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2016

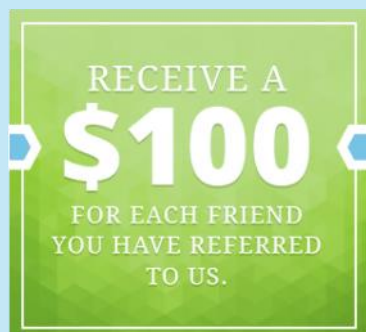
Technology Update

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

by B4 Networks

Inside This Issue...

5 Ways To Spot A Social Engineering Attack	Page 1
Can Your Business Run Without You?	Page 2
Tek Tip Of The Month	Page 2
Shiny Gadget Of The Month	Page 2
Disaster Planning Essentials Report	Page 3
News From Around The Web	Page 4
Testimonial From A Great Client	Page 5
Guest Article: Your Crystal Ball For Hiring	Page 5
The B4 Networks Family	Page 6
Do You Want \$100?	Page 6
Client Spotlight	Page 6



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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5 Ways To Spot A Social Engineering Attack

"I'm not going to make payroll – we're going to have to close our due to being a victim of cyber fraud."

Unfortunately, that statement is becoming more common among smaller businesses

The FBI reports that since October 2013 more than 12,000 businesses worldwide have been targeted by social engineering-type cyberscams, netting criminals well over \$2 billion. And those are just the reported cases. Often due to customer relationships, PR, or other concerns, incidents go unreported.

These unfortunate events were triggered by a particularly nasty form of cyberattack known as "social engineering."

Social engineering is a method cyber con artists use to lure well-meaning individuals into breaking normal security procedures. They appeal to vanity, authority, or greed to exploit their victims. Even a simple willingness to help can be used to extract sensitive data. For example an attacker might pose as a coworker with an urgent problem that requires otherwise off-limits network resources.

They can be devastatingly effective, and outrageously difficult to defend against.

The key to shielding your network from this threat is a keen, ongoing awareness throughout your organization. To nip one of these scams in the bud, every member of your team must remain alert to these five telltale tactics:

1. **Baiting** – In baiting, the attacker dangles something enticing to move his victim to action. It could be a movie or music download; Or something like a USB flash drive with company logo, labeled "Executive Salary Summary 2016 Q1," left where a victim can easily find it. Once these files are downloaded, or the USB drive is plugged in, the computer is infected providing a point of access for the criminal.
2. **Phishing** – Phishing employs a fake e-mail, chat, or website that appears legit. It may convey a message from a bank or other well-known entity asking to "verify" login information. Another ploy is a hacker conveying a well-disguised message claiming you are the "winner" of some prize, along with a request for banking information. Others even appear to be a plea from some charity following a natural disaster. Unfortunately for the naive, these schemes can be insidiously effective.
3. **Pretexting** – Pretexting is the human version of phishing, where

(Continued on page 3)

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

Can Your Business Run Without You?

An **SOP** is a **procedure** specific to your operation that describes the activities necessary to complete tasks.

Having or not having SOP's can make or break your business.

One of the most useful systems to streamline your business is having a Standard Operating Procedures (SOP) manual. This manual lists the all the tasks that are essential for your business success, how to do these tasks, and who is responsible for the tasks listed.

SOP's shouldn't just be created for the difficult tasks, but for every day tasks, even the mundane.

Here are 5 ways SOP's will benefit your small business.

- 1. Reduce the learning curve and training time for new employees.** When someone new joins your team, a well written SOP can be a lifeline for them to be able to know not only how things work, but how they work in your specific business. As an example: You can ask a new employee to prepare for a workshop you are hosting next month. With a well written SOP, they will know exactly which conference center you prefer, with all the contact details, what type of setup you typically have, which vendors or clients attend, and how to get in touch with them all without having to ask you about it all. It's a great time-saver and confidence booster for the new employee.
- 2. Keeps things consistent.** Because of the very nature of SOP's it forces all employees regardless of experience to handle each task the same way providing the same outcome for your client.
- 3. Delegation becomes easier.** With well written SOP's it becomes much easier to delegate with

confidence a task to another employee knowing it will be done right. You can stop micromanaging as everyone will know who's responsible for what, and what the outcomes should be.

