

February
2016

Technology Update

by B4 Networks

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

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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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A Backup Plan You're Sure To Fall In Love With

In today's fast-paced, data-driven world, backups are mission critical to your company's survival and success.

Yet your data may be just one damaged drive, lost laptop, natural disaster, accidental deletion, malware attack, equipment failure, power spike or petty theft away from a profit-sucking, heartbreaking disaster.

So what measures must you take to keep your data safe, secure and where you need it, when you need it? While there's no one-size-fits-all silver bullet, there are some general principles to be aware of.

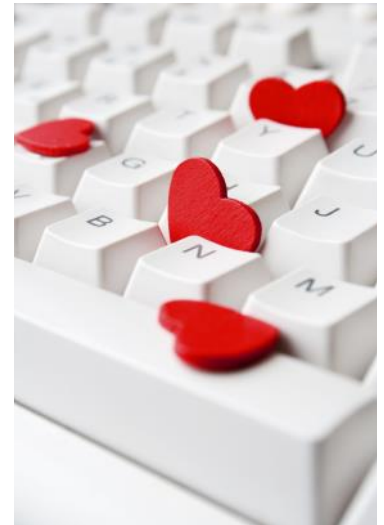


Image-Based Backups

An image-based backup or "clone" serves like the spare tire for your car. If you get a flat, the spare will get you to a tire shop.

If the hard drive on any device in the network fails and its user is in a time crunch to complete a project, an image-based backup allows them to get right back to where they were. It saves all files, apps and settings that were on that device, exactly the way were at the time of the last backup. And generally, that means the user can get right back to work with no need to reconfigure everything all over again.

But, just as a spare tire isn't designed for long road trips, an image-based backup may not perform as well as the original drive. It may, for instance, take a little longer to access data from the server, slowing down user workflow.

An image-based backup will be useful only to the extent that it has backed up data recently. For servers, daily or even multiple backups per day are recommended.

Archive Backups

Archive backups don't replace image-based backups, but are an efficient way to reduce the size of these backups because they take less-frequently-used data off the main computer or server.

You can't reboot from an archive, but if you've accidentally deleted a file, you can retrieve it from an archive. If any device on the network goes down, you can simply plug the external hard drive into another computer and regain access to the archived files.

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

Why You Need a Mobile Friendly Website

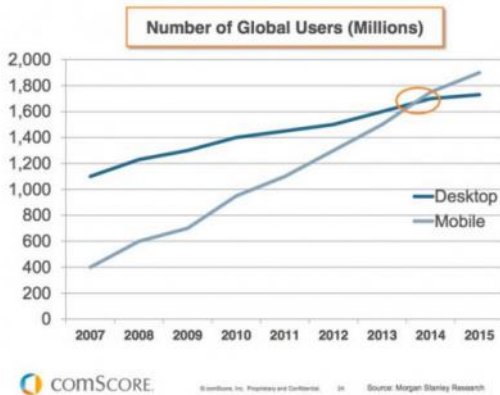
- Written by: Myles Calvert of Tenpine Web Development

It's no surprise having a website that's easy to use on a mobile device is becoming more important as more people turn to their phones for web browsing. In fact, in 2014 the tipping point was reached and more users were using mobile devices than desktops (although both are increasing).

Google reacted to this by implementing changes as to how they rank websites in their search results. Starting April 2015, if a potential customer is performing a search on their phone, Google will now display websites that they consider mobile friendly higher than those that they do not.

Is your website mobile friendly in the eyes of Google? Find out below.

www.google.com/webmasters/tools/mobile-friendly/



What does this mean for your business?

If your website doesn't pass Google's mobile friendly test, you'll miss out on an increasing number of potential leads while the usage rate of mobile browsing continues to climb.

So what actually is a mobile friendly website?

In the simplest terms it's a website that when viewed on a mobile device such as an iPhone the navigation is easy to use, and the text is large enough to read easily without the need to zoom in.

"Mobile friendly" vs. "Responsive"

There seems to be quite a bit of confusion related to these two terms. They do not mean the same thing, nor do they mean the opposite. Not all responsive websites are mobile friendly, while non responsive websites can certainly be mobile friendly. We build websites that fit the latter.

We feel it's important that your website be mobile friendly while utilizing the same consistent layout no matter where it's being viewed. This way you will get the best of both worlds: a website that Google loves which is easily used on mobile devices, yet also looks the same when it's being viewed on desktop so that repeat visitors are already comfortable with the interface and navigation.

In conclusion, while there are a couple roads that get you there, they should all lead to the same destination. Whether it's a responsive website or a consistent mobile friendly layout, the priority should be to look good in the eyes of both your visitors as well as Google, the reigning king of the internet.



Is it time for you to re-evaluate your website? Email myles@tenpine.ca or call 905-401-3685 to speak with Myles at Tenpine Web Development. Tenpine is a full service Web Development Firm located here in Niagara.



