

December  
2015

# Technology Update

by B4 Networks

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

## Inside This Issue...

### Network Upgrade.

Now is the time.	Page 1
Avoid Cyber Attacks	Page 2
Tek Tip Of The Month	Page 2
Shiny New Gadget Of The Month	Page 2
After Networks .... What???	Page 3
4 Tips For 2016	Page 4
Client Spotlight	Page 5
Voice Tips For Effective Speaking	Page 5
The B4 Networks Family	Page 6
Trivia Challenge	Page 6



"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 Inc.**  
1462 Pelham Street  
Fonthill, Ontario, L0S 1E0  
Tel: 905.346.4966

## December Is The Best Month For Computer and Network Upgrades. Give Your Business An Early Gift This Year

It's that time of year again when business owners from all over are scrambling to make any last minute purchases they can to lighten the tax burden for 2015. One of the things many tax-savvy businesses do is purchase new office and computer equipment that will be needed within the next few months NOW so they can deduct the expense on the current year's taxes.

### Manufacturers and Vendors Are ALSO Giving Year-End Discounts, Rebates and Incentives...

Most IT vendors and manufacturers offer really incredible rebates and discounts on equipment towards the end of the year in a last ditch effort to improve annual sales. After all, they've got to look good to their investors!

So if you are going to need a network upgrade in the near future, you can not only get better deals on software and equipment, but you can also get the tax savings, making this a double dip on saving money.

### How Do You Know You Need To Upgrade?

There are a few more signs that it's time to upgrade:

1. **Aging Hardware:** The average useful lifespan of a computer is 3 to 5 years. We recommend replacing computers and servers between 3.5 to 4.5 years. Ideally you want to avoid a situation where failure is the reason for the upgrade as this will cost more in unexpected downtime, lost productivity, and potential loss of reputation. Plan ahead!
2. **Consistent equipment failure:** If you have to consistently reboot, reset, or troubleshoot equipment, it may be time to replace it. Technology has come a long way, and a properly configured network should be very stable with little to no unscheduled downtime. The cost of hardware can quickly pay for itself in less downtime.
3. **Losing Data:** If data is disappearing from your computers and server, it may be a sign that one of the hard drives is starting to fail. When a drive starts getting bad sectors it loses the ability to read from that part of the drive. This data loss tends to precede a total drive failure. Act quickly!
4. **Hardware / Software No Longer Supported:** All hardware and software have a supported life cycle. Once hardware or software enters what is known as end of life (EOL), the manufacturer will often stop supporting the product all together, leaving you open to cyber attacks in the case of software, and with failed hardware, you could be left with no replacement parts being available.
5. **Performance:** All computers and hardware lose performance over time. In some cases, this can be caused by updates and new software versions being installed that the systems just weren't meant to handle. The specifications of the new software / updates require a better PC to work at the same speed. After a while, the slow system performance has a noticeable effect.



Give your business an early gift this year. Call or email me to find out how to save a bundle on your network upgrade. [bryan@b4networks.ca](mailto:bryan@b4networks.ca) or call **905.346.4966**

**Get More Free Tips, Tools and Services At Our Web Site: [www.b4networks.ca](http://www.b4networks.ca)**

## Missing Just One Of These Could Instantly Open Up Your Computer Network To A Cyber Attack

**W**elcome to the brave new world of cyber-warfare. Gone are the days when software patches were just for nifty little feature additions or updates.



Today, a software update notice could mean your whole computer network is suddenly at risk. Dangers include data theft, crippling malware attacks and mischief you may not discover for months, or even years...

As with graffiti on your garage door, if you don't pay attention and clamp down on bad behavior, your problems have likely just begun...

And, like those who hire a professional security firm to keep thieves out of the warehouse, thousands of CEOs and business owners are now waking up to the fact that it's absolutely imperative to hire a pro when it comes to securing your data network.

Here's why you need a professional handling this for you:

### #1: Speed is of the essence.

"If you didn't update to version 7.32 within seven hours, you should assume you've been hacked." That's what software maker Drupal told millions of its customers around the world last year. It's just one example of what can happen if you don't respond with lightning speed.

Once a security breach has been identified, hackers rush in. On "Day Zero," cyber-crooks around the world go after at-risk targets. You've got to be quick to patch the gap, or else you risk a system compromise.