- 4. Ensure business continuity.** I speak about business continuity a lot when it comes to backup and disaster recovery, however SOP's can ensure your business isn't interrupted when a key employee leaves or is temporarily unavailable.



- 5. Ensures your clients get consistency and the best possible experience from you.** Because there's a standard way to deal with all client inquiries, billing, refunds, follow-ups etc. clients will get the same response from all your staff; the right one!

Where To Start

There are many places online to gather information on SOP templates. A quick Google search will yield many results. My recommendation is to use a database to store your SOP's so that it's easy to change the formatting later if you choose. There are many cloud based tools

to help you with this.

The important part is to make SOP's a culture in your business starting from the top level of management. Start by creating SOP's for your own job and get everyone involved.

We started our SOP's a few years ago, and have been adding SOP's each month, and it has made a world of difference especially when it comes to peace of mind, and customer satisfaction.

- Bryan Lachapelle, B4 Networks Inc.

Shiny New Gadget Of The Month:

Finally: An Easy Way To Control The Family Net



Got kids aged six to 16?

Circle With Disney is a new device that helps make Internet struggles at home a thing of the past. Imagine: no more negotiating with kids to get off the web and come to dinner (or get their homework done).

This 3½-inch white cube with rounded corners (it's not exactly a circle...) lets you control Internet usage around your house with a tap on your iPhone. (Android compatibility coming soon.)

With presets by age group, or custom controls, Circle helps you restrict who in your family surfs what, and when. It also tallies how much time each person spends on any site. You might even want to monitor your own Facebook or Pinterest time (or maybe not...).

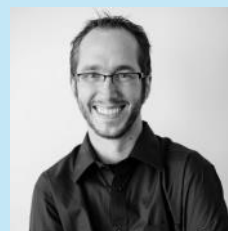
Circle also lets you put your whole home network on pause, sets up in about five minutes and works with your router.

Just \$99 at MeetCircle.com may be all you need to win your family back from the web – at least for a few minutes a day.

Tek Tip of the Month

The Windows Game Bar

In Windows 10, hit the Windows key + G to open the game bar. This tool lets you record not only footage of games, but any open application! You can use this footage to show off gameplay to friends on Youtube, or more importantly record an error and send it to your IT team. Alternatively, you could record a training video for your staff!



Alex Vandersteen
Network Administrator

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

5 Ways To Spot A Social Engineering Attack

(Continued from page 1)

someone impersonates a trusted individual or authority figure to gain access to login details. It could be a fake IT support person supposedly needing to do maintenance...or an investigator performing a company audit. Other trusted roles might include police officer, tax authority or even custodial personnel, faking an identity to break into your network.

4. **Quid Pro Quo** – A con artist may offer to swap some nifty little goody for information... It could be a t-shirt, or access to an online game, or service in exchange for login credentials. Or it could be a researcher asking for your password as part of an experiment with a \$100 reward for completion. If it seems fishy, or just a little too good to be true, proceed with extreme caution or just exit out.

5. **Tailgating** – When somebody follows you into a restricted area, physical or online, you may be dealing with a tailgater. For instance, a legit-looking person may ask you to hold open the door behind you because they forgot their company RFID card. Or

someone asks to borrow your laptop or computer to perform a simple task, when in reality they are installing malware.

The problem with social engineering attacks is you can't easily protect your network against them with a simple software or hardware fix. Your whole organization needs to be trained, alert and vigilant against this kind of incursion.

For more on social engineering as well as other similar cyberthreats you need to protect your network from, get our latest special report on this crucial topic:

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

Don't let your organization be caught like a sitting duck! You've worked way too hard to get where you are today to risk it all due to some little cyberhack you didn't know about. Call us at **905-346-4966**, or e-mail me directly at bryan@b4networks.ca, and get your copy of this crucial preventive guide today – before your company becomes yet another social engineering statistic.

