

September
2015

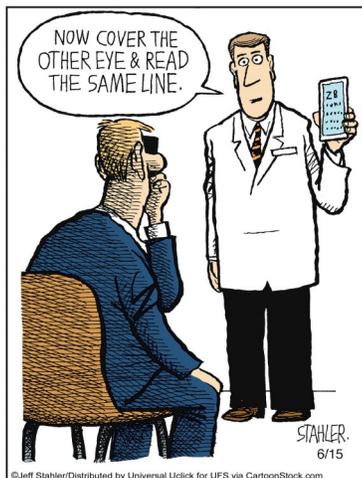
Technology Update

by B4 Networks

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

Inside This Issue...

Cybercriminals Now Have A Bull's-Eye On Small Business...	Page 1
Did Your Web Site Ranking Drop?	Page 2
Tek Tip Of The Month	Page 2
Shiny New Gadget Of The Month	Page 2
After Networks Just Doesn't Listen	Page 3
Meet the B4 Networks Team	Page 4
Client Spotlight: The Business Link	Page 5
Turn Your Biggest Weakness Into Your Greatest Strength	Page 5
The B4 Networks Family	Page 6
Trivia Challenge	Page 6
On The Lighter Side	Page 6



“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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Cybercriminals Now Have A Bull's-Eye On Small Business... When Is It Your Turn?

In a December 2014 survey by the National Small Business Association, 61% of small businesses reported being victims of a cybercrime within the past 12 months.

The average cost to recover from a cyber-attack skyrocketed from \$8,699 per attack in 2013 to \$20,752 per attack in 2014, and of the businesses targeted, 68% said they'd been hacked more than once.

Experts agree, as cybercrooks become ever more sophisticated, the threat to small business is going to get worse before it gets better...

So what can you do to beat the bad guys?

Here are three common ploys used by hackers – and how you can fend them off:

Phishing – A really legitimate-looking e-mail urges you to click a link or open a file that triggers a malware installation on your computer.

Best Defense: Don't let anyone in your company open files or click links in an e-mail unless they're certain who it came from.

Cracking Your Password – Hackers can run programs 24/7 testing password combinations. The easier your password is to guess, the more likely it is they'll crack it.

Best Defense: Consider using a password manager that generates and stores tough-to-crack passwords. For extra security, use unique passphrases for financial accounts.

Drive-By Download – You visit what appears to be an innocent site; yet when you click, your device gets hacked – and you may never know it, until it's too late.

Best Defense: Make sure your browser and operating system is up-to-date, or subscribe to a service such as our Business Security Plus program so we can take care of that for you.

Unfortunately, these three examples are just a small sampling of the dozens of ever more ingenious ways cybercriminals are breaking down the doors and destroying unprepared businesses.

Let us help!

Through September 30, call our office and receive a FREE 49-Point Cyber-Security Audit to uncover gaps in your company's online security and network stability.

Our highly trained team of IT pros will come to your office and conduct this comprehensive audit. We'll then prepare a customized “Report Of Findings” that reveals specific vulnerabilities and a Prioritized Plan Of Attack for getting any problems addressed fast.

To take advantage of this limited-time offer, just call our office at 905-346-4966 or visit www.b4networks.ca to schedule yours today.

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

Did Your Web Site Ranking Drop Because It's Not Mobile-Friendly?

As of last April, mobile-friendly web sites were given a big leg up on competitors. Known as "responsive" web sites, these sites instantly adapt to whatever device you are viewing them on.

As users were turning to smartphones and other mobile devices to surf the web, Google realized that most sites didn't display well on mobile devices. Therefore, Google updated the way they list sites, giving mobile-friendly sites a higher ranking.

Google hasn't removed all non-responsive pages from its top smartphone listings. But it's quickly heading in that direction.

According to Searchmetrics, many rankings have suffered as a result. Non-responsive yet high traffic sites such as SearchBug, Reddit and Webs.com lost visibility, while responsive sites such as Advance Auto Parts and Grist moved up in the ranks, gaining more traffic.

In addition to getting higher search rankings, responsive sites are easier for visitors to use. Happy visitors engage more, increasing the rate at which they turn into customers.

