

November
2016

Technology Update

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

by B4 Networks

What's New

New Client

We've taken on a new client! Professional Carpet Systems in St-Catharines has selected B4 Networks to be their service provider. See Page 6 for more details. We wish a warm welcome to PCS. Thank you for putting your faith and trust in the B4 Networks team.

We are moving!

We will be moving our offices in November and December to a “temporary” location while our new permanent office is being built. Our new address will be sent to clients as well as published in this newsletter in December.



“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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Will Your Business Continuity Plan Come Through if Disaster Strikes?

Whatever industry your enterprise is part of, having a viable business continuity (BC) and disaster recovery (DR) plan in place is paramount to doing business in this day and age. Disasters can befall any business entity at any time, and often cause significant loss of some kind – either financial or through data loss or both. If you don't have a solid disaster recovery and continuity plan in place, tested, and ready to go, you could be opening your business venture up to great liability.



Nearly any amount of downtime will cost you as an SMB, especially if you do a standard amount of sales and account closures on any given day. And obviously, the bigger the organization, the more financial loss you'll suffer when disaster strikes you without having a business continuity plan locked-in. These generally come in the form of:

- Natural disasters like fires or floods
- Power outages
- Cyber breach or attack
- Technological failure

How do I get a good business continuity plan in place?

Finding an IT company in your vicinity that's qualified to provide a business continuity strategy via the latest data backup and recovery technology is the first step. Working with them to design and implement a long-range DR/BC strategy that fits your business operations is next. Monitoring and periodic testing of such a plan follows, with necessary upgrades sometimes made to bolster such a strategy where vulnerabilities may appear.

If you are an executive not normally accustomed to dealing with IT planning, then you will likely leave it to a CIO, or other representative who can handle IT services contracting for you. But, as the company owner, it will greatly behoove you to invest some valuable time in meeting with an IT support team who will act as your vCIO (Virtual Chief Information Officer). This will help fine-tune the planning, design, and implementation of a long-term business continuity plan.

Case in Point: When Disaster Strikes

Disaster threat Hurricane Matthew pounded the US East coast not too long ago, which has left many businesses on the southeast coast with significant data losses –

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

Canadian Revenue Agency Tax Refund Notice is an Email Phishing Scam

It appears at first glance to be legitimate, but on closer inspection and scrutiny it will become evident halfway cyber-savvy that the email messages currently floating around the Net purporting to be from the Canadian Revenue Agency are indeed a phishing scam. The messages claim that the recipient is eligible for a tax refund in the amount of x CAD, and then has you click on a link for where to claim it. It then asks you to provide personal and financial information in order to process the alleged refund. The email messages are also currently targeting unwitting recipients in the UK, United States, and other territories.

There are two huge red flags in this scenario that will warn off anyone at all clued into cyber safety: One, the (fake) CRA has you click on a link in an unsolicited email; and two (an even bigger red flag), they ask you to provide your credit card and personal information. Cybersecurity and Web-savvy people in general will most likely discard this email, as they should. But less aware and perhaps more financially desperate types will likely click on the link and give over their personal and financial info to these cybercriminals.

Pictured above is an actual CRA scam email. The messages are NOT from the Canada Revenue Agency, so whatever you do, do not click on the provided link. Flag them as a phishing scam (If your email server program has that function) or at least mark them as spam immediately. The website the link points you to is a phony site set up to mimic the CRA website. Cybercriminals are getting craftier and cleverer in their scareware, malware, and phishing attempts to get you to hand them your private

information so they can commit ID theft and rob you of untold amounts of money and credibility. The CRA will never send you an unsolicited email asking you for information it will already have on file, were it a legitimate email communication.



Will the Real CRA Please Stand Up?

Although the email messages look real, using the logos, language, and look of a true CRA communication, it is important to remember, again, that the Canada Revenue Agency wouldn't just send you an unsolicited email regarding a tax refund. They would send you a letter by snail mail with a phone number to call one of their representatives.

Never, never, never click on links embedded in unsolicited emails. And for mercy's sake, don't ever give over exploitable data like names, tax ID numbers, or financial information to these wily, reprehensible cybercriminals. If they don't provide a phone number and actual human being for you to verify that what is said in the email is true, then leave it alone, flag it, and delete it!

Yes, Phones Calls Too

Scams phone calls too have been an issue too. If you are called someone claiming to be a CRA representative, ask for a reference number, and let them know you'll call them back at the published number on the CRA Website.

Don't every provide payment information to anyone that calls you claiming to be from CRA, always call back the official number just to be sure. CRA will also never ask you to provide them with "Gift Cards" as a form of payment.

Shiny New Gadget Of The Month: Chromecast Ultra



Do you have a nice new 4k TV, but no way to stream your own content to it?

Good news! Google has just released the Chromecast Ultra.

The first 4k Chromecast lets you stream all your content to your 4k TV (and regular TV's as well) so you can see your digital media the way it was meant to be seen!

It can be purchased for only \$90 at https://store.google.com/product/chromecast_ultra

Tek Tip of the Month

Do you have password overload?



