

September
2016

Technology Update

"Insider Tips To Make Your Business Run Faster, Easier, And More Profitably" by B4 Networks

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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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Are Your Employees Part of Your Cybersecurity Defense?

**50 percent of Small and Mid-Sized Businesses
Hacked in the Last Year With Employees as Biggest Target**

In today's increasingly malicious computing environment, hackers don't discriminate. They don't limit their focus only to "big ticket" Fortune 500 companies. In fact, this misconception is among one of the biggest reasons many small and mid-sized business are often targeted — and breached — by opportunistic cyberattacks. Today's hackers view SMBs as low-hanging fruit, since smaller businesses often either don't see cybersecurity as a real threat, or they don't feel that their data is a worthy target for a hungry attacker — both of which are completely unfounded beliefs.



In a recent study by the Ponemon Institute, researchers found that more than 50 percent of SMBs have been breached within the past 12 months, and about 75 percent of those businesses reported that attackers had infiltrated the companies' anti-virus and anti-malware protections. Only about 14 percent of the SMBs surveyed felt they had an effective approach and response to cybersecurity threats.

As hackers continue to evolve beyond our best defenses, businesses need to look at the potential vulnerabilities in elements that are often beyond their control. Employees can present a weak point in any company's security framework, since they are susceptible to human error and an assortment of convincing phishing and social engineering attacks built to operate on human sensibility and familiarity. Throw in the now-mainstream practices of BYOD (Bring Your Own Device), and any business with employees has a whole host of potential weak links in their business's security architecture.

So what can a small or mid-sized business do to defend against these rapidly advancing cyberattacks?

1. **Consider Outsourcing Your IT.** Most companies find that a third-party security vendor has the expertise and dedication to keep pace with cyber threats far beyond what the company can realistically handle internally. Small and mid-sized businesses should aim for a "products and services" approach to cybersecurity, which integrates existing IT with a 24/7/365 security and compliance monitoring service.

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

News From Around The Web

Are you addicted to your work?

To find out, rate yourself 1 to 5 on the following statements. Give yourself a 5 for “often” and 1 for “rarely”: a) You think of how to free up more time to work. b) You spend more time working than initially intended. c) Your work helps you reduce feelings of guilt, anxiety, helplessness and depression. d) You get stressed when you can’t work. e) You set aside hobbies, leisure pursuits and exercise in favor of work. If you averaged 4 to 5, then you may be at least mildly addicted to your work. Is that a bad thing? Not necessarily. While your well-being requires a certain amount of balance, having the drive, enthusiasm and energy to achieve impossible goals marks many of the most successful entrepreneurs.

-Forbes

We bet you’ve never even heard of these new technologies.

1) *Perovskite solar cells* promise to be cheap, easy to install and efficient enough to power entire buildings, large or small. Made with a compound called perovskite, they reach new areas of the light spectrum, thus producing far more

energy than current solar technology. 2) *Organs-on-chips* allow scientists to test how drugs impact the body – without putting humans or animals at risk. These micro-sized chips emulate how human organs work. By injecting the chips with drugs, scientists can observe responses such as heart palpitations to predict human responses to drugs and diseases. 3) *Super-smart nanosensors*, tiny enough to fit inside the body could, for example, alert a doctor if a patient starts to show signs of heart failure. -Inc.com

Did you know your iPhone could do this?

Respond to texts without unlocking the phone. When you get a notification, swipe left on the message and a blue “Reply” button appears. Just tap it and text away! Take a photo with the volume button. For that ultimate, one-handed selfie, open the camera app and press the “+” button for volume on the side of your phone. Have Siri read your texts out loud. This is a great tool for when your hands aren’t free or you’re on the road. Press the volume button and hold it. When the beep sounds, tell Siri, “Read my texts.” When done reading, she’ll ask you what to do with the messages. You can have her reply or read them again. -Entrepreneur

Shiny New Gadget Of The Month:

FitBark Keeps You And Your Dog Healthy



Do you know how well your dog slept last night? How much nutrition – or exercise – your dog really needs?

Whether your pup is being well-cared for at doggy day care?

With FitBark you would know all this, and more, about your favorite canine pal.

Doggy health monitors are nothing new. But, according to hundreds of verified reviews on Amazon, Best Buy, App Store and Google Play, FitBark leads the pack.

FitBark attaches to your dog’s collar and shares data with FitBark Explore, a dog health data bank that collaborates with over 20 leading universities and research institutions in North America and Europe to gain a better understanding of dog health.

You benefit from all this data by tapping into what FitBark calls truly unprecedented insights into canine health and data. All toward keeping Fido – and you – on the path to health and happiness.

\$59.95 at Fitbark.com.

Tek Tip of the Month

Browser Shortcuts!

Did you know that there are a number of keyboard shortcuts you can use in your web browser?

Ctrl + Shift + T will open the last tab that you closed

Ctrl + Shift + B will bookmark the current page

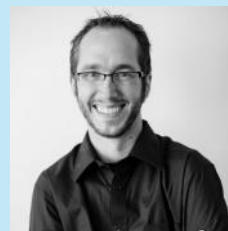
Ctrl + W will close the current tab

Ctrl + Shift + N will open a new private browsing window

Ctrl and the + button will zoom in

Ctrl and the – button will zoom out

These will all work no matter what browser you are using!



Alex Vandersteen
Network Administrator

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

Are Your Employees Part of Your Cybersecurity Defense?

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2. **Refocus Your IT Priorities — and Make Security Priority**

#1. The importance of diligent, regular maintenance and upkeep of a company's IT systems cannot be overstated. Regularly conducting software updates to remove and/or patch any vulnerabilities can stop or often decrease the chances that a hacker will access and exploit weaknesses to gain control of your network and your valuable business data.

3. **Continuously Monitor Network Traffic — and Preemptively Defend It.** These days, a business must continuously take stock of its network traffic for oddities such as unauthorized file transfers and unsavory IP addresses. When an IT security expert identifies these potential threats, they can add them to a threat list and block them from accessing your network. Your IT professional can set up application firewalls that will easily identify and block common online threats that attack your systems, and when these threats attempt to access your system, your IT admin is notified and can take further defensive action.

4. **Effective, Regular Backups Are a Necessity.**

Ransomware is perhaps one of the most successful malicious methods of attack in business cybersecurity today. This is because it easily gets past employees' defenses in the form of phishing and social engineering, and once it's in your system, it takes your business data hostage until you pay up.

If you have an effective, updated backup in place, you stand a much better chance of surviving a ransomware attack without going broke paying criminals for your data.

5. **Educate Employees to Prioritize Security.** Employees are often the weakest point in a company's IT security framework. You can lessen this vulnerability by regularly conducting security training and information sessions to keep employees in the loop and updated as to the latest company IT security policies, password protocols, and BYOD/BYON procedures.

B4 Networks is your IT security expert specializing in protecting your business against ever-evolving threats such as ransomware, phishing attacks and other cybersecurity vulnerabilities. Contact us at (905) 346-4966 or send us an email at help@b4networks.ca for more information.

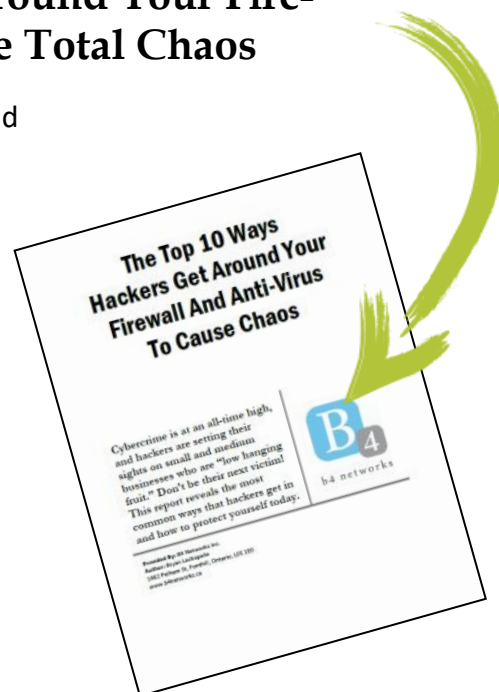
The Top 10 Ways Hackers Get Around Your Firewall And Anti-Virus To Cause Total Chaos

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!



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

School Is Back

How To Keep Your Kids Safe Online

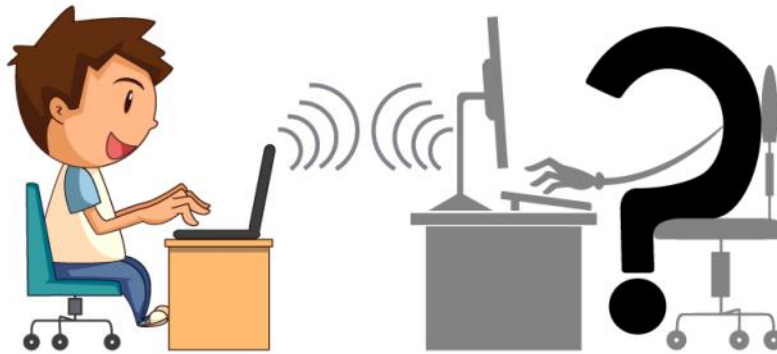
Now that school is back in, thousands of children will be surfing the Internet to conduct research, chat with new school mates, and complete homework assignments.

Although the Internet provides a tremendous learning tool for children, left unchecked it can also expose them to inappropriate material and unscrupulous individuals looking to exploit innocent children.

The statistics of online abuse towards children are alarming. According to a new survey conducted by NetAlert, nearly one child in every five using the Internet has been approached online by a stranger, and 47 per cent of children have been exposed to material that is pornographic, sexually explicit, violent, hateful, or that encourages them to participate in dangerous or illegal activities.

According to Highlights of the Youth Internet Safety Survey conducted by the U.S. Department of Justice, one in five children received unwanted sexual solicitations online, and there are a growing number of cases of pedophiles using the Internet to gain a child's confidence and arrange a face-to-face meetings (also known as 'online grooming').

These cyber criminals are using everything from spam e-mails to online messaging, children's chat rooms, and misleading domain names to trap children. If your child is using the Internet, you must take measures to educate and protect them from these dangers. As part of my back-to-school news-



letter edition, I've outlined 3 things you should be doing now to keep your kids safe online:

1. Install web and e-mail filtering software to prevent your children from viewing inappropriate material. A good, inexpensive software is offered on www.bsafeline.com. Not only will this keep the trash off your computer screen, but it will also stop inappropriate spam from reaching your children.
2. Talk to your kids about online safety and proper Internet usage. Set limits and guidelines about when they can go online, what they can do, and how long they are allowed to be online. Explain why it is dangerous for them to "chat" with strangers online or download suspicious looking files.
3. Give your children specific online guidelines or rules to follow when using the Internet. It's not enough to warn them about potential risks; pedophiles know how to cloak their identity and gain a child's confidence to arrange face-to-face meetings. Below is list of rules for kids to follow online:

information such as my address, telephone number, parents' work address or telephone number to anyone online.

- I will not give out the name and location of the school I attend to anyone online.
- I will tell my parents right away if I see a web site, e-mail, or message that makes me feel uncomfortable.

- I will never send my picture to anyone online, or upload my picture to any web site without my parents knowledge and permission.
- I will never agree to meet someone face-to-face that I met online without my parents knowledge and permission.
- I will not respond to any messages that are mean or that make me feel uncomfortable in any way. If I get a message like that, I will tell my parents right away so that they can contact the online service.
- I will never give my parent's financial information out to anyone, especially their credit card information, bank account information, or social security number.

If you want more information on how to keep your children safe online or to report illegal, violent, or explicit acts towards children, go to www.cybertipline.com. This site is run by the National Center for Missing & Exploited Children and is a great resource for parents, teachers, and guardians.

- I will not give out personal

Testimonial From A Great Client



“The biggest benefit for us is knowing that when we call, someone will be there to help us”

“The biggest benefit for us is knowing that when we call, someone will be there to help us, 24/7. Since working with B4 Networks, we've also come to appreciate the friendly and knowledgeable service provided by their technicians. One of the things that we feel set's B4 Networks apart is their understanding that process / procedure and meticulous documentation is important for corporate standards.”

- Heather McCluckie, Mentholatum Company of Canada

Guest Article: The Future Is Yours

I just did a program for a large multinational manufacturing company that has been in business for over 70 years. My client's theme for the conference was ... *The Future Is Yours*. In preparing for the program, I decided to do some research on great quotes and statements that have to do with our future.

I ran across a statement made by the esteemed economist Dr. Lowell Catlett that really surprised me. He said they did a study in 1960 and again in 2010 involving over 7,000 economists that rated their accuracy for forecasting future economic trends; their accuracy rate was 47%. He elaborated on that statement, saying, “What I just told you is, you can flip a coin and beat 7,000 economists by 3%.” He concluded his point by adding, “You can't predict the future, but you sure can prepare for it.”

So I thought I would share with you some thoughts/quotes on “Achieving Success in Your Future.” I think these quotes will help to give you a productive perspective on addressing your success in the future.

“The future is unknown, but a somewhat predictable unknown. To look to the future we must first look upon the past. That is where the seeds of the future were planted.” – Albert Einstein

“Just because the past didn't turn out like you wanted it to ... doesn't mean your future can't be better than you imagined.” – Anon

“I look to the future because that's where I'm going to spend the rest of my life.” – George Burns

“The more you take responsibility for your past and present, the more you are able to create the future you seek.” – Anon

“Your future is created by what you do today ... not tomorrow.” – Anon

“The best way to predict the future is to create it.” – Abraham Lincoln

If I had to pick my favorite quote of all of them, it would be the second one: “Just because the past didn't turn out like you wanted it to ... doesn't mean your future can't be better than you imagined.”

I don't care where you are in life, how low you have gotten or how bad it has been ... tomorrow you can start fresh, creating a better future. All great achievement begins with deciding what you want and then dedicating yourself to achieving it. So, my perspective on having future success is learning from our past. If we would just pay close attention to our *past*, it would ...

Prepare us for the future.
Awaken us to wiser ways.
Strengthen us with new skills.
Teach us new lessons.

If you don't apply the lessons you have learned from your past ... you will never improve your future. There is no rule that says your past is your destiny. You possess the power to create a great future; we all do. Remember, your future success is dependent on your present efforts ... so do something today that you will be happy you did tomorrow.

Let your regrets fuel your future ... so your future will have fewer regrets.



Robert Stevenson is a highly sought after, internationally known speaker. He is the author of the best-selling books *How to Soar Like An Eagle in a World Full of Turkeys* and *52 Essential Habits For Success*. Robert is a graduate of the Georgia Institute of Technology (Georgia Tech) and is a former All-American Athlete. He started his first business at 24 and has owned several companies. Robert has international sales experience dealing in over 20 countries, and his client list reads like a Who's Who in Business. He has shared the podium with such renowned names as Generals Colin Powell and Norman Schwarzkopf, Former President George H.W. Bush, Anthony Robbins and Steven Covey.

www.robertstevenson.org/

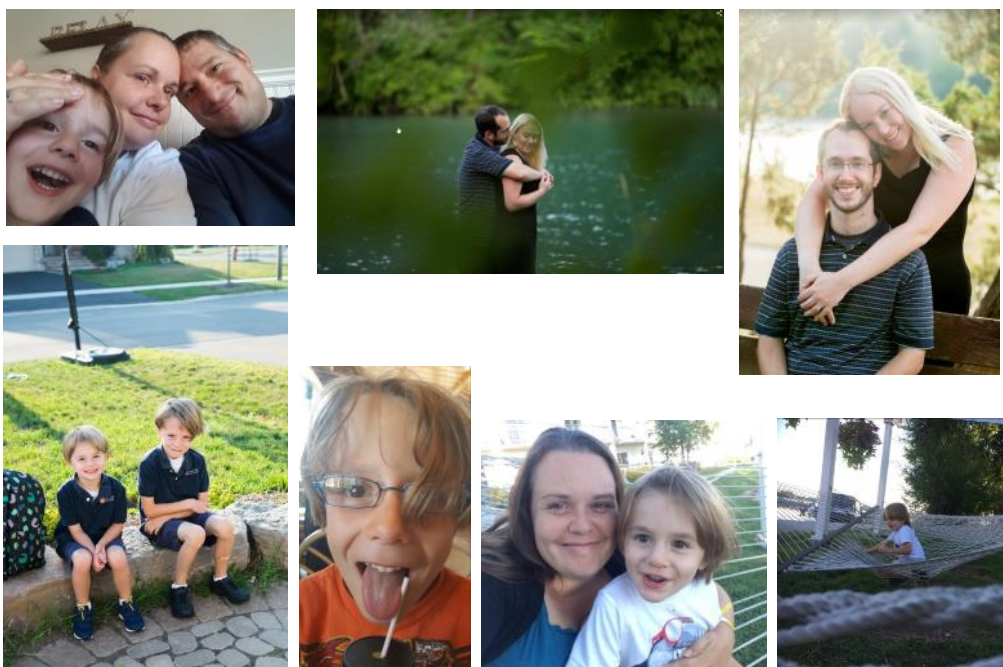
Need Help Right Away? Call our team 24/7 at 905.346.4966.

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

Adams & Leduc—Niagara Family Lawyers, have been clients for many years. In fact, they were one of the very first clients we had when we opened our doors.

As many of you know, whenever we have a need for services here at B4 Networks, we look to our clients to fulfil those services first before approaching other outside businesses.

Adams & Leduc helped me with purchasing our new home, incorporating B4 Networks, and helping us get our wills written up, so I know from experience that if you want to work with a firm and lawyers that truly cares, then Adams & Leduc is a great choice.

Adams & Leduc

Niagara Family Lawyers
Barristers & Solicitors
Avocats - Notaires
Legal Aid accepted

Ron and Claude have proudly served clients in the Niagara Region for more than 40 years, including St. Catharines, Niagara Falls, Welland, Fonthill, Port Colborne, Thorold, Fort Erie, Wainfleet and surrounding areas, covering such matters as Family Law, Real Estate, Mortgages, Wills & Estates, Criminal Law, Highway Traffic Act Court matters, debt collection and many other services.

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Services We Offer

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- General Computer / Network Repair and Troubleshooting



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