There are three ways to make your web site mobile-friendly:

- 1) Build a separate mobile edition that fits small screens and loads quickly.
- 2) Adapt your current web site design to be more mobile-friendly. In some cases it may be difficult to make such a design responsive on all devices.
- 3) Convert your current web site design into a responsive one. Going this route, you won't need a separate mobile version, and you avoid potential penalties from Google for having the same content on multiple domains.

Find out if your web site is mobile-friendly at www.google.com/webmasters/tools mobile-friendly.

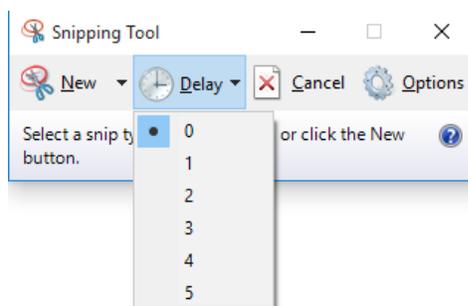
Tek Tip of the Month

New Snipping Tool Feature in Windows 10

Are you using Windows 10? If so, there's a new feature to the snipping tool that is great for taking snips of what is on your screen.

In Windows 10, you are able to add up to 5 seconds of delay time before the Snipping tool is activated.

This lets you set up the perfect screen, useful for providing error information to your IT Provider!



Alex Vandersteen
Network Administrator

Shiny New Gadget Of The Month:

Nest Cam: Keeping An Eye On Things While You're Away



Have you ever worried about what's happening at home when you're away? The Nest Cam can keep you informed.

This wide-angle camera streams sound and video to your smartphone. It will even warn you about any unusual activity.

If the Nest Cam detects sudden movement or loud noises, it instantly alerts you by phone. The video feed lets you see what's happening and even scold kids, pets or burglars through a speaker.

This product integrates with other Nest equipment. For example, smart smoke alarms can activate the Nest Cam. It also saves alerts and footage in a convenient archive. The camera even makes it easy to share fun video clips online.

If you already have WiFi, setup is a breeze. This gadget comes with a stand that lets you put it on any flat surface. It also sticks to metal objects or screws onto a regular camera tripod.

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 Is Rude And Doesn't Listen To Their Clients

You're having a bad day, and on top of everything, you're having trouble with your computer, it looks like it might be a virus. So you call your outsourced IT company, and leave a message for them to call you back. When they finally do, you're greeted by a grumpy and rude technician who doesn't listen to you, and ignores your plea for help.

At B4 Networks, not only do we answer our phones live, but our hiring process is very rigorous. In fact only 2% of technicians that apply make it. Who do you think is hiring the rest? We strive to become the easiest IT company to work & communicate with, and we do that by implementing our I CARE philosophy. To find out more, visit www.b4networks.ca/niagara-region-it-consulting



ILLUSTRATION BY DANIEL VANDERSTEEN

Have you experienced something similar with your current provider? Do you just want to work with an IT provider that will just take ownership of issues, and let you get back to your responsibilities? If so, call us today @ 905-346-4966 - www.b4networks.ca

Meet The B4 Networks Team

Over the past month we have welcomed quite a few new faces to the B4 Networks family, and it's very possible that some of you have not had the opportunity to meet some members of our staff. New to our team is Tom Mackenzie, Scott Wilson, and Marcia Ridley. Each of our team members are great customer ambassadors for B4 Networks, and thrive on helping our clients with all aspects of not only computers and technology, but also their business in general. I present to you the B4 Networks team:



Bryan Lachapelle
President

This is me, I started B4 Networks back in 2004 (under a different name then), however the reasons for starting the company hold true to this day. I believe every business has the right to have an IT firm that is reliable, honest, competent, responsive, and fairly priced.

With our unique approach to service and the team we are fortunate to have with us, I think we've achieved that goal.



Amanda Lachapelle
HR Manager

You won't find Amanda at the office often, as she runs her own very successful business in photography.

(www.amandalachapelle.ca)

As busy as she is though, Amanda is an integral part of our team, and is responsible for helping put together the team you'll see below. Amanda also assists with the development of policies and customer service best practices that have guided us over the years.



Steve Lamarre
Service Manager

Steve is our service manager. Steve has been with B4 Networks since December 2012, and is an integral part of the B4 Networks team. As service manager, Steve is responsible for coordinating all the service requests that our clients send in. Steve is also responsible for planning and keeping most projects on track and on time.