Unless you have the time, knowledge, experience and tool set to respond instantly, you are far better off leaving this to a professional IT firm you can trust.

### #2: It's not just the big boys they're after.

Sure, the top news stories are about the attacks on companies like Target, Home Depot and Sony... Yet your business is just as vulnerable, if not more so.

Chances are, you simply do not have the resources that giant corporations have to manage a data disaster. The statistics bearing this out are shocking: more than 60% of small businesses close their doors following a serious data breach.

*(Continued on page 6)*

## Shiny New Gadget Of The Month:

**iTranslate Makes It Easier Than Ever To Speak With Interesting People**



Other than the occasional epic (and hilarious) fail, translation apps are getting pretty good. And one of the best, iTranslate, now gives you voice translations on the spot.

Here's an "at-a-glance" rundown of all that iTranslate can do:

Speak into your device and, with a tap or swipe, it recites what you just said in your choice of over 90 languages. That's twice the number of languages offered by Google Translate.

You can select a male or female voice, as well as dialect and speaking rate. It also turns Chinese characters into alphabet-based words in English.

And you can run it on your iWatch, iPhone, Android or Windows phone.

One downside is that the free version displays ads, but for five bucks you can upgrade and turn them off.

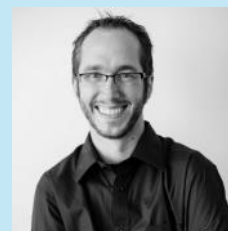
With this handy app, your world just got smaller — and, potentially, a whole lot more interesting.

## Tek Tip of the Month

### Get To The Truth Before Forwarding



Do you suspect the story you just heard is a rumor? A good example are the countless Facebook posts about Large corporations donating money based on how many "likes" a picture gets. A lot of these are fake, and there's a good way to tell! [www.snopes.com](http://www.snopes.com) is a great resource for looking up any current internet rumors, stories, scams and more. Check it out next time you see a story that seems too good to be true!



Alex Vandersteen  
Network Administrator

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

## The B4 Networks Comic Strip

### Meet *After Stuff Happens Networks*

After Networks is a fictitious computer company that provides terrible customer service, does everything wrong, takes days to respond to service requests, are very arrogant, talk down to clients, and are anything but helpful. In fact they are downright lazy.

This company does not actually exist. No one we know of is this bad at delivering their service. But we've all at one time or another run across a company that has one of these poor traits. If you struggle with your IT firm, call us for a second opinion. 905-346-4966



Note: The comic strip is not meant to insult or make fun of anyone. We decided to make this comic strip series to try and bring a little light and awareness to some of the situations we've come across, and hopefully affect some change within the IT industry. Not all of the comics are real situations that have occurred, but all of them do address a particular issue we have encountered.

### After Networks .... What?

You ask your IT provider for something, and then wait.... and wait... and wait... And when they finally respond, you don't get what you ask for, in fact, you get something that's completely out to lunch.

While the scenario below is a little extreme, it illustrates the fact that many IT providers simply don't get it. Communication is everything. At B4 Networks, we pride ourselves on being the easiest IT providers to communicate and work with. In fact, we guarantee it.

