operating system – then

Windows 10 fits the definition. Microsoft has been very aggressively asserting its self-imposed deadline of August 29 for free upgrades from Windows 7 and 8.1. And if it hasn’t been yet, you may find your computer hijacked and converted into a Windows 10 machine – whether you give permission or not. By default, Windows 10 collects advertising and personal data. It changes your computer’s configuration. And if you try to stop the upgrade by clicking the X on its dialog box, it installs it anyway. Aw, c’mon, tell us that’s not malware!

-ComputerWorld.com

Imagine owning the domain rights to Google.com – even for just 60 seconds...

When Babson College MBA student Sanmay Ved happened to notice the google.com domain up for sale, he figured why not go ahead and try to buy it. To his huge surprise, the sale actually went through! He had just purchased google.com for the princely sum of \$12. It didn’t take Google long to become aware that something had gone horribly wrong – less than 60 seconds, in fact. They fired off an e-mail to Sanmay, telling him they’d cancelled his order and refunded his \$12. As an afterthought, Google sent Sanmay a little spiff for his co-operation: \$6,006.13, to be exact. If you squint, you might see that the number spells “Google.”

-DigitalTrends.com

Is the IoT a "Clear And Present Danger"?



According to a U.S. government report, the “Internet of Things” could deliver a disabling global attack. With smart cars, smart homes and new apps that reach into every nook and cranny of our personal lives, the IoT poses greater risks to our safety than ever before. And revealing more about your life than a novelist, it takes the invasion of privacy to new heights. True, it may help folks live longer, healthier lives. And it may boost food production. Or even improve job and lifestyle options for some. Yet the question isn’t whether it’s good or not ... it’s how do we deal with it? One thing is for sure: good or bad, buckle up because here it comes!

-ITworld.com

Testimonials From A Great Client



“B4 Networks is a wonderful resource for my office. They are always available to respond to our emergencies and provides their services in a most professional manner. They are always on time, and careful to keep me advised as to issues and options, with a concern for our bottom line. They also help to ensure we prevent problems from arising. B4 Networks has my endorsement!”

Ron Adams B.A., LL.B, Adams & Leduc - Niagara Family Lawyers

Guest Article: 5 Ways To Build Raving Fans

Marketing is about connecting with consumers.

Great marketing, though, is about transforming those consumers into fans, raving fans – people who feel loyalty, and feel invested in your business and its success. Here are some creative ways to start converting your customers into your biggest fans.

1. Have your clients do some of the work.

This isn't about being lazy; it's about involving your clients in a memorable experience. Build-A-Bear is the perfect example of this technique. Children receive many stuffed animals over the course of their childhoods, but none so special as the bear they build themselves, selecting the fabric and components. The consumer's investment in the experience cultivates loyalty, and their unique experience can't be duplicated anywhere else. Offer your clients a way to personalize their experience with you.

2. Reject clients.

It's human nature to want what you've been told you can't have. The more limited an item or service is, the more we value it, and if your customers feel like they have achieved something by managing to get your attention, or having earned the privilege of spending money with you, they'll give you a lifetime of loyalty. As long as your product meets or exceeds expectations, then making it clear that you're selective about who you do business with will make you more appealing.

3. Deny your own existence.

Though now a much more public item, the American Express Black Card was long the subject of curiosity. The company refused to confirm its existence or answer any questions about what the card might offer.

Now customers beg for an invitation to the Black Card, despite the ridiculously high annual fee. Think about it... Customers clamoring to spend money with you? Cultivate mystery and clients will seek you out.

4. Encourage tattoos.

Extreme? Maybe. Effective? Absolutely! Not only are folks who get logos tattooed on themselves acting as walking advertisements, they're also absolutely certain to be loyal customers. Encourage tattoos by creating a cool logo and cultivating a reputation that's unique and appealing. Is this practical? Two words: Harley-Davidson. For folks with Harley tattoos, the brand isn't just a commodity; it's a lifestyle.

5. Create your version of boot camp.

Organizations like fraternities or the military create cohesion and loyalty by putting new recruits through tests and challenges. Let your customers know that your business runs differently than others, that you will require work and dedication from them. They will realize they're part of a special group, and they'll feel invested in promoting your services. Providing code words and emblems of membership makes customers feel like they're one of the elite, special few who have made it through boot camp.

It's no secret that marketing today is radically different than it was even ten years ago. We have to work harder to promote our brands, but the potential upside is huge, because devoted, raving fans will take up your banner and do some of the work for you. Creating and nurturing these fans will reward your efforts for years to come.



MIKE MICHALOWICZ (pronounced mi-KAL-o-wits) started his first business at the age of 24, moving his young family to the only safe place he could afford—a retirement building. With no experience, no contacts and no savings, he systematically bootstrapped a multimillion-dollar business. Then he did it again. And again. Now he is doing it for other entrepreneurs. Mike is the CEO of Provendus Group, a consulting firm that ignites explosive growth in companies that have plateaued; a former small-business columnist for *The Wall Street Journal*; MSNBC's business makeover expert; and the author of the cult classic book *The Toilet Paper Entrepreneur*. His newest book, *The Pumpkin Plan*, has already been called “the next *E-Myth!*” For more information, visit <http://www.mikemichalowicz.com/>

Need Help Right Away? Call our team 24/7 at 905.346.4966.

Do You Know Someone That Needs Computer Support?

Did you know we have a referral program where you can earn \$100 for each referral you send us. See www.b4net.ca/referral for more details. **You don't have to be a client to benefit either.**



Client Spotlight

The Resort Cottage Experience

Great Blue Getaways' boasts Ontario's favorite cottage resorts. With the sun on your face and the smell of BBQ in the air the sound of happy kids playing in the great outdoors. That's a Resort cottage experience.

Great Blue Getaways' family Resorts are located in some of the most beautiful and fun places in Ontario from the North shores of Rice Lake, along the banks of Mississippi Lake in beautiful Perth, to the pristine waters of Trent Severn Waterway or just off the Niagara Parkway minutes from the heart of Niagara-on-the-Lake - there's a perfect family getaway always in store.

There's lots to enjoy at a Great Blue Resort. The resorts have amenities such as pools, multi-sports courts and splashpads along with canoes, kayaks, paddle boards, water walkerz and

more! Throughout the summer they have Kidz Klub from 10-2PM and other fun activities for the whole family.

A safe secure environment in beautifully maintained Resorts.... That's what they offer... and they've kept the prices as affordable as ever. Call today and let one of their Vacation planners help you book your next great family getaway.

Web: www.greatblueresorts.com

Phone: 1-877-841-4141

Facebook:

www.facebook.com/greatblueresorts



If you would like your company highlighted here in our "Client Spotlight"? Then give us a call today at 905-346-4966.

Services We Offer

- Fixed Monthly Fee Worry Free IT
- Peace of Mind Security Services
- No Hassle Backup and Business Continuity Solution
- Disaster Planning and Prevention
- Network Design & Implementation
- Server Planning and Deployment
- Project Management
- General Computer / Network Repair and Troubleshooting



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