Shiny New Gadget Of The Month:

Keeps You In Touch,
Could Save Your Life



If you fly often for business, a satellite messenger may be just the thing to stay in the cloud when you're above the clouds. And if your travels for fun take you into the wild, it could literally be a lifesaver.

Just ask retired Houston firefighter Michael Herrera. After breaking three ribs and his collarbone in a hard fall from his dual-sport bike in a remote area in Alabama, he hit the SOS button on his messenger. Within 40 minutes an ATV was on hand to transport him to a trauma center.

Features to look for in a satellite messenger include data speed, battery life, coverage areas, size, weight and ease of use.

And, of course, an SOS button.

You can find one here:
www.findmespot.ca

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

Rude and Arrogant

Does your IT guy or company treat you and your staff like 2nd class citizens?

It's not uncommon to hear from our prospects that their previous IT provider would blame them for issues, or get frustrated when they call in for service. Isn't that what they are there for in the first place?

Our philosophy? Helping our clients is exactly why we are here. That's our job, and we take great pride in helping our clients, and that includes when they need help with something very small. Everyone has their specialties, and technology happens to be ours.



ILLUSTRATION BY DANIEL VANDERSTEEN

Do you want an IT company that's will treat you with the respect that you deserve?
Call us today @ 905-346-4966 - www.b4networks.ca

Helpful Tips For 2016

Microsoft Outlook for iOS and Android – Worth a try?

The new Outlook for iOS and Android connects e-mail accounts, calendars and files all in one place. So what's the verdict from users? It gets mixed reviews, for an average of 3.5 out of 5 stars on Google Play. On the plus side, it's got a lean, easy-to-use UI. It sorts incoming e-mail by "Focus" and "Other" with an easy-to-use swipe gesture to move between the two. The scheduler uses color-coding and grays out info you don't need. On the minus side, some users report syncing and sign-in errors and incompatibility with certain systems. Still, once the bugs are worked out, it's certainly worth a test drive. *-Computer World, 10.29.15*

Windows 10 Quick Keys

Windows key + A:
Open Windows 10 Action Center
Windows key + C:
Search the web and Windows with Cortana (speech)



Windows key + G:
Opens the Windows 10 Game Bar
Windows key + H:
Share content (if supported by current app)
Windows key + I:
Open Windows 10 settings
Windows key + K:
Connect to wireless displays and audio devices
Windows key + S:
Search the web and Windows with Cortana (keyboard)
Windows key + X:
Open Start button context menu

Pain Relief Gets a New Look

A new wearable electronic device named Quell is designed to relieve

pain without popping pills. Yet it doesn't look like a medical device. Resembling an athletic band, it's worn on the leg, just below the knee. It connects to your smartphone so you can track therapy sessions, control features, monitor quality of sleep and store data to the Quell HealthCloud. 67% of Quell users report a reduction in their use of pain medication. Some users experience relief in as little as 15 minutes. Tapping into your body's natural pain-control system, it can block pain signals, providing widespread pain relief. Just bear in mind, it doesn't work for everyone – your results may vary. *-MedGadget 08.17.15*

World's Smallest Camera Drone

Curious about camera drones, but not sure where to begin? For under \$30 you can get a tiny "quadcopter" that fits in the palm of your hand. The Cheerson CX-10C claims to be the world's smallest drone with a camera. You'll get a flight time of no more than about three minutes, less if you use the camera. Which, of course, is the point, isn't it? Still, it's a good way to get the hang of playing with one of these things without a whole lot of cash out-of-pocket. Use it for aerial shots of you and your family skiing, on the beach – or just buzzing around the house for practice. *-Drone Arena, 11.06.15*

Tek Tip of the Month

Some Microsoft Word Features

Thesaurus – To quickly search the built-in Thesaurus, highlight the word, and press Shift+F7. The thesaurus will open and offer you suggestions

Navigate Home – To quickly go to the beginning or the end of a document, press Ctrl+Home (or Ctrl+End)

Clipboard History – You can access the last 24 things you have copied. Just hit the down arrow in the lower right corner of the Clipboard Group on the Home tab!



Alex Vandersteen
Network Administrator

Client Spotlight

CEM was established in early 2001 by Martin Lensink. CEM was established as an engineering consulting firm, focusing primarily on cogeneration and energy management with the goal of providing solutions to the energy and environmental sectors.



Typical clients whom CEM serves includes the following:

Industrial customers: Who convert raw materials into finished goods, especially any plant with an energy intensive process. CEM is particularly drawn to industrial clients where energy represents 5% to 20% of the cost of goods sold, particular examples of this where CEM has extensive experience includes paper mills and food and beverage plants.

Public Sector organizations: Such as municipalities, universities, colleges, schools, and hospitals. Besides supplying technical expertise in electrical and thermal energy to public sector clients, CEM routinely helps out with innovative financing solutions, as well as maximizing access to grant programs.