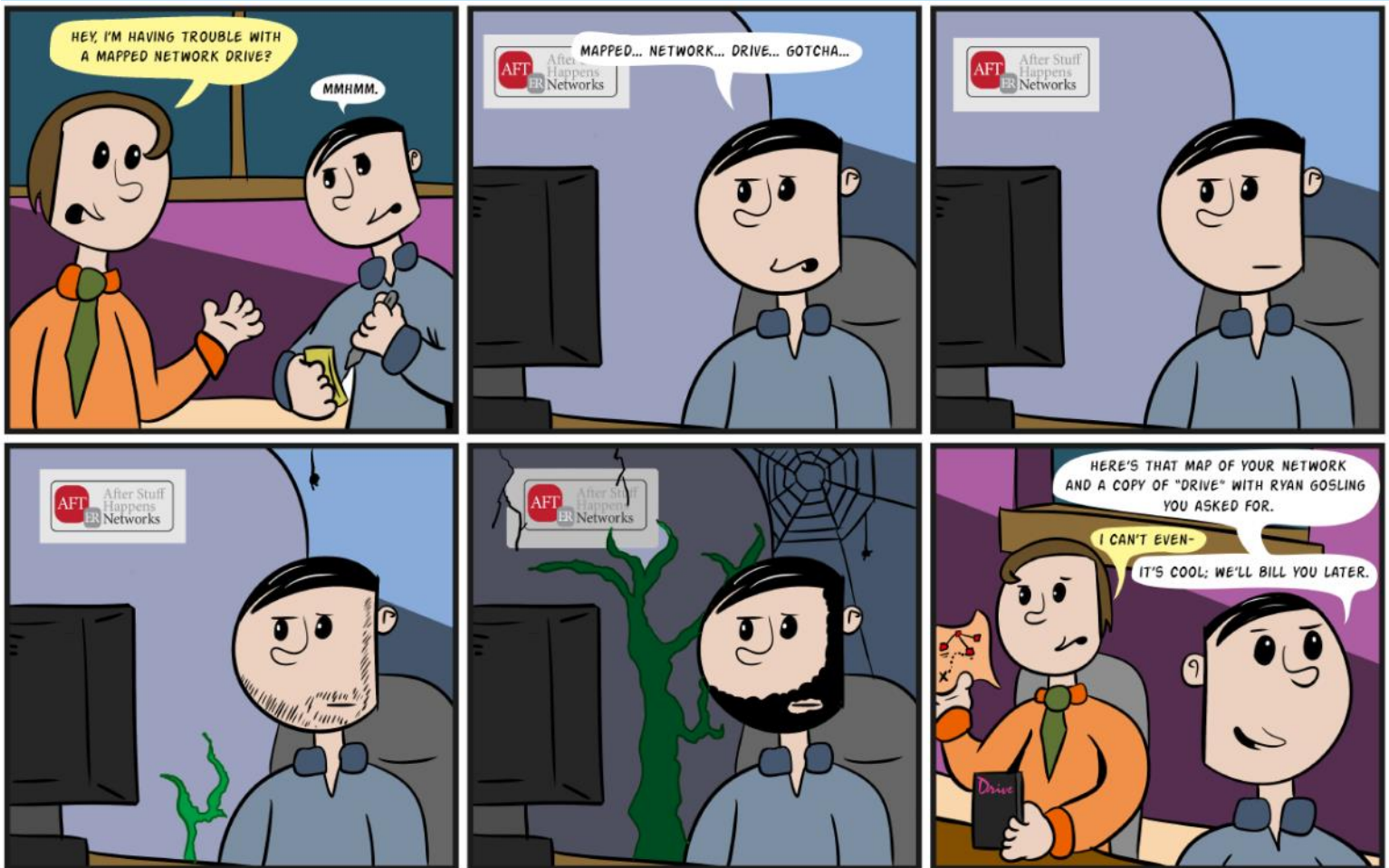


ILLUSTRATION BY DANIEL VANDERSTEEN

**Do you want an IT company that's responsive, and gets things done right, the first time.  
Our team removes the worry and hassle in dealing with IT related issues.**

**Call us today @ 905-346-4966 - [www.b4networks.ca](http://www.b4networks.ca)**



## 4 Tips For 2016

### Your Accounting

■ *Time to put your books in the cloud? Want to save time and money on bookkeeping in 2016?* If your company hasn't already made the switch to a cloud-based accounting system, it may be time to migrate. Here's why: with a cloud system, you can outsource your bookkeeping, saving you staffing costs as well as office space. Plus, your team saves time dragging files back and forth and keeping current versions backed up and secure. And an added plus is that you and your team can enter expenses on the go via smartphone. Popular apps include QuickBooks Online, Xero, Zoho Books and FreshBooks. Choose based on robust feature sets, solid support, ease of use and, of course, time and money saved.

*Aggregated from recent issues of PC Magazine, Business News Daily and Merchant Maverick*

### Your Time

■ *3 Ways to End Holiday Overwhelm.* This holiday season, skip the stress with these time-saving tips:

- 1) Do your homework before hitting the stores. Catch coupons on sites like dealcatcher.com, couponcabin.com and retailmenot.com. Quality-check gift ideas at Consumerreports.org for expert



reviews, or sites with user reviews such as Amazon.com or Cnet.com.