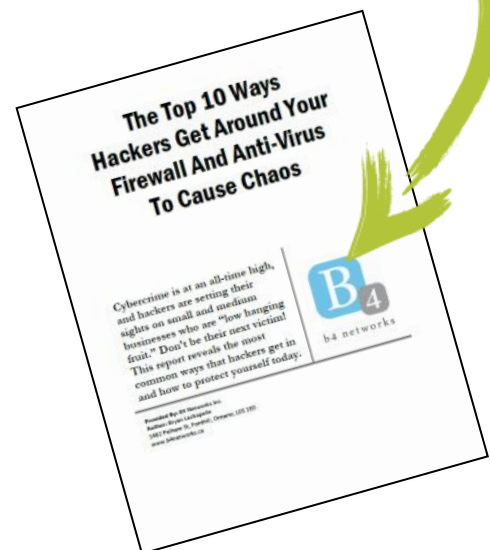
The Top 10 Ways Hackers Get Around Your Firewall And Anti-Virus To Cause Total Chaos

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!



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News From Around The Web

Want to know your Lyft or Uber passenger rating?

Ratings are a two-way street with both Uber and Lyft. Of course, as a passenger you can rate your driver. Yet passengers are rated too, by their drivers. To find your average Uber passenger rating, open your Uber app and tap the menu bar in the top left corner. Then follow this path: Help > Account > "I'd like to know my rating." Tap "Submit" on the explanation page and your rating should then appear. Lyft has no such system, however their support team may send your average passenger score to you if you request it. Want to improve your score? Be nice to your driver and show up at your pickup location on time.

-Glitterless.com

Forget apps...here comes the voice-controlled future.

Soon, we won't be fumbling around with a gazillion different apps, trying to figure out which one turns off the sprinklers in the front yard... Apple Siri, Amazon Echo and now Google Home all point to the future of digital living. When it comes to voice plus smart machines vs. finger taps on a phone, voice wins, hands down. You don't want to use a weather app, you just

want the forecast. Your customers won't go to your website and download an app; they'll interact with your business in some way by voice. That future will arrive in the next five to 10 years. Will your business be ready?

-Inc.com

Skip the airport - just hop in your e-jet and fly!

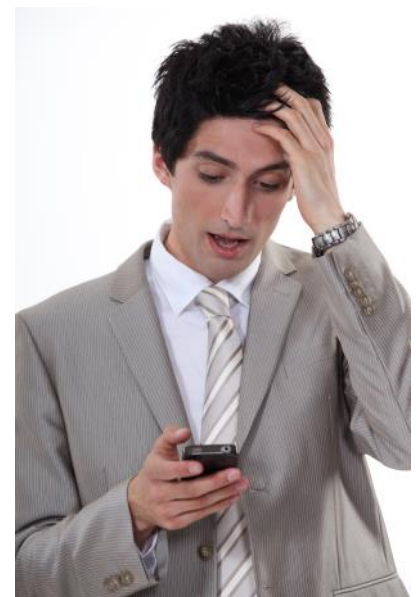
By 2018, owning your own battery-powered VTOL (Vertical Takeoff and Landing) two-seater could be one step closer to reality. That's the plan for the Lilium Jet, being developed in Germany under the auspices of the European Space Agency. This Jetsons-looking aircraft sports "fly-by-wire" joystick controls, retractable landing gear and gull-wing doors. Its developers claim it will have a top speed of 250 miles per hour and could be available to the public as soon as 2018. Designed for daytime recreational flying, it's quieter - and safer - than a helicopter, thanks to its battery-powered ducted fan motors and intelligent, computer-controlled takeoffs and landings. And pricing, according to its developers, will be far less than similar-sized aircraft.

-GizMag

Is your mobile website stressing people out?

Of course, page-load times can affect conversion and brand perception. But did you know they also affect user heart rate and stress levels? According to a 2016 study on mobility by Ericsson, page-loading delays lead to an average 38% jump in heart rate. Remember the last time you watched a horror movie? It's about that stressful... Not how you want your visitors to feel. To keep your page loads painless and your visitors happy, make sure your website is mobile-friendly. It needs to be quick and easy to navigate and engage with. You have a lot at stake in your website - and making it stress-free for visitors could make a big difference.

-HubSpot Blog



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Testimonial From A Great Client



The service B4 Networks provides is phenomenal compared to what another company will give you... The personal service is bar none the best I've ever seen.

Guest Article: Your Crystal Ball For Hiring

I don't know if what I'm about to share with you is impressive or pathetic...

First, a brief history, to earn your trust. I studied in graduate school 20 years ago with the Father of Management, Peter Drucker. He estimated that managers make hiring mistakes 50% of the time.