Developers: That is any organization who is prepared to put capital at risk, such as Independent Power Producers, Energy Service Companies, District Energy Providers, and Private Sector Infrastructure Developers.

Phone: 905-935-5815, **Email:** info@cemeng.ca

Guest Article: SKILL...And WILL

Let's get one thing straight...we all begin as a NOVICE.

No one – let me repeat that – NO ONE starts as an expert. We all have to learn to walk, talk, eat, swim, count, write and read. We all start at zero, the bottom, from scratch, zip...with absolutely no knowledge, experience or understanding of the “THING” we are about to learn.

So, then the journey begins: your progression from being a Novice, to being Average, then Skilled, then a Specialist and finally an Expert is all up to you. I really like the title of “EXPERT” because it has to be earned. You can assign someone a title of Vice President or Sales Manager, Boss or Director...but EXPERT – that title is something to be revered, respected and admired.

EXPERTS have put in the time, effort and study to EARN the title. They have dealt with the pains, frustrations, exhaustion and stress that come with obtaining the title of EXPERT. In fact, it's really not a title at all, it's a designation or confirmation that the person you are dealing with is very, very good at what they do. I like being around experts, because they have traits in their character that can do nothing but help me.

You see, to be an EXPERT you have to have passion, conviction, focus, discipline, dedication, drive, purpose, commitment, spirit, determination...and the undeniable WILL to perfect your SKILL. According to the American Society for Training & Development, American workers average 6.5 minutes per day developing their skill. That statistic alone explains why there are so many average-

performing people. Most people just aren't WILLING to put in the time and effort needed to raise their skill level.

Your success has a great deal to do with your level of SKILL, but not everything. I know a lot of talented, smart, well-educated people who have in no way come close to reaching their full potential.

You have the FREE WILL to succeed, if you have the WILLINGNESS to do it.

The big question is WILL you? Who would have ever thought such a simple word as WILL would have so much to do with your success. Here are a few quotes I want to share with you that should hopefully broaden your perspective on how important WILLPOWER is to your success. They are by people you may have never heard of – de Balzac, Min and Crowley respectively – but the brilliance of their words is indisputable.

“There is no such thing as great talent without great willpower.”

“Lack of willpower leads to more failure than lack of intelligence or ability.”

“In the absence of willpower the most complete collection of virtues and talent is wholly worthless.”

Anyone can go from Novice to Expert if they have the WILL to do it. But the “Skill Knob” can only be turned to the “Expert Notch” if you have the WILL to make it happen and the discipline to study, learn and practice.



Robert Stevenson is a highly sought after, internationally known speaker. He is the author of the best-selling books *How to Soar Like An Eagle in a World Full of Turkeys* and *52 Essential Habits For Success*. Robert is a graduate of the Georgia Institute of Technology (Georgia Tech) and is a former All-American Athlete. He started his first business at 24 and has owned several companies. Robert has international sales experience dealing in over 20 countries, and his client list reads like a Who's Who in Business. He has shared the podium with such renowned names as Generals Colin Powell and Norman Schwarzkopf, Former President George H.W. Bush, Anthony Robbins and Steven Covey. www.robertstevenson.org/

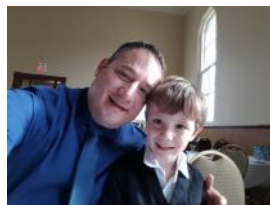
Need Help Right Away? Call our team 24/7 at 905.346.4966.

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.**



Random Images From The B4 Networks Families



(Continued from page 1)

Cloud Backup

Backing up to the cloud can serve as an alternative to a rotating off-site backup and eliminates the human component of having to remember to rotate drives. However, for complete protection, you'll want a cloud backup that makes a nightly copy of the image-based backup files. Should the absolute worst happen, the cloud backup image can be "spun up," allowing access to your applications and data using just about any computer or tablet.

Automated cloud backup systems offer a variety of feature sets. Some only back up files, while others back up entire image-based backups and can even spin them up. Select a system that's simple, continual, fast, secure, easy to restore from, inclusive of different devices and operating systems, cost-efficient and, most importantly, provides the kind of protection and redundancy you need for your operation to run even if things go south.

A Fail-Safe System

So the question is, can you rest assured that your company's backup system is built to minimize downtime in the event of data loss or equipment failure?

If you're 100% certain you can answer yes, congratulations – you are one of the few! If not, NOW is the time to take action – rather than after you wish you had.

Not only is our ServerGuardian service highly affordable, it continuously backs up your entire server – including open files – as often as every 15 minutes, so you'll never lose a whole day's work. Then, it automatically backs up a snapshot of your entire server to an off-site location where it's held safe and secure until you need it.

Don't put this off another minute! Contact us right now through the end of February to claim your free Backup System Audit. Let us make sure your backup system never lets you down. We can fix broken computers but a broken heart is another thing entirely... Call TODAY! [905-346-4966](tel: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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We Make Technology Work!