Alex Vandersteen
Network Administrator

Alex is our Network Administrator. He is responsible for making sure our clients networks are configured properly, kept secure, and to make sure everything is backed up properly. Alex also performs quite a bit of our remote assistance service requests, and will likely be your first point of contact for regular service requests.



Tom Mackenzie
Customer Technical Consultant

As Customer Technical Consultant, Tom works primarily with our managed clients on special projects. Tom is responsible for meeting with our managed clients every three to four months to review their network health, security status, as well as create or update their disaster recovery plan and network documentation. Tom is also available to help our managed clients with strategic guidance / planning and IT Budgeting.



Scott Wilson
Service Technician

Scott is our field service technician. Scott will likely be the technician that comes to your office to perform any type of onsite service. From new server and desktop deployments to helping clients with day to day service needs, Scott is ready to help in anyway he can. While Scott performs most of our onsite work, he provides quite a bit of our remote assistance as well.



Marcia Ridley
Marketing and Office Administration

While you will not see Marcia often, she's hard at work in all aspects of marketing and general office administration. Some of Marcia's responsibilities include getting our marketing planning such as campaigns and our newsletters out on time, following up with prospects, as well as keeping the office running smoothly.



Larry Lemelin
Public Relations

If you see Larry around, it will most likely be while he is out at networking events and promoting B4 Networks through his many contacts. Larry's responsibility is to educate the public about the company and look for great companies that may need the services of B4 Networks. He is very approachable and loves to meet new people and comes to us with lots of experience having run his own successful Limo company.

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

Client Spotlight

Serving the Niagara and Hamilton regions, The Business Link is a leading media group consisting of newspapers, magazines, specialty supplements, print services, social media and online platforms. Founded in 2003 by Jim and Adam Shields, Business Link Media Group is an Industry Leader, specializing in enhancing your businesses performance through the delivery of information, knowledge and awareness.

Every business has a story that needs to be told and that's where the dedicated professionals at Business Link Media Group can help.

The Business Link's media platforms are designed to educate, inform and connect the business communities of Niagara and Hamilton. These platforms give businesses the opportunity to promote locally while offering global exposure. Over the years, their publications have been used by many firms and business leaders as a



resource tool to grow their companies. Some of their publications include The Business Link Niagara, The Business Link Hamilton, All in the Family, The Golden Highway and HWS—Health, Wellness & Safety Magazine.

General Inquiries info@BusinessLinkMedia.com

Tel: 905-646-9366

B4 Networks is now providing *The Business Link Niagara* with our Preferred IT full managed service. From resolving every day technical support requirements, to security, backups, and strategic planning, B4 Networks handles all the technology requirements for a fixed monthly predictable investment.

If a fixed fee sounds like a good fit to your business, give our team a call @ 905-346-4966.

Guest Article: Turn Your Biggest Weakness Into Your Greatest Strength

You know the standard approach – first, identify your company's weakness and then do everything you can to fix it. Practice at it relentlessly, feed your team (and yourself) with constant affirmations, do anything you can to dive deep into your weakness and fix it once and for all. If you can't fix it, then go to Plan B by burying the weakness in hopes that none of your prospects or competitors find out.

Well, here's the dealio: the business down the street that is naturally strong at the same thing your company is weak at is working just as relentlessly to improve their strength. While you are fixing something that's broke, they are getting better at something that already works. While you may improve your weakness, their strength gets better too. At the end of the day they are still ahead of you. You lose. That is, unless you know the power of spin.

Instead of trying to fix weaknesses, smart leaders will turn the tables and make their weakness or even an industry weakness a competitive advantage. A wonderful example in the restaurant industry is Dick's Last Resort. Like all restaurants that struggle with the occasional rude waiter, Dick's could have tried to fix this industry-wide weakness. Instead they turned the weakness into their greatest strength. Known to have the "most obnoxious waitstaff in the world," Dick's built a whole system around exploiting an industry weakness. They hire and train people to be obnoxious (while the competition tries to fix it), and Dick's has grown explosively.

I have found that exploiting a weakness can draw droves of prospects. So, let's do it with your weakness. Here are the three simple steps you need to take:

Step 1

Know what your (or your industry's) weakness is. The process is simple: ask your customer and prospects what they don't like about your industry. Ask more customers the same question. Very soon you will know exactly what weakness they see.

