

TECHNOLOGY UPDATE

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

Follow This Checklist To Keep Your Business Up and Running

WHAT'S NEW

Get ready to see lots more little baby photos as our team member Alex and his wife Candace welcomed beautiful baby

**Eden Jennifer Jean
on April 5th**

Everyone is happy and healthy!

**MAY
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,
B4 Networks Inc.

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Fonthill, Ontario, L0S 1E0
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With the Canadian winter finally melting away and the weather getting warmer, you may be thinking it's about time to relax, maybe play some golf or start planning your trip to the cottage. But how can you relax when you know that a disaster could take your business down at any moment?

Cybercrime, natural disasters, and human error are ever-present threats to businesses like yours - without up-to-date and varied disaster recovery planning, a range of problems could hit your business and result in costly downtime and liability.

Not sure where to begin when it comes to disaster recovery planning? Use this 9-step Checklist to give you the peace of mind needed to enjoy the spring weather:

1. A written recovery plan -

Simply thinking ahead -- documentation, employee roles, contingencies, etc. -- can go a long way toward getting your network back up and running quickly if it gets hacked, hit by a natural disaster or compromised by human error.

2. Have a clear communication plan -

Think about it: What if your employees can't access your office, e-mail or phone system? Ensure that your communications plan covers every possible alternative, including multiple ways to keep in touch, no matter what happens.

3. Automate your data backups -

Human error is the primary cause of data loss. If your backup system depends on a human being always doing something right, it's a recipe for disaster. Automate your backups wherever possible so they run like clockwork.



Follow This Checklist To Keep Your Business Up and Running (Continued)

4. Have redundant off-site backups - As important as on-site backups are, they are vulnerable to flooding, fires and other onsite emergencies. Be sure to maintain a recent copy of your data off-site where it's safe.

5. Enable remote network access - In the event that you can't get into your office, you'll still need access to your data, right? By enabling remote network access, you ensure that you and your employees can continue to get work done even when you can't be in the office.

6. System Images - In addition to storing critical data off site, you also need to image your servers in order to save time in getting your network running after a disaster. Imaging your server creates a replica of the original, including all your preferences, configurations, favorites and more.

7. Maintain an up-to-date network "blueprint." Rebuilding your network is much easier when you have a blueprint of the software, data, systems and hardware that it's comprised of. By having an IT professional create this for you, you save a huge amount of time and money in the event your network needs to be restored.

8. Don't ignore routine maintenance - As dangerous as fires, floods, and other natural disasters are, minor glitches and configuration areas can be just as damaging to your productivity. That's why it's so important to keep your network patched, secure and up-to-date.

9. Don't forget to test - No plan is reliable if it isn't regularly tested. An IT professional can check in on a monthly basis to ensure your systems work properly and your data is secure.

I know what you're thinking - that's A LOT to handle on your own. The good news is that you don't have to. With B4 Networks as your partner in IT, we'll handle these steps for you so that you can focus on your work when you're in the office, and enjoy yourself when you're not.

Contact us at right away at (905) 346-4966 or info@b4networks.ca to schedule your FREE Disaster Recovery Audit now through May 31.

Here is what a client is saying about us:

"B4 provides excellent services."

"I enjoying working with the staff at B4 - they always make me feel that whatever my issues is, it's important and they will work to rectify it (even if it's something that baffles everyone and takes a bit longer to figure out!)."

Overall B4 provides excellent services and I would highly recommend to anyone looking at a managed IT solution."

Colleen Craitor, Duliban Insurance Brokers



The Worst Password Mistakes that Compromise Security

Broadcasting your password on national television may be the easiest way to invite hackers, but common password mistakes make it almost as easy for your data security to be compromised.

Password safety may not be one of the most interesting topics in the realm of cybersecurity, but having a strong password is one of the easiest ways to protect your business' data integrity. The importance of a robust password has been emphasized by many experts, yet often users who think that they are utilizing a secure password are actually opening themselves up to attacks. You may not be broadcasting your password on national television, but if your password falls into one of the following categories, you could be just as vulnerable to hackers.

Short and Simple

Short, simple passwords may be easy to remember, but they are also easy to guess. In general, the longer a password is, the harder it is for hackers to break it. Each additional character that you add to your password increases the possible combination of letters, numbers and symbols exponentially. Remember that hackers tend to go after low-hanging fruit, so any steps that you take to make your password harder to crack increases the likelihood that someone trying to break in will move on to the next target instead.

Lacking in Numbers or Symbols

Letters-only passwords may be more intuitive for you—but they are for hackers as well. Just as adding additional characters to your password exponentially increases the number of the possible combinations, so does using numbers and symbols in addition to letters. Just think about it: using letters, symbols and numbers means that each character in your password has almost twice as many options as if you only use letters.

Based on Personal Information

As highlighted in the clip from Jimmy Kimmel Live, using personal information such as a pet's name or a birthday is incredibly common. Including personal details in your password, however, makes you very vulnerable to hacking. You may think that "Fido111379" is secure and difficult to guess, but blog posts discussing your dog or Facebook comments wishing you a happy birthday can broadcast your personal details to anyone who cares enough to look for them.

Simplistic Patterns

Being able to remember your password is, of course, necessary and utilizing a pattern might seem to be an easy solution to commit it to memory. Complex patterns that use letters, numbers and symbols within a long password are not a security risk. However, most people who use patterns in their password rely on overly simplistic ones, and this makes you vulnerable to hackers, particularly if your password is short. One particular type of pattern that you must avoid is keyboard-based patterns, such as "123qwe" or "1qaz2wsx."



Worried that your business' data might be vulnerable to hackers?

The experts at St. Catharines, Welland, Niagara Falls, Grimsby and across the Niagara Peninsula's B4 Networks can help you evaluate your security procedures to see if you have any glaring holes.

Contact us today at (905) 346-4966 or help@b4networks.ca to learn more.

Shiny New Gadget Of The Month:

Surface Studio: All Beauty, And A Little Brains

"We want to move from people needing Windows...to loving Windows."

So said CEO Satya Nadella after taking over Microsoft - and their new Surