

# TECHNOLOGY UPDATE

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

## Does Ralph Work For You?

### WHAT'S NEW

B4 Networks  
**WELCOMES**  
Matthew Guadagnolo



To the B4 Networks  
**TEAM**

MARCH  
2017



"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,  
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Ralph's been a good employee for you. Shows up on time. Gets the job done. Doesn't hassle anybody.

He's also a porn addict. When nobody's looking, he's visiting sites – on your network – that you'd be appalled to see. IF...you knew about them. Without careful monitoring and filtering, this kind of Internet use on your network can remain hidden.

### Shocking?

Hard to believe it could happen at your company?

A survey by International Data Corporation (IDC) revealed that 70% of all web traffic to Internet pornography sites occurs during the work hours of 9 a.m. to 5 p.m. Ralph's little visits may seem harmless, but they're adding a serious level of risk to the financial health and security of your company.

Here's how. A visit to an adult website can be tracked. And if a logged-in user's identity is leaked, it can be embarrassing, to say the least, to that user. The user may even become a victim of "sextortion" or blackmail.

Just ask any of the people who used Ashley Madison, a dating site for illicit affairs.

When the site was hacked, users were suddenly at risk of having their indiscretions revealed. This gives cybercriminals a powerful lever to pressure an employee into revealing sensitive company data. Considering that 60% of security breaches start from within the company, you have to wonder what someone at risk of being exposed might do to keep their little secret, well...secret.

Let's face it, if you're not carefully monitoring and managing how your network is being used, your company's data could be in serious jeopardy.



# Does Ralph Work For You?

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## Content Filtering In Today's Web 2.0 World

Whether you're already monitoring user activity on your network or not, you need to stay vigilant about evolving risks. And content filtering is key. If your business is like many, you may already be doing some filtering.

## But is it enough?

As technology evolves, hackers drum up ever stealthier ways to invade your network.

Cloud-based filtering, for example, becomes a must when mobile devices tap into your network. The old concept of a static, location-based "firewall" just doesn't cut it anymore when your staff goes mobile.

Then there's social media. It's like a big window into the personal lives of your personnel. It lets cybercriminals "case the joint" before breaking in. For instance, when users log in to a personal Facebook account at work and talk about vacations, favorite hangouts or weekend activities, hackers can use that information for social engineering and other ploys.

The number of ways your network is exposed to potentially damaging content grows daily. It's no wonder that 90% of companies and government agencies surveyed by IDC detected computer security breaches within the previous 12 months. Eighty percent of those organizations acknowledged financial losses due to these breaches. With odds like that against you, an up-to-date content filtering system could well be THE "Lucky Charm" that keeps your company, and your data, safe from all kinds of harm.



**Let's not let your company become yet another statistic, hemorrhaging cash as a result of a destructive cyber -attack.**

**Call me TODAY at 905-346-4966, or e-mail me at [bryan@b4networks.ca](mailto:bryan@b4networks.ca), and let's make sure your systems are safe.**

I'll provide you with a Cyber Security Risk Assessment to check for and safeguard against any points of entry for an attack. This service is FREE, but DO NOT RISK WAITING: contact me NOW before the next scam puts your network at risk.

## Here is what a client is saying about us:

**"The personal service is bar none, the best I've ever seen, the service is just phenomenal"**

*"Our old provider was very frustrating. They meant well, but it was very hard to get service. We would be down for hours, and sometimes days, or even weeks before things would get taken care of. Now with B4 Networks, the service is phenomenal. Our staff is never unhappy, B4 networks is here sometimes before I am. If they spot a problem, they will be waiting in the driveway before I even get here. The personal service is bar none, the best I've ever seen, the service is just phenomenal."*



Pamela St-Jean, Administrator  
Thorold Auto Parts

## Why Making Your Employees Part of the Cybersecurity Process is Critical

### Your company's employees can form an important first line of defense against many security risks and cybercriminal attacks.