This topic of hiring talented teams always intrigued me. My father was an industrial psychologist, so I had been around this topic for my whole life. In 1998 I finished my PhD dissertation on this topic of evaluating various methods for hiring. I had read about 50 years' worth of research and noted some interesting findings, like "Don't ask hypothetical questions." As it turns out, candidates give you hypothetical answers. Yet today, so many leaders pose hypothetical questions to their candidates - "How would you do this? How might you do that?"

During my PhD dissertation study, I found that, consistent with the field of research, there were a few key things that really worked in interviewing: 1) to have a specific set of criteria in mind (scorecard), 2) to collect not a little, but a lot - hundreds of data points - on a candidate's accomplishments and failures from their actual past experiences, and 3) then scoring candidates on a consistent set of criteria (apples to apples).

These "past-oriented interviews," as I called them in my PhD dissertation, were the most valid and reliable predictor of a candidate's future performance on the job (as opposed to "future-oriented" or hypothetical interview formats). I wanted to share

this important insight with the world. To give leaders a crystal ball.

An interview process, if done right, gives you a crystal ball.

For the last 20 years, my colleagues and I have used this approach to evaluate over 15,000 candidates for leadership jobs in all industries. We have taught thousands of people how to use this method for hiring - business leaders, entrepreneurs, as well as government leaders, including three sitting US governors, and top brass in the military. It works. Clients who follow our methods achieve a 90% hiring success rate. And you can too. (Come to my SMARTfest event and I'll teach you how!)

And this approach follows a very simple structure of collecting highs and lows from a candidate's education years, then asking five questions about every job: What were they hired to do? What did they accomplish that they were proud of? What were mistakes in that job? Who did they work with and how were they viewed? And why did they leave that job?

This is straight out of our book *Who*, which has been - since its publication in 2008 - the #1 top-selling and most-acclaimed book on this topic in the world. And this topic, hiring talented teams, has become the #1 topic in business, if you look at any recent survey of what's on the minds of CEOs and investors.

We want you to apply this concept to improve your hiring success rate from 50% to 90%. That's why we're giving you free access to the Who Interview Template at GeoffSmart.com/smartthoughts.

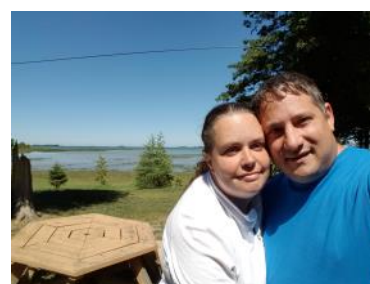


Geoff is Chairman & Founder of ghSMART. Geoff is co-author, with his colleague Randy Street, of the New York Times bestselling book *Who: The A Method for Hiring* and the author of the #1 Wall Street Journal bestseller *Leadocracy: Hiring More Great Leaders (Like You) into Government*. Geoff co-created the Topgrading brand of talent management. Geoff is the Founder of two 501c3 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 B.A. in Economics with Honors from Northwestern University, an M.A., and a Ph.D. in Psychology from Claremont Graduate University.

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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

Established in 2006 by Kevin Doyle, a veteran electrical utility technician, Frontier Utility Locating Services has become a trusted source for private utility locates throughout Eastern Canada.

Their goal is to increase excavation safety in the environmental, geotechnical and construction industries. Frontier benefits from years of utility and locate experience to help clients achieve that safe goal.

Delivering an added layer of safety and protection for clients staff and property, they provide precision utility detection and location on drilling and excavation projects. With projects as small as scanning one proposed borehole location to complete site facility mapping, Frontier provides due diligence for any excavation work that you perform.

They continue to build on their reputation as a highly-trusted private utility locating firm that is responsive and reliable,

helping clients to meet today's rapidly changing safety requirements.

With a thorough understanding of utility installation methods and standards, Frontier delivers a level of experience and knowledge most locate companies don't. Coupled with years of specific service in the environmental, geotechnical and construction industries, they are able to bring these worlds together to provide a comprehensive assessment of your project requirements, and ensure an outstanding level of safety and precaution for each specific job.

Frontier continues to provide services to an increasingly diverse range of clients and projects, delivering cost-effective and innovative solutions.

Phone: 905-548-7643

Web: www.utilitylocator.ca



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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