- 2) Plan a trip — it's a great way to share experiences rather than acquiring more things.
- 3) For those on your list who already have plenty of "stuff," give a Good Card. The Good Card lets users give to their choice of over 1.2 million charities.

*Summarized from Family Circle, "Holiday Time And Money Saving Tips."*

### Your Health

■ *Eat, drink and be healthy this holiday season.* Here's how: keep the pounds down by knowing your number. Visit [heart.org/explorer](http://heart.org/explorer) for a quick read on your recommended daily intake of calories. Think of it as your expense-account limit for holiday gatherings, and choose how much you want to spend on drinks, appetizer, entree, dessert, etc. You could even keep a food diary to

help stay on track with your target weight goal. At parties, wear snug clothing and keep one hand busy. With a drink in your dominant hand, you'll be less likely to grab goodies. And your snug-fitting outfit will keep you so busy pulling your tummy in, you won't have time to feel hungry.

*Aggregated from recent entries: Heart.org and WebMD.com*

### Your Computer's Operating System

■ *Windows 10, Thumbs Up...* As even Microsoft admits, Windows 8 was a flop... So why make the leap to Windows 10? (By the way, in case you were wondering, for reasons we may never know, Microsoft decided to skip Windows 9.) To start with, the Windows 10 user interface just makes a lot more sense than W8's UI. It brings back the Windows 7 start menu, and key functions are accessed from the taskbar. It features a more refined design — for instance, smaller window borders. And, at least until July 29, 2016, you can upgrade your Windows 7 or 8.1 OS for free. So unless your Windows device is an RT version or is about tapped out on memory, we think you can feel pretty good about upgrading to Windows 10.

*Aggregated from Tech Radar and IB Times*

## Client Spotlight - *Medelife Healthcare Services Ltd*

Medelife is a privately owned company specializing in the provision of respiratory therapy products and services to people with breathing afflictions. Their primary focus is on delivering equipment and therapeutic services to those diagnosed with Obstructive Sleep Apnea (OSA).

Their vision is to become the leading provider of sleep therapy products and services within the geographical areas that they serve. They are committed to providing the following:

- Focus and expertise in sleep therapy
- Friendly, professional and worry-free service
- A competent and compassionate staff

- Ongoing clinical and product support Ongoing education

At Medelife, they believe that quality sleep is something that should be experienced by everyone. With this in mind, their only goal is to improve the quality of life of their clients.

Tel:905-938-0470

Email:info@medelife.com

227 Bunting Road, Unit M, St. Catharines, Ontario, L2M 3Y2

---

## Guest Article: Voice Tips For Effective Speaking

When George H.W. Bush ran for president in 1988, he hired a voice coach to help him lower his voice an octave. Why? Because the candidate's high-pitched voice had helped saddle him with the "wimp" image, even though Bush had proved his valor as a Navy combat pilot during World War II.

Fairly or unfairly, we impute strength and confidence to the person who speaks with a low-pitched, well-modulated voice.

We convey feelings, moods and attitudes through a variety of voice qualities, which are sometimes called *paralanguage*. Among these qualities are volume, pace, intonation and juncture.

**Volume and Pace** should be used in a careful, controlled way. They can achieve powerful effects, especially when persuading from the public platform. You can let your voice rise to a crescendo, the pace and volume quickening until you reach a peak of excitement. Or you can drop to a dramatic whisper.

*Volume* should always be great enough that you can be heard by everyone in your audience. When you're addressing a group through a microphone, that generally presents no problem. When speaking without a microphone, keep checking the people farthest from you for signs that they're straining to hear, or that their attention is straying.

*Pace* should be adapted to the message. Some simple but telling points can be made effectively in rapid-fire sequence. Others can be made by slowly drawing out the words, or by long pauses to let the points sink in.

**Intonation** refers to the voice pitch. We usually speak in a range of pitches, from low to high. The range between high and low intonations varies from individual to individual, and from one linguistic population to another. The English, for instance, generally have a greater range than do Americans.

**Juncture** refers to the way vowels and consonants are joined in the stream of speech. If you listen to someone speaking in a foreign language, it sounds like a continuous flow of syllables. That's because you haven't learned to recognize the signs that tell you where one word stops and another begins.