When many businesses decide to get serious about cybersecurity, they focus on technology-based solutions to counter emerging threats to data security and critical systems. Such tools are essential to making your business as secure as possible, but they overlook an important first line of defense: your employees. Studies have shown that half of all data of activity breaches occur because of human error, such as falling victim to a phishing email. Training your staff to act as a personal firewall can help boost your company's cyber security, and there are a few easy steps you can take to achieve that goal.

#### **Make cyber security a cornerstone of your business' culture and integrate it into every employee' job function.**

An active security policy requires that more than just a handful of employees take part. Making cybersecurity an important piece of your company's culture and getting everyone involved in all steps of the process, from policy creation to normal execution, will make your employees feel invested in the outcome of your security initiatives.

#### **Create a secure process for login credentials.**

The process of involving your employees in your company's data security starts by helping them build good security habits. Banish any sticky notes with usernames and passwords, and set up a system of two-factor authentication. If possible, have your IT service provider create an enterprise-level password management system for your business that will generate and reset passwords automatically.

#### **Make proactive security management and maintenance the foundation of your system.**

Any robust security system must be based on constant software updates and security patches to help your business stay ahead of the constantly changing and evolving nature of cybersecurity threats. If your business enlists the services of a managed IT provider who can help your company keep on top of maintenance and provide support to your employees who have questions about best security practices, you'll be a step ahead in keeping your employees engaged in the process.

#### **Use your onboarding and offboarding procedures for employees as another line of defense.**

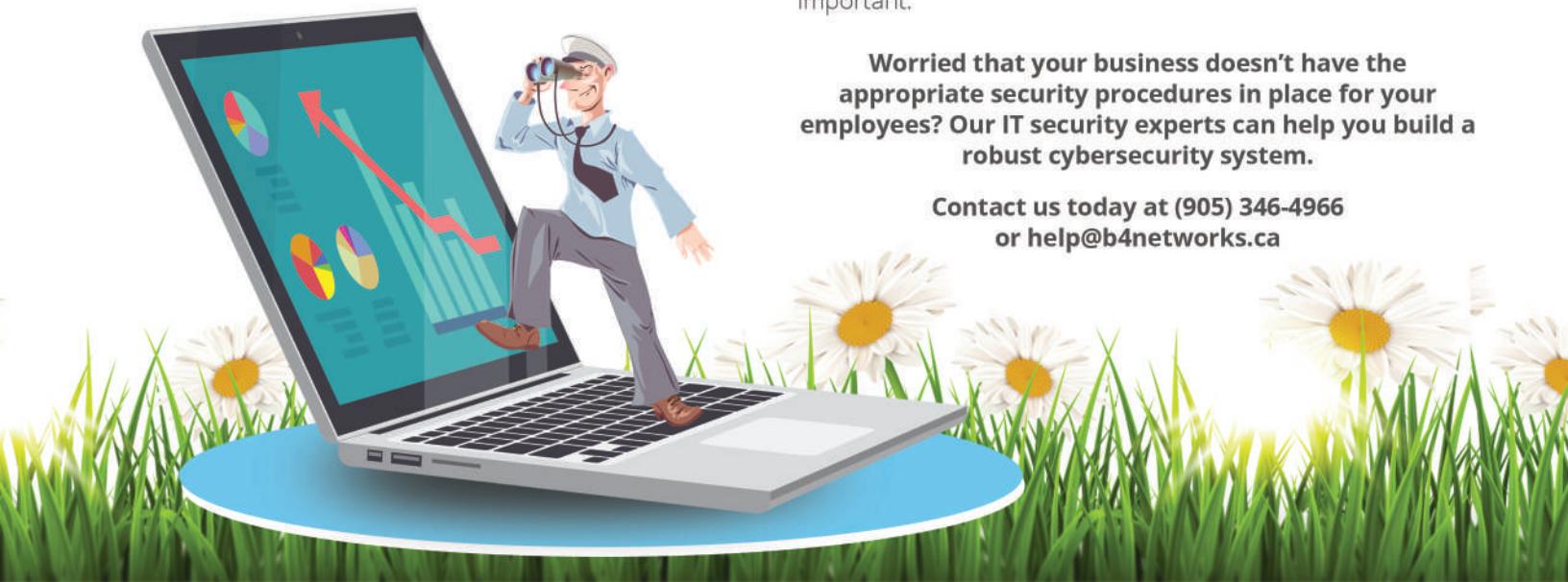
Introducing new hires to your business' security protocols as part of your company's onboarding process helps ensure they are aware of all proper data security procedures from the start. At the same time, having a robust offboarding process ensures that you're able to identify any disgruntled employees who may pose a malicious risk to your data security.

#### **Ensure that you have a comprehensive disaster recovery plan with appropriate backups in place.**

Even the best security procedures can allow for human error or other breaches to put your systems and data at risk. Having backups of your data updated daily and stored off-site can help your business recover quickly in case of a malware infection, phishing attack or another attack on your data security. Of course, having a robust recovery plan in place, so you know the correct steps to take in such instances is also important.

**Worried that your business doesn't have the appropriate security procedures in place for your employees? Our IT security experts can help you build a robust cybersecurity system.**

Contact us today at (905) 346-4966  
or [help@b4networks.ca](mailto:help@b4networks.ca)



## Shiny New Gadget Of The Month:

### Handheld? Console? No, It's...Switch!

**Nintendo's long-awaited new gaming platform Switch should be available any day now, if it isn't already.**

It combines the best elements of handheld games with a home console. Handheld, the gamepad is the screen. Slip it into its dock and it plays on your TV.

The gamepad comes with two detachable "Joy-Cons." One player can hold a Joy-Con in each hand, two players can each take one, or bring in more Joy-Cons and multiple people can play.

If you're on the go, pull out the "kickstand" on the back of the gamepad and prop it up on an even surface for easy viewing. There's a slot on the side for game cards and a USB-C port for quick charging.

Because it has greater processing power than the Wii U, you'll have no trouble playing Legend of Zelda: Breath of the Wild, Super Mario and a host of your other favorite Nintendo games.

#### Nintendo Switch combines the best elements of handheld games



(905) 346-4966

Get More Free Tips, Tools and Services At  
Our Web Site: [www.b4networks.ca](http://www.b4networks.ca)

## Client Spotlight

**Founded in 2006, FENA Insurance Solutions Inc. has become a leading property and casualty insurance brokerage in the region.**

FENA offers innovative insurance solutions to protect consumers' businesses, commercial properties, homes and cars.

At FENA, we help you safeguard your hard-earned assets whether at home, work or play. We are driven to succeed and are inspired by our belief that clients deserve the best service, value, expertise... inspired by excellence is what we believe makes FENA different.

**BUSINESS  
GROUP BENEFITS  
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GROUP HOME & AUTO**



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**FENA**  
INSURANCE  
SOLUTIONS INC.

**B**<sub>4</sub> networks

# Is Your Home Really Secure?

**Don't take your home security for granted. Burglars are not only incredibly fast but also tend not to leave fingerprints or other clues to their identity, which means that the chances are very small that you will ever see your valuables again.**

## Lock Doors and Windows

Check every single window and door at dusk to make sure the house is securely locked. Nearly one in three burglars get into a home through an unlocked door or window. If family members in your home prefer to leave windows open for air, consider investing in metal window bars to prevent unauthorized entry.

## Make Sure Locks are Secure

Not all locks are secure; in fact, many burglars can gain easy access to a home by simply kicking a door down. You can solve this problem by reinforcing locks, making sure your door jams are solid and providing a secure foundation for any deadbolts.

## Light Up

Lights are one of a burglar's worst enemies. It is of particular importance to light up doorways so intruders don't have a dark corner where they can pick a lock to gain entry. If you are concerned about your energy bill, invest in solar powered lights. They are reliable, relatively affordable and easy to install.

## Cut Back the Shrubbery

Trees and bushes can be great hiding places for any burglar who wants to sneak into your home. Don't grow tall bushes right next to your house and watch out for trees with long branches growing near a balcony or upper story window.

## Put Stuff Away

Walk around the outside of your house before you lock up at night and put away any tools that a burglar may use to get inside your home. Keep ladders, gardening tools, handyman tools and other accessories in a locked outdoor shed or inside your garage so that an intruder can't use these items to get inside the house. Naturally, you will also want to put away items such as bicycles, scooters, and skateboards at the same time so someone can't walk off with them.

## Get to Know Your Neighbors

Your neighbors are likely busy people who won't be keeping an eye on your property all the time. However, they can spot suspicious behavior if they know you and your family well. They may realize that someone attempting to get into your house is not a family member or they may hear noises at a time when they know you are not usually up and awake.

## Install a Home Alarm System

Homes without a security system are three times more likely to be burglarized than homes with a good security system. Investing in home security will not only protect your valuables but also safeguard your peace of mind as many people remain traumatized for months after experiencing a break-in. Be sure to post an alarm sign in a prominent location in your front yard, as burglars tend to avoid homes with security systems.

## Don't Slack Off

Check your home every single day. Try to look at it from a thief's point of view and consider how it could be broken into. It is also a good idea to stay abreast of home security developments that can help you improve your home's security.



# Solve It By Sundown

**The Internet has revolutionized the computer and communications world like nothing before. This worldwide broadcasting system can disseminate information without regard to geographic locations at the speed of a "click," and therein lies a BIG PROBLEM.**

The Internet has revolutionized the computer and communications world like nothing before. This worldwide broadcasting system can disseminate information without regard to geographic locations at the speed of a "click," and therein lies a BIG PROBLEM.

The speed of a "click" has now conditioned us to how fast we expect things. If you want a book, you just download it (CLICK). If you want a movie, you just download it (CLICK). If you want a song, you just download it (CLICK). If you want information about something, you just go to Google, type in the info you need and CLICK. We are all being conditioned to getting INSTANT service and information. That being said, it should be no surprise to you that your customers are becoming more and more demanding at getting whatever they want...NOW!

Right now, there are some of you who have already received a few text messages while you are reading my article, and people are expecting an instant response. There is no turning back or slowing down when it comes to technology; there is only speeding up and moving forward. Therefore, the companies that will succeed are doing everything they can to please their customers in a manner their customers expect...which happens to be...NOW!

I would, therefore, recommend a simple slogan, mantra or motto for all employees of your company to live by...Solve "IT" by Sundown...because if you don't, you have just opened the door for your competitor to do so.



I used to work with an IT company that sent out my weekly articles; if I ever had a problem with their service, their standard response was "We will get back to you with a resolution in 72 hours."

The third time that happened I changed companies. My new IT company had me up and running in one hour and I have been working with them for years.

Anytime you push off a customer to fix something tomorrow (or in 72 hours), you are giving them the opportunity and incentive to go find someone who would be willing to fix the problem today. Your customer is thinking, "If they can fix it tomorrow, then why can't they fix it today?" Now, sometimes you don't have the part(s) or person available to fix it today and you tell the customer that. Well, my question to you is this: Does your competitor? Remember the Internet: a few typing strokes and clicks on a computer, and I will have a list of your competitors available to ask that question, and if they can fix it, YOU ARE GONE, FINISHED, TOAST.

The brilliant man Benjamin Franklin once said, "Don't put off until tomorrow what you can do today." I don't believe Mr. Franklin ever envisioned the Internet, but he sure understood how to be successful. If you want to set your company apart from your competition, then I would do everything I could to establish a culture that understands...

## WHEN AT ALL POSSIBLE – SOLVE IT BY SUNDOWN.

### About Robert Stevenson



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](http://www.robertstevenson.org)

## NEWS BRIEFS

### **Imagine careening through a virtual forest on the back of a Pegasus in a race against other fitness buffs...**

VirZOOM hopes their stationary, VR-equipped exercise bikes will soon be coming to an arcade or fitness center near you. They've already installed the bikes in over a dozen venues in the US, from Connecticut to California. Walk into any of these places and you can strap on a VR headset and compete in live, multiplayer matches. Plans are already being hatched for full-blown tournaments, complete with prizes and onlookers. You can ride your way to fitness with the aforementioned Pegasus, straight bike races or even a good old-fashioned tank battle... Who'da thunk doing something so good for your health could be so much fun?

[Engadget.com](http://Engadget.com), 01.05.17

### **Uber has added a new destination: people.**

Let's say you just flew into Phoenix and you want to meet a friend there for drinks before heading to your hotel. It used to be that you'd ask them, "Where are you? ... Where's that again?" then try to quickly type in the address before you forgot any of the details, hoping you didn't misspell anything. With Uber's new "People" feature, instead of typing in your destination, you simply enter the person's name, skipping all the back and forth. Uber then locks in their destination and directs the driver to take you there. It also sends your ETA to the person you're going to see. Just sync your contacts with Uber before your next trip, and enjoy the ride.

[Mashable](http://Mashable.com), 12.21.16

### **The Furbo Dog Camera lets you play with your pet from miles away.**

Missing your pup while you're at work or on the road? Pull out your Android or iPhone and check in. Furbo delivers 720p video in a 120-degree field so you see what's going on at home. Call your dog through the microphone and even flip her (or him) a treat for responding to your command. Just swipe your phone's screen in "Dispense" mode and Furbo launches a treat out onto the floor – or right into your dog's mouth, if she's clever enough to catch it. Furbo can be placed anywhere with an electrical outlet nearby. And with its sleek white hourglass design and bamboo wood top, it blends in with any decor.

[NerdTechy.com](http://NerdTechy.com), 12.5.16

### **Introducing the mercenary software that powered Trump and Brexit.**

NationBuilder was built for any person or organization with a supporter or donor base who cares about what they're doing. It helps activists cast their influence into the wider world via e-mail, social media and campaign website updates. Its goal is to convert interest into tangible support such as voting intent, monetary donations or volunteered time. Yet NationBuilder isn't the only platform used by politicos to carry out their vision. Nor is it just for political or advocacy groups; in one case a woman used it to help raise money for her fiancé's fight against cancer. What NationBuilder and other similar programs do is help people make a difference – no matter what their beliefs.

[DigitalTrends.com](http://DigitalTrends.com), 12.21.16

## MARCH 31 IS WORLD BACKUP DAY...

 **Are Your Backups Working?  
Don't Be An April Fool...Test Your Backups This Month.**

**B4 Networks Can Help.  
Book Your Complimentary Backup Assessment.**

Contact (905) 346-4966 or [help@b4networks.ca](mailto:help@b4networks.ca) to find out how!

## PHOTO ALBUM



## TEKTIP

### Premium Passwords:

#### Your Guide To Keeping Your Accounts Safe

**Crafting useful passwords requires the use of obscure topics, characters in place of numbers, constant variation, and other tactics.**

Cybersecurity is so often described as an automated process that we forget the human element. Even the most sophisticated security program is only as effective as human users allow it to be.

One of the most important things we can do, or fail to do, to protect our computers is to write valid passwords. Whenever you create a code for a sensitive account, make sure to:

#### Opt For The Obscure

Most people base their passwords off of information from their daily lives. While this may help you remember your login, it also makes it easier for hackers to guess it, especially if the information is publicly available.

#### Character Conundrums

In addition to choosing obscure words and phrases for your logins, you should also replace various letters in the password with numbers or characters.

#### Trading Tongues

Multilingual individuals have the opportunity to further enhance their passwords by using phrases from different languages.

#### Vigilant Variation

Every sensitive account you open should have a password that is significantly different than the others.

B4 Networks advises businesses throughout St. Catharines, Welland, Niagara Falls, Grimsby and across the Niagara Peninsula on the most valid passwords to keep their systems safe.

To learn more about securing your firm's tech, email us at [help@b4networks.ca](mailto:help@b4networks.ca) or call (905) 346-4966 today.