Do you have tons of passwords that you just can't keep track of? Try using a password manager like LastPass. It's free for personal use, and securely stores (and can even generate) all your passwords for you. The only password you'll HAVE to remember is the one to your LastPass account! www.lastpass.com



Alex Vandersteen
Network Administrator

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

Will Your Business Continuity Plan Come Through if Disaster Strikes?

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not to mention the physical equipment and hardware losses. Those ready for such a catastrophe with business continuity and disaster recovery assurance in place have fared much better, and have at least be able to continue running their operations, especially with virtual work environments, cloud services, etc., as opposed to those who've opted to go without.

Statistics on Disaster, Backup, and Recovery Readiness

It's a fact that 53% of organizations can only tolerate less than an hour of downtime before they experience significant loss of revenue or other impactful business loss.

According to a Symantec State of the Data Center Report, "Security, backup and recovery, and continuous data protection (CDP) are the most important initiatives, ahead of virtualization." 79% said data backup and recovery was "somewhat or absolutely important," while 76% rated continuous data protection as a top initiative.

A Business Continuity and Trends Survey by Continuity Central Archive found that 32.8% of respondents anticipate "large

changes" in the way their organizations manage business continuity, while 14.7 % expected no changes to their backup plan.

A disaster recovery survey done by IDC says that 53% of survey respondents reported that they were purchasing data backup tools for software or services to protect data stored on desktops.

Loss Control Consulting firm Chubb has this to say on the subject: "Consider these odds: one out of two businesses never returns to the marketplace following a major disaster. Of those that do, half go bankrupt within three years. The ones that survive plan their response to a disaster before it strikes."

Need a Business Continuity Plan?

If you need a winning business continuity plan in place, B4 Networks is a proven leader in providing IT consulting and services in St. Catharines, Welland, Niagara Falls, Grimsby and across the Niagara Peninsula.

Contact me at (905) 346-4966 or send us an email at help@b4networks.ca today, and we can help you with all of your business continuity and disaster recovery needs.

Free Report Download: The Business Owner's Guide To IT Support Services And Fees

You will learn:

- ✓ The 3 most common ways IT services companies charge for their services, and the pros and cons of each approach.
- ✓ A common billing model that puts ALL THE RISK on you, the customer, when buying IT services; you'll learn what it is and why you need to avoid agreeing to it.
- ✓ Exclusions, hidden fees and other "gotcha" clauses IT companies put in their contracts that you DON'T want to agree to.
- ✓ How to make sure you know exactly what you're getting to avoid disappointment, frustration and added costs later on that you didn't anticipate.

Claim Your FREE Copy Today at www.b4net.ca/ITGuide



IT BUYERS GUIDE
What Every Business Owner MUST Know About IT Support Services And Fees

What You Should Expect To Pay For IT Support For Your Business And How To Get Exactly What You Need

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

5 Questions To Ask Before You Move To VoIP

Thanks to Voice over Internet Protocol (VoIP) and ever-improving cloud technologies, the phone-service options available to you as a small business are plentiful, with more features at a lower cost than were ever available before.

However, with all the options and vendors, separating the good from the bad and navigating the hype can be difficult. Not only are some VoIP systems a complete waste of money, but fees can be “hidden,” so what appears to be a big cost-saving decision can end up costing you more in the long run once you’ve calculated in ALL costs over a three- to five-year period.

Here are six revealing questions you must ask to cut through the hype, half-truths and “little” white lies that could bury your company.

1) What will the call quality be like on my new system

Companies that sell phone systems and do not install and support computer networks – which is what your VoIP system is running on – are often NOT qualified to recommend or install a VoIP phone system for your office. One of the biggest reasons for VoIP failure (poor sound quality, slowed Internet speeds, etc.) is that the person selling you the system does not understand how to properly assess your company’s firewall, routers, network traffic, Internet connection speeds, as well as a host of other factors, to make sure their phone system will work as advertised in YOUR SPECIFIC ENVIRONMENT. That’s because they’re phone-

system sales guys, not network engineers.



2) How many data centers do you have and are they geographically dispersed?

If the answer is only one, run away! What happens if their ONE data center goes down? Or, more commonly, what happens when the VoIP equipment *inside* the data center goes down? Your business is without a phone until they get their systems back online! Insist on at least two redundant data centers that are in different provinces or states from each other to lower the risk of a natural disaster wiping out both data centers at once.

3) What was your uptime last year? What’s your guarantee for uptime?

If it’s anything less than 99.999%, find a different provider.

NOTE: Uptime is the system’s ability to make and receive calls. If an individual office happens to be down due to an Internet outage, this does not affect the overall reliability of the system, because the system was ready and able.

4) If my phone is unreachable, do you have automatic failover to another phone?

If your provider’s system isn’t constantly monitoring the status of your network, VoIP system and

VoIP phones, you should consider going with another provider. If your Internet goes down, or even a single phone stops working, the system should know that within a few minutes and automatically forward the calls to a predetermined destination (like a cell phone or another office location).

