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Technology Update

by B4 Networks

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

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"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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Don't Worry About Planning For Disasters, It Will Never Happen To Your Business... Right?



This is probably one of the biggest and most costly misconceptions that many business owners have. Usually this is because they've been fortunate enough to never have encountered a major computer related disaster, but that's similar to someone thinking they don't need to wear a seat belt when driving a car because they've never had an accident.

Disaster preparedness isn't just planning for a fire, theft, or flood. A Disaster Recovery Plan (DRP) is a flexible approach to your organization's day-to-day operations, and can even make your business more nimble and flexible in non-disaster situations.

Computers and technology have become so critical to most businesses today that most operations simply cannot function without their computer systems operating effectively. All businesses should have at least a basic plan in place. The first step in making this plan is admitting the possibility of a disaster, and this needs to be done at a senior level. If you have done that, here are a few tips to get you started right now:

Assess your current environment.

1. Define all critical functions, systems, software and data in your organization, and prioritize them in order of importance to your business (mission critical to minor) based on which ones, if destroyed, would have the greatest negative impact on your business.
2. Create a document that outlines your current IT infrastructure (network documentation) so another IT person or company could take over easily if your current IT person wasn't available, or could assist in the recovery of your IT infrastructure in the event of a disaster.
3. Determine the expectations for RTO (Recovery Time Objective), RPO (Recover Point Objective) and MTO (Maximum Tolerable Outage) for every critical function and system in your business.
4. Create an IT Assets Inventory list and identify all the functions, data, hardware and systems in your business.
5. Identify all threats that could potentially disrupt or destroy the above mentioned data, systems, functions, etc. and the likelihood of those threats.

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

Don't Let Your Phone Be Used Against You: 5 Smart Tips To Keep Your Smartphone Safe

For better or worse, we are practically “married” to our phone these days. It goes everywhere we go. It has access to our most private conversations and key financial data. It holds some of our most precious memories, in the form of pictures, sound recordings and video.

And yet, there are those who would use it to rob and manipulate you. And they're getting more and more clever each day at penetrating your defences.

So how do you protect your phone and yourself from vicious attack by these cybercriminals? Here's a basic checklist to keep you and your “beloved” safe.

1. Keep your phone with you at all times. Remember, if somebody swipes it:

- It can be used to access your money, or steal your identity.
- Someone can pose as you on your social media accounts.
- A thief can use your SIM card to rack up phone bills.

2. Keep your phone secure.

- Set a secure entry password.
- Update your phone's operating system as soon as updates become available.
- Turn Bluetooth off when you're not using it and avoid using it in crowded areas.
- Only use encrypted WiFi networks that require a password, and set your phone to not automatically connect to new networks.
- Enable remote geo-tracking and the lock and wipe functions. These will allow you to locate your phone if misplaced. You'll also be able to lock the screen and wipe the data if the phone is stolen. Just be aware that geo-tracking may enable others to pinpoint your location.

3. Keep your data secure.

- Back up your data regularly.
- Don't save passwords or PINs on your phone.
- Avoid online banking in public or crowded areas. Strangers may be able to look over your shoulder.
- Encrypt your phone's data using the built in encryption options.

(Continued on page 4)

Tek Tip of the Month

How to 'Unfollow' someone on Twitter without really Unfollowing him/her

Are you “following” a friend on Twitter who only posts things you have absolutely no interest in? Well, you could always unfollow him/her, but chances are they will find out about it and get upset with you.

Luckily, there's an easy way to prevent your annoying friend's tweets from showing up in your Twitter feed without having to unfollow him/her. And as a bonus, you'll also stop receiving push or SMS notifications from that user.

This process is called “Muting”, and it does pretty much what the name implies.

The best thing about muting someone you're following is that it's more or less a one-way street. While you won't receive any tweets or notifications from your muted friends, they'll still receive yours and be able to interact with them as usual by replying, retweeting, etc. If this sounds like what you've been looking for, you can easily mute any Twitter user by simply clicking (or tapping) the More link at the bottom of one of your friend's tweets, then clicking Mute.

Alternatively, you can mute someone by visiting his/her profile page, clicking the “gear” shaped settings icon, and then clicking Mute.



Tom Mackenzie
Client Technical

Shiny New Gadget Of The Month:

Tossing Your Video Cam To The Wind



Shooting the perfect video for your business just got easier, thanks to a new flying camera that's smart enough to follow you on its own. It's called the Lily flying camera, and it breaks new ground in ease of use. Just toss the camera in the air, and it starts shooting video. It can follow or circle or zoom in on a subject with ease. You just wear a special wrist beacon. Lily may be a cool toy, but it's also a great tool for your business.

