

May
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 8 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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Social Engineering

If you don't prepare your staff, your business could fall victim.

Your business has become more and more dependent on automation, and you store much of your proprietary and business data in its native and vulnerable state. Yes, your IT folks stand guard at your firewall; you have all the latest and greatest virus and malware detection, but what about the threat of social engineering breaches?



People Information Security

Social engineering is the hacker's easy way around IT security safeguards, and it piggybacks on people. It's like a bank that has a 2-ton door, which couldn't be forcibly accessed with a 16-inch artillery shell, but a bank employee can open it with a simple numerical combination. Say the employee jots the combination down in an address book and loses it. The combination becomes mightier than the Howitzer shell.

Hackers are tricky and rely on trust

Hackers also rely on social engineering through stealth and subterfuge. They rely on people's natural inclination to trust, rather than on high-tech hacks to gain unauthorized access. They manipulate people with techniques like impersonating.

One popular annual conference among global hackers is DefCon. Neeraj Sahni in one online piece, describes a simulated attack on Fortune 500 companies in real time. Calling from soundproof boxes, the demo team posed as internal auditors. They built trust with the employees on the phone and got them to answer questions about their network, including their computer type, operating system, antivirus and browser software and the type of remote access the company uses.

In another case, a hacker used social engineering to take over a person's cellphone account with nothing more than his cell phone number and name, by pretending to be his wife with a recording of crying baby in

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

News From The Web

Hate waiting for pages to load on your smartphone? There's an "AMP" for that.

And no, that's not a misspelling of "app"...it's an acronym for *Accelerated Mobile Pages*. As you may have noticed, there's a little problem with the mobile web... You click a link on your smartphone, eager to consume the content... What shows up is a spastic jumble of jerky images, videos and ads as the page loads...eventually...if you care to wait. (40% of people bail after three seconds.) Google's new AMP Project aims to fix that. "AMPed" pages load almost instantly with a simple, easy-to-consume format. To see it for yourself, pull out your smartphone and visit g.co/ampdemo.

-Copyblogger

Encryption in The Cloud - How safe is your data?

Cloud technology can add a whole new layer of protection to your data backup system. However, it's important to recognize that there's one key difference between cloud service providers that will determine how safe your data is. When stored data - aka "data at rest" (vs. data in transit) - is encrypted,

some cloud services keep the decryption key in their software. If hackers get that key, they can get your data. That's why it's important when selecting a cloud service provider to be informed about their security measures. Before choosing, compare encryption methods. It pays to know that your company's digital property is safe - and will be there when you need it.

-TechAdvisory.org

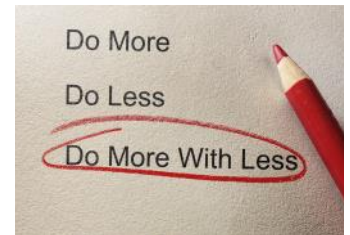
Virtual Reality - Useless gimmick, or valuable marketing tool for your business?

According to investment firm Piper Jaffray, there will be \$5.4 billion worth of virtual reality devices on the market by 2025. The uses for small business are limited only by imagination. A roofing company, for instance, could, with this technology, give their prospective customers a live virtual tour of their roof, demonstrating its condition and places where they need to replace shingles - *without* having to climb up on it. A roofer could also show a prospective customer what various colored shingles would actually look like on the roof by placing a hologram on it.

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Shiny New Gadget Of The Month:

All This For Just 5 Bucks



If you haven't tried Fiverr.com yet, you're in for a treat. Fiverr is a global online marketplace where freelancers offer to perform an amazing variety of tasks and services, starting at just \$5.00.

Need a whiteboard-style video for your website? A new logo? Help creating a PowerPoint or Prezi presentation? Then you need to check out Fiverr.

To be clear, I'm a big fan of using local talent when possible, but sometimes you just need something quick and cheap. So this may be a good alternative for you.

To get started, just go to Fiverr.com. And for best results, follow these five rules:

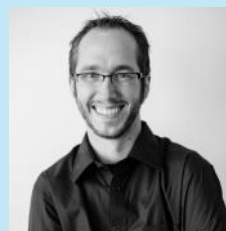
- 1. Steer clear of bad gigs** - Buying hundreds of backlinks for your website might sound cool... Then again, you might be in for a nasty surprise. If a gig *seems* fake, it just might be... Find another gig.
- 2. Shop around** - Compare different sellers and use the "Favorites" feature to build a shopping list before you buy.
- 3. Examine closely** - Check reviews, response time, number of gigs completed and gig details. Questions? Ask the seller *before* buying.
- 4. Communicate clearly** - Save time by spelling out in exact detail what you want in your order.
- 5. Accept nothing less than perfection** - Top sellers are often happy to make revisions until you're happy.

Okay? Ready, set...go save a boatload on your first Fiverr gig!

Tek Tip of the Month

Microsoft Excel Quick Key Reference Cut-Out

Automatically SUM()	ALT + =
Jump to the End of a Column	CTRL + ↓
Jump to the Start of a Column	CTRL + ↑
Select Entire Column to last entry (start at top of column)	CTRL + Shift + ↓
Select Entire Column	CTRL + Space
Select Entire Row to last entry (start at far left of row)	CTRL + Shift + →
Select Entire Row	SHIFT + Space
Tab between worksheets	CTRL + "Page up" or "Page Down"
Undo Last Action	CTRL + Z
Redo Last Action	CTRL + Y



Alex Vandersteen
Network Administrator

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

10 Things You Must Do Now To Prevent A Costly Data Disaster

In less than 60 seconds, you are about to learn 10 things that could save you days – or even weeks – of downtime, not to mention the undue stress on your company, and potentially thousands of dollars lost, due to a data disaster...

Use this article as your checklist in a conversation with your IT company to assure that your business has the right plan in place to get back up and running quickly if and when disaster strikes.

1. **Keep a written plan.** Simply thinking through in ADVANCE what needs to happen when things go south on you, and documenting it, can go a long way toward getting your network back up and running quickly if it gets hacked, flooded or compromised by human error or equipment failure.

Outline the types of disasters that could happen, and a step-by-step recovery process. Be sure to include a budget, what to do, who should do it and how. Store printed copies along with key contact information and login details for essential websites 1) in a fireproof safe, 2) off-site at your home, 3) at each key employee's home and 4) with your IT consultant.

2. **Hire a trusted professional to help you.** Trying to recover data after a disaster without professional help is business suicide. One misstep can result in weeks of downtime, or permanent data loss. To improve your odds of a quick recovery, work with a pro who has experience in both setting up your plan and helping you recover when a loss occurs.

3. **Have a communications plan.** What if your employees can't access your office, e-mail or phone system – how should they communicate with you? Make sure your plan details the alternatives, including MULTIPLE ways to stay in touch.

4. **Automate your backups.** THE #1 cause of data loss is human error. If your backup system depends on a human being doing something, it's a recipe for disaster. ALWAYS automate your backups so they run like clockwork.

5. **Keep an off-site backup copy of your data.** On-site backups are a good first step, but if they get flooded, burned or hacked along with your server, you're out of luck. ALWAYS maintain a recent copy of your data off-site.

6. **Be able to access and manage your network remotely.** You and your staff will be able to keep working if they can't get into your office. Your IT manager or consultant can quickly handle an emergency or routine maintenance. And you'll love the convenience!

7. **Image your server.** Storing your data off-site is great – but bear in mind, if your system goes down, the software and architecture that handles all that data must be RESTORED for it to be of any use. Imaging your server creates a replica of the original,



saving you an enormous amount of time and energy in getting your network back in gear. Best of all, you don't have to worry about losing your preferences, configurations or favorites.

"It's critical to keep your network patched, secure and up-to-date."

8. **Document your network.** Network documentation is simply a blueprint of the software, data, systems and hardware that comprise your company's network. Let your IT manager or consultant create this for you. It'll save you time and money in the event your network needs to be restored.

It also speeds up everyday repairs and maintenance on your network when technicians don't have to waste time figuring out where things are and how they're configured. Plus, it may help with insurance claims in the event of losses due to a disaster.

9. **Maintain your system.** While fires, flooding and other natural disasters are certainly a risk, it's ever more likely that you'll experience downtime due to a virus, worm or hacker attack. That's why it's critical to keep your network patched, secure and up-to-date. And don't forget: deteriorating hardware and corrupted software can wipe you out. Replace and update them as needed to steer clear of this threat.

10. **Test, test, test!** If you're going to go to the trouble of setting up a plan, at least make sure it works! Hire an IT pro to test monthly to make sure your systems work properly and your data is secure. After all, the worst time to test your parachute is AFTER you jump out of the plane.

Need help getting this implemented? Contact us by May 31 at 905-346-4966 or directly at bryan@b4networks.ca for a FREE Backup And Disaster Recovery Audit.

Download our free report: www.b4networks.ca/disaster

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

Social Engineering (cont..)

(Continued from page 1)

the background. A few moments later she had added herself to the account, change the password (effectively locking the owner out.)

The 85 percent factor

And here's the really scary part: According to Forrester Research, "the majority of security breaches involve internal employees, with some estimates as high as 85 percent." You're spending time and money on protecting your infrastructure, but you could be getting only a 15 percent return in terms of safety.

Here are five main sources of information security breaches, which are at the root of that astounding statistic:

1. Phishing and e-mail fraud, which targets a specific organization so as to gain unauthorized access to confidential data. These attacks are becoming increasingly sophisticated and can dupe unwitting employees into giving up passwords and confidential

data.

2. Mobile computing, including laptops, the pervasive smartphones and other portable devices, which could allow users to bypass perimeter defenses such as firewalls.
3. Disgruntled former employees or unintentional access to areas where the average employee should not tread. Never underestimate the anger of a downsized or tech-savvy employee. Also, do you really want every employee to see your HR and payroll data?
4. Overworked IT managers and administrators who fail to ensure that they have the latest software patches and updates to plug ever-emerging security holes.
5. Lack of strict usage policies to prohibit employees from sending sensitive information by insecure email. If you haven't written them out, your people are vulnerable.

Yes, you have to stay on top of the external threat vectors, but always



remember the analogy of the 2-ton bank vault and the stolen safe combination. Pay attention to your people and think about the startling 85 percent of data breaches that people — not servers — account for. You need a written cybersecurity plan in plain English, in language that everyone can understand, and a training program centered around educating employees on identifying social engineering tactics.

- Bryan Lachapelle, B4 Networks.

(Continued from page 2)

Think VR is some far-fetched future techno-dream? Pull out your smartphone and check out "Monocle" on the Yelp app.

-MarketingLand.com

Laptop, Tablet... Or 2-in-1?

Are you toting around two devices – a laptop to get serious work done and a tablet for a little Baldur's Gate or Facebook action? If you're in the market for a new

laptop or tablet, it's time to consider getting a 2-in-1. Like an SUV or Swiss Army knife, 2-in-1's offer supreme versatility. Windows 10 was built for these machines, and with prices, power and battery life now falling in line with laptops, you can save time, money and weight with a 2-in-1. Unless you're a high-end gamer or graphics pro, you owe it to yourself to check out the latest versions of these new mobile gadgets.

-Laptop Mag

Testimonial From A Great Client



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

These guys are here basically before I am; If they spot a problem, half the time they're here in the driveway - before I can get there."

Pamela St-Jean, Administrator, Thorold Auto Parts

Guest Article: Conquering Connecting

"Everyone looks so much better when they smile." – Jimmy Fallon, host of the legendary *The Tonight Show*

What a meteoric ride Jimmy Fallon has had to the top!

How did this son of an IBM machine repairman get to the chair once occupied by maybe the most legendary figure in comedy TV for 30 years straight, Johnny Carson?

He did it through exceptional networking.

In the span of about five years, Jimmy went from a *Saturday Night Live* alum, unsuccessfully navigating Hollywood, to a late-night star and host of NBC's *The Tonight Show*, one of the most respected franchises in entertainment. This did not happen by accident...

Fallon's meteoric rise is partly due to his intense focus on developing relationships with people who could advance his career.

Another key? Fallon worked his butt off.

While still a computer-science major at Albany's College of Saint Rose, he performed comedy at small clubs and obsessed about the comedy industry.

Through a connection with his former employer at a New York alternative newsweekly, his audition tape reached Hollywood agent Randi Siegel, who had ins with the crowd at *Saturday Night Live*.

Siegel found 21-year-old Fallon's performance to be charmingly amateur, but she could see that he was naturally talented. She gave him a call and was surprised to hear, after introducing herself, "Randi Siegel! I know who you are!"

Randi was so impressed by his knowledge of the comedy industry and

enthusiasm that she agreed to take him on as a client. With Siegel's connections, Fallon was able to eventually get hired as a cast member with *SNL* in 1998.

At SNL he developed the relationship that would define his career.

The show's creator, Lorne Michaels, is so powerful and respected in the industry that cast members are often intimidated by him. As a rookie, Fallon was no different, but he wanted to befriend Michaels. So after every show, he went over to Michaels and thanked him for the show.

Michaels developed a rare friendship with Fallon. Following the drama of Conan O'Brien's short stint as host of *The Tonight Show*, Michaels decided that his trusted Fallon would take the renowned position.

Fallon made a point of connecting with former *Tonight Show* host Jay Leno and would ask for advice. Leno said, "Most people in show business think they know everything. They don't really listen to the other person. 'Respectful' is the best word I can use for Jimmy."

His approach worked.

Since starting in February 2014, Fallon has attracted around 4 million viewers each night, with a much higher share of the 18-49 demographic than his predecessor.

What Fallon did is a) he worked hard (let's not forget that), and b) he networked brilliantly by asking questions of others, listening, acting on their advice, showing gratitude and being a genuinely good human being.

So, who are three connections you dream of networking with in order to boost your success?

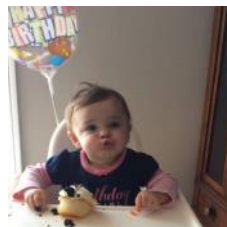


Darren Hardy is the visionary force behind SUCCESS magazine as the Founding Publisher and Editor, and is the New York Times and Wall Street Journal bestselling author of what has been called "the modern day Think and Grow Rich": The Compound Effect—Jumpstart Your Income, Your Life, Your Success (www.TheCompoundEffect.com) and the world-wide movement to onboard 10 million new entrepreneurs through his latest book The Entrepreneur Roller Coaster--Why Now is the Time to #JoinTheRide (www.RollerCoasterBook.com). Access Darren: www.DarrenHardy.com and get free daily mentoring: www.DarrenDaily.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.**



Random Images From The B4 Networks Families



Client Spotlight

The Duliban name has been trusted in General Insurance throughout Southern Ontario since 1976.

In 1976, after 20 plus years working for a local steel mill, James Duliban purchased a small Insurance Brokerage in Welland and operated at that time under James Duliban Insurance Brokers. His values were clear; provide hardworking, trustworthy, independent advice to his clients to meet their auto, home, commercial and farm insurance needs.

Following the family tradition, Tom Duliban entered the business in 1985 and purchased the business from his father in 1991. Acting as President he grew the company through the principles learned from his father James and molded the successful, stable business we are today.

Over time the business has made multiple acquisitions of long standing Insurance Brokerages that met our philosophy of customer focus, stability and community presence. This started in 2001 when we acquired Myers Mosley Insurance (Fenwick), 2003 Duliban Insurance (Dunnville) and DNK Insurance Brokers Ltd. (Beamsville & Dunnville) in 2008.

In 2008, twin sons of Tom: Adam and Jason Duliban entered the business on a full time basis. Now, in ownership with their father Tom they bring education, professionalism, eagerness and a dedication to take the business to a new level with a focus to always take care of their clients.

As an independent insurance broker we search our many reputable insurance companies to see what best fits your individual needs. We pride ourselves in achieving a small town, friendly, face to face service.

Our professional staff are committed to providing you with personal service whether it is in our office, online, over the phone, or in the comfort of your own home.

For any business to flourish over such a long time it must be built on a stable foundation. Our foundation consists of our constant ability to provide competitive insurance premiums combined with quality service that only can be provided from a "Hometown Broker".

We currently staff over 30 employees who all possess a strong commitment to our communities and are involved in many not for profit local organizations. We feel that providing service to our customers involves directly being involved in the communities we serve.

We are 100% committed to become or continue to be your 'Hometown Broker'. You can trust Duliban Insurance Brokers Ltd. for all of your insurance needs.

Phone: **905-892-5723**

Web: www.dulibaninsurance.com



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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