Step 2

Instead of brainstorming ways to fix it, brainstorm ways to make the weakness absurdly weak. Can you make fun of it? Can you make it the core experience for your customers (think Dick's Last Resort)? How can you make the weakness a good thing?

Step 3

Now that you have a new and improved weakness, let the world know all about it. Market it to your prospects, inform your customers and even leverage all that work your fiercest competitor put into highlighting your weakness in the past.

The process of spinning a weakness takes courage, and that is exactly why it works. It is likely you have been afraid of doing this in the past, and it is highly likely your competitors are just as afraid too. If you have the courage to spin your weakness into an über-weakness (a.k.a. a big-time strength), you might just blow your competition out of the water once and for all.



MIKE MICHALOWICZ (pronounced mi-KAL-o-wits) started his first business at the age of 24, moving his young family to the only safe place he could afford—a retirement building. With no experience, no contacts and no savings, he systematically bootstrapped a multimillion-dollar business. Then he did it again. And again. Now he is doing it for other entrepreneurs. Mike is the CEO of Proventus Group, a consulting firm that ignites explosive growth in companies that have plateaued; a former small-business columnist for The Wall Street Journal; MSNBC's business makeover expert; a keynote speaker on entrepreneurship; and the author of the cult classic book *The Toilet Paper Entrepreneur*. His newest book, *The Pumpkin Plan*, has already been called "the next E-Myth!" For more information, visit <http://www.mikemichalowicz.com/>.

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

TRIVIA

C H A L L E N G E

The Winner of last month's Trivia Challenge Quiz is **Angela Alexander** from **Metrics@Work Inc.**

This month's winner will receive a \$50 Gift Card to a Fonthill Restaurant

This month's trivia question is:

Which one of these is not September?

- a) Chicken Month
- b) Potato Month
- c) Carrot Month
- d) Rice Month

To enter email me your answer: **bryan@b4networks.ca** or visit the site below 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

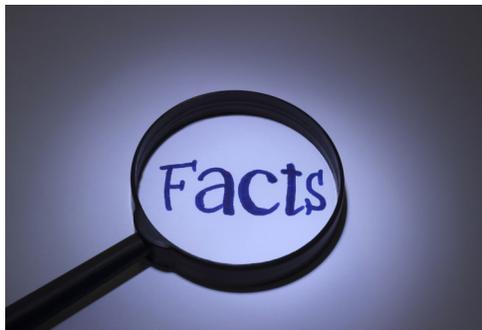


Top Left to Right: Sera baking her first muffins; Teegan learning to drive a little early; Alex and Candice enjoying the summer. **Middle Right:** Bryan and Aiden riding a boat. **Bottom Left to right:** Bryan, Amanda, Nate and Aiden on their family vacation camping; Nate posing; Aiden playing peek-a-boo in the forest.

The Lighter Side: IT Fun Facts

Technology has forever changed our lives and our world more than you know. Here are some numbers to put that fact into perspective:

1. About 4 billion people worldwide own a mobile phone, but only 3.5 billion people own a toothbrush.
2. Computers and other electronics account for 220,000 tons of annual trash in the U.S. alone.
3. About 300 hours of video are uploaded to YouTube every minute.
4. Around 100 billion e-mails traverse



the Internet every day, and about 95% of those messages go straight to spam folders.

5. The annual amount of electricity it takes for Google to handle a billion

search queries every day is around 15 billion kWh, which is more than most countries consume.

6. About 500 new mobile games appear on the Apple App Store each day.
7. The "father of information theory," Claude Shannon, invented the digital circuit at age 21 while he was in college.
8. Regular computer users blink only half as often as non-users.
9. Over 1 million children can say their parents met on Match.com

Services We Offer

- General Computer / Network Repair and Troubleshooting
- Network Design & Implementation
- Backup and Business Continuity Solutions
- Disaster Recovery Planning
- Anti Spam & Email Solutions
- Network Security / Firewall Solutions
- Fixed Fee Monthly Services Plans
- Remote Monitoring and Diagnostics, Troubleshooting and Repair
- Project Management
- Technology Consulting
- Hosted Exchange Service
- Cloud Services
- Virus and Spyware Protection



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