Shooting video from the air, hands-free, quite literally means the sky's the limit on what you can do. It also means you can shoot great marketing videos without having to buy a whole lot of new gear. Just toss Lily in the air, demo your product and let Lily capture stunning aerial footage for you.

<https://www.lily.camera/>

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 Doesn't Take Backups Seriously

When it comes to backing up and protecting your company's critical data, you need to know for certain – without any lingering doubts – that you could recover your files and be back up and running again fast after a natural disaster, server crash, hacker attack or other data-erasing event.

Yet most business owners don't know for sure if all of their data is being backed up. Even fewer require their IT provider to conduct regular test restores to ensure that their backups are actually working, and many don't have a clue what they would do if they suddenly lost their data or ability to access it due to a fire, flood or other disaster.

In this comic, After Networks was supposed to make sure their clients were setup with a backup system, but failed to install it. This is a similar event that occurred to a prospect we met with. Thankfully we were able to send the drive off for data recovery and recovered the critical data, but not all of it.



ILLUSTRATION BY DANIEL VANDERSTEEN

Are you 100% SURE your backups are being done properly? Have YOU tested them?
Our Backup Service removes the worry and hassle of managing your own backup system.
Call us today @ 905-346-4966 - www.b4networks.ca

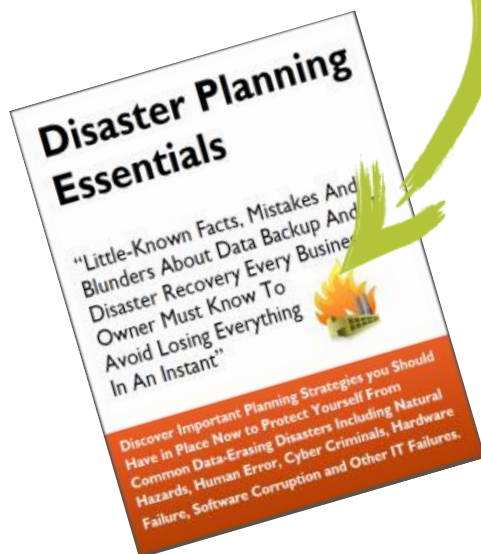
Disaster Planning Essentials Report

Free Immediate Download

This report will reveal important planning strategies you should have in place now to protect yourself from common data-erasing disasters including natural hazards, human error, cyber criminals, hardware failure, software corruption and other IT failures.

You'll Discover:

- ✓ 12 Disaster Recovery Questions You Need To Answer
- ✓ The 7 Disaster Planning Essentials
- ✓ 4 Questions About Backups That Business Owners Should Know The Answer To
- ✓ A Free Disaster Planning Checklist



Don't lose everything you've worked so hard to achieve in an instant! Plan ahead with our Free planning Guide.

Download now at www.b4net.ca/disaster or email me directly at bryan@b4networks.ca, and I'll reply to you with a copy.

(Continued from page 1)

Mitigation and Planning.

1. For each mission-critical system or function, brainstorm ways to minimize, avoid or limit the damage done.
2. For the most likely disasters, create a disaster recovery plan specific to what damage could be done (fire burns down your office, city evacuation, virus attack, etc.), and identify who will be responsible for executing the plan (your disaster recovery team).
3. Identify a recovery plan and timeline for each function, and prioritize these functions by the order in which they need to be recovered if multiple mission-critical functions were affected.
4. Create a backup strategy for your data and systems.
5. Create a testing and validation strategy, and schedule tests for your backups. (Having a backup is good, but testing that backup is critical)

Get a leg up on Disaster Planning with our helpful Disaster Planning Essentials Report. (See the info to the left).

(Continued from page 2)

4. Use apps safely.

- Apps can transmit personal data. Select permissions carefully when you install them.
- Always source apps from trusted providers and check feedback from other users.
- If you're not sure why an app needs access to your contacts, calls, photos or location, see if you can find a comparable app that doesn't require that access.

5. Be selective about how and where you use your phone.

- Stick with trusted web sites and apps when you download anything.
- Never download content from an unknown source or one you can't verify.
- Turn GPS off when you're not using it. Your location can be tracked if you have it turned on.
- Log out of web sites when you are done using them.
- Especially with e-mail – THINK before you click. Hackers are getting very clever at creating authentic looking e-mails. One false click could unleash malicious code allowing them access to all your personal data.

Keep these tips in mind to keep yourself out of harm's way — and to enjoy all the great things you love about your phone.

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

Client Spotlight—Lift Line Machinery Ltd.

Raising the Standard in Material Handling Equipment since 1979

Lift Line started in 1979 as a 3 man operation and has grown to Niagara's largest Lift Truck Sales and Service Dealer. Their dedication to Quality Customer Service has allowed them to grow to 35 employees with 20 highly trained mechanics.

Quality Lift Truck Sales and Service has always been their focus, however they also offer a full range of Material Handling and Safety Equipment.