Speakers of other languages have the same problem comprehending English. As I've spoken on different continents, I've formed a great admiration for the translators who render my speech into other languages. Once I was translated simultaneously into seven different languages. Either my juncture was good or my translators were superb. The audiences laughed at the appropriate points and applauded at the appropriate points.

Inattention to juncture can make your speech indistinct or hard to understand. If you tell a carpenter to build a greenhouse, make sure you don't end up with a green house; the difference in appearance and cost can be substantial...

If you ask your secretary to get you the night rate and have it on your desk the next morning, be sure it doesn't sound like "nitrate." Otherwise, you may find a sack of fertilizer in your in-basket.



Dr. Nido Qubein is president of High Point University, an undergraduate and graduate institution with 4,300 students from 40 countries. He has authored two dozen books and audio programs distributed worldwide. As a business leader, he is chairman of the Great Harvest Bread Company, with 220 stores in 43 states. He serves on the boards of several national organizations, including BB&T (a Fortune 500 company with \$185 billion in assets), the La-Z-Boy Corporation (one of the largest and most recognized furniture brands worldwide) and Dots Stores (a chain of fashion boutiques with more than 400 locations across the country). As a professional speaker, Dr. Qubein has received many distinctions, including the Golden Gavel Medal, induction into the International Speaker Hall of Fame and as the founder of the NSA Foundation in Arizona.

To learn more about Dr. Qubein, go to: <http://www.nidoqubein.com/>

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

# TRIVIA

## CHALLENGE

Congratulations to Last Months Trivia Winner:  
**Mary Tulumello** from  
**Stolk Construction**

**Ann will receive a \$50 gift card to Zest Restaurant**

This months winner will receive a  
\$50 Gift Card to **My Place** in Fonthill.

This month's trivia question is:

**December was originally which month in the Roman Calendar?**

- a) 10
- b) 11
- c) 12

To enter : [Visit: www.b4networks.ca/trivia](http://www.b4networks.ca/trivia)

**Submit your entry by the 25th** of the month, and if your answers are correct, your name will be added to the draw for a \$50 Gift Card.

*\*See website for full trivia rules*

## Random Images From The B4 Networks Families



**Left Three:** Nate and Aiden learning to skate and play hockey! :) )

**Right:** Sara helped Serena get dressed!

*(Continued from page 2)*

The threat is not confined to giant corporations. Small and medium businesses are being attacked every day, and, unfortunately, your business is no exception.

### #3: Dealing with data breaches requires specialized knowledge, skill and experience.

Here are just a few of the things a competent data guardian must be able to do to effectively protect your systems:

**Review documentation and monitor forums.** Sometimes your software vendor doesn't tell the whole story. It's critical to check online forums and other communities to see if anyone else is having issues with the new patch before jumping in with both feet.

**Know when to apply a patch immediately and when to wait.** Typically, somewhere around 95% of patches work hassle-free. The trick is to spot the 5% that don't — *before* installing them. This requires identifying unique patching requirements, and applying exceptions accordingly. For instance:

*Does the patch deal only with a security issue?*

Or does it just add new features or fix non-security related bugs?

Obviously, security issues get top priority.

*Is the system currently having issues?*

If not, and if the patch doesn't address a security issue your system is vulnerable to, it may be better to heed the old adage "If it ain't broke, don't fix it."

*What security gaps does it address?*

How severe is the threat to your particular network? If, for example, the only way a virus can enter your system is through an e-mail attachment and this functionality has been disabled for all users, perhaps the threat needn't be a great concern.

### Keep options open in case of complications.

Once a patch has been applied, if things aren't working, it's critical to restore the data network to pre-patch functionality, with little if any downtime. That means having good backups in place along with a tested and proven recovery process.

Does just thinking about data security give you a headache?

We strongly advise that you let us handle this critical part of your business for you.

Call (905) 346-4966 and schedule our no-cost Security Audit today. You'll discover how easy it is to rest assured that your network is secure 24/7.

## 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



1462 Pelham Street  
Fonthill, Ontario, L0S 1E0  
905-346-4966

**www.b4networks.ca**  
We Make Technology Work!