5) Do you offer a money-back guarantee?

If your provider is not willing to back up their claims with a WRITTEN, no-small-print, money-back guarantee, free of “weasel out” clauses, look for a vendor that does. Every phone-system sales guy is going to tell you how wonderful their system is and how you won’t experience any problems. If they’re THAT confident, have them guarantee it in writing so you’re not stuck paying for a new system that doesn’t work.

Free VoIP Assessment Cuts Through The Confusion, Myriad Of Options And Tech “Mumbo Jumbo” To Help You Make The Smartest, Safest Phone-System Choice For Your Company

If you’re looking to upgrade your phone system to VoIP sometime in the near future, this free assessment will help you avoid making any mistakes and help you navigate the endless number of choices, techy “mumbo jumbo,” conflicting advice and confusion. We’ll answer all of your burning questions and determine which phone system is BEST FOR YOU, based on your specific needs, budget, Internet connection and existing network. No charge and no obligation! Simply call us today at [905-346-4966](tel:905-346-4966) to get started!

Testimonial From A Great Client



"If someone is looking for a fast, reliable, and available IT provider, I would say look no further than B4 Networks. The B4 Networks team will take care of you, and they will make sure your computers just work when you need it. The single biggest benefit to our staff and company since moving to B4 Networks was not having to worry about computer issues, updates, upgrades, and the peace of mind knowing that when the computer comes on it just works. From all the other computer support companies we've worked with in the past, B4 Networks has excelled in providing fast, friendly and reliable service. Their staff are available to speak with just about anytime which makes it easy to get back to work when we do need help with something." - Roman A. Groch, RomAnna Management Inc., Welland

Guest Article:

Accomplish More By Doing Less

As I've considered what some of today's greatest achievers – Richard Branson, Maria Shriver, Arnold Palmer, Tony Hawk, John Wooden and Colin Powell, among many others – have accomplished in their lifetimes, I've thought about why many of the rest of us work harder and put in longer hours without achieving the same big results. What makes the difference?

After a great deal of thought, I realized the key is not to do more or work harder; the key is actually to find ways to do less and think more, to be less busy and more productive. In this, I have struck upon the very secret to what separates the super-achievers from the rest of us.

I've started applying this strategy in my own life and work. And I'd like to share with you three of the principles I have found to move from stress-filled "success" to super-achievement and a more balanced lifestyle filled with joy, harmony and personal fulfillment.

Learn to Stop Doing

Reevaluate how you spend your time and stop doing the time-wasters. The only way you can gain more time is to stop doing something. If you don't like what your life has become, you need to figure out what to stop doing so you can concentrate on activities that bring better results in your life.

Consider: if you spent just 40% of your time on your high-value activities, you could double your income. Spend 60% or even 80%, and you could multiply your income by four times.

Create and Protect Your Boundaries

For a workaholic, these are dangerous times. The natural boundaries of time allocated to work, personal and family have been obliterated. Technology has penetrated the walled

garden separating these important segments of our lives. This breach provides for constant intrusions into our attention, keeping us constantly connected and at the mercy of a stream of information and demands.

Put a junk filter on your life.

To filter incoming requests, you must first become clear on what you want.

Who are you? Who do you want to become? What is most important to you in life? What direction do you want your life to take?

What are your three most important goals for the year? This month? This week? Today?

After identifying your values, goals and priorities, put a junk filter on everything else and keep it out of your in-box and off your to-do list.

Don't Just Learn...

Knowledge isn't power; it's the potential of power. What you do with knowledge is where the power lies.

Don't just read a book and put it down.

Read it, summarize the key ideas, then write out how you're going to implement those ideas in your life. Now act, review and improve. Stick with the ideas in that book until you realize a desired transformation.

I hope you'll take time to stop and examine your life and incorporate these principles into your daily routine on your journey to super-achievement. Remember: it's not what you know; it's what you do.



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 foremost Carpet Cleaning Company in Niagara has selected B4 Networks as their IT solutions provider. Their service oriented "Do the right thing" approach has led to 26 years of exemplary work.

They boast highly skilled, trained and certified staff combined with the best chemistry, state of the art tools and equipment and to bring the best quality of service that the industry has to offer.

Their residential and commercial clients rely upon their extensive body of experience to always know the best way to get the job done right. And with their efforts to always "better their best" they have added the Custom Rug Gallery and a Binding Shop to make rug repairs and custom rug design available to their clients. As a small business in Niagara they represent what it means to strive and succeed in our region.



In order to keep PCS at the top of their game, and ensure that technology is not a deterrent to their business but an asset, PCS has selected B4 Networks, and their unique approach to technology support called *Preferred Client*.

Which is essentially a Fixed fee IT solution. This unique approach to managing and maintaining the computers, servers, backups, and cyber security is exactly what PCS needed to ensure their staff and management are laser focused on their clients needs rather than

dealing with technology issues.

For more information on B4 Networks *Preferred Client* solution, visit: www.b4net.ca/preferredclient

To learn more about PCS and the great work they do visit: www.pcsniagara.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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