They sell equipment and parts to companies across Canada and around the globe, while still maintaining the means and desire to provide personal service to small, independent businesses within the Golden Horseshoe area.



Lift Line is a dynamic company whose business and knowledge is constantly expanding, ready to meet the challenges of the new

millennium. Of course, Lift Line Machinery still repairs and maintains forklifts. Their team of approximately twenty highly skilled mechanics service forklifts, heavy trucks, aerial and electric handling equipment, and other industrial vehicles

within their expansive on-site shop, or from one of their fully equipped service vans. Their parts department has a vast inventory of parts and products for all makes and models of forklifts, heavy trucks and trailers, and other industrial and material handling equipment. Lift Line Machinery is able to meet all of your industrial and material handling equipment, supplies, parts, and service needs.

Phone: (905) 788-0971 - www.liftline.ca

Guest Article: Real Leadership Is Power With People (Not Over Them)

Everything we accomplish happens not just because of our efforts but also through the efforts of others. The biggest difference between people who manage others versus people who lead others is how they develop those under them.

As all leaders know, untitled or not, leadership is power *with* people, not power *over* people. Do you build people up or tear them down? Encourage or discourage others? Try to be the hero, or make heroes out of those around you?

According to researcher Tom Rath at Gallup, the No. 1 reason why people quit their jobs is lack of appreciation. Everyone wants to feel significant, to be recognized for what they do. It's important to make people feel appreciated. It's even more important to let people know there is someone who believes in them, so much so that he or she will not let them be less than they can be.

The 3 C's of Power with People:

- **Character** – Those who wish to influence others understand how important character is. When establishing character, it is critical to remember that the opposite of humility isn't pride; it is self-absorption. Few people can lead or inspire others, at work or at home, when they are self-absorbed.
- **Competence** – People who act as leaders exude competence – by their actions, by their appearances and in everything they undertake.

- **Connection** – When we act effectively as leaders, those around us bond with us – not because of our position or title in the organization, but because of their relationship with us.

Once you've developed these 3 C's in your relationships with others, you will be capable of leading. As a leader, titled or not, your job is to act as a thermostat, not as a thermometer. Industrialist Harvey Firestone said, "You get the best out of others when you give the best of yourself." So give it your best.

Leadership Action Points:

- **Express your appreciation** – To act like a leader, celebrate the success of those around and under you as if it were your own.
- **Ask others what motivates them** – When was the last time anyone asked you what motivates you? Don't make assumptions about what motivates your team either.
- **Collaborate** – When it comes to decision-making, the oft-used acronym TEAM is true: Together Everyone Accomplishes More.
- **Practice diplomatic confrontation** – Rather than confronting the person, consider what behavior of his or hers needs to change. Confront the problem, not the person.



Mark Sanborn, CSP, CPAE, is president of Sanborn & Associates, Inc., an idea studio dedicated to developing leaders in business and in life. Mark is an international best-selling author and noted authority on leadership, team-building, customer service and change. Mark is the author of 8 books, including the best seller *The Fred Factor: How Passion in Your Work and Life Can Turn the Ordinary into the Extraordinary*, which has sold more than 1.6 million copies internationally. Learn more about Mark at www.marksanborn.com.

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

TRIVIA

CHALLENGE

Congratulations to Last Months Trivia Winner:
Ann Volk from
Lifetime Vision Centre

Ann will receive a \$50 gift card to Mokus Restaurant

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

This month's trivia question is:

What does B4 Networks Specialize in?

- Solving difficult business problems with Technology.
- Reducing business overhead by optimizing computers to increase productivity
- Increase business profitability by leveraging technology.
- All of the above!

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

The B4 Networks Family



Top Left to Right: This is an older photo, but it's Scott racing in the J24 World Championships last year; Candace and Alex attending a wedding this past month.

Bottom Left to Right: Amanda, Nate, Bryan and Aiden at their family trip to the pumpkin farm; Nate and Aiden dressed up for Halloween!!! ARGH!!!

The Lighter Side: Don't Jump To Conclusions

Photographer and the Air Plane

The photographer for a national magazine was assigned to get photos of a great forest fire. Smoke at the scene was too thick to get any good shots, so he frantically called his home office to hire a plane. "It will be waiting for you at the airport!" he was assured by his editor. As soon as he got to the small, rural airport, sure enough, a plane was warming up near the runway. He jumped in with his equipment and yelled, "Let's go!" The pilot swung the plane into the wind and soon they were in the

air. "Fly over the north side of the fire," said the photographer, and make three or four low level passes."

"Why?" asked the pilot. "Because I'm going to take pictures! I'm a photographer, and photographers take pictures!" said the photographer with great exasperation.

After a long pause the pilot said, "You mean you're not the instructor?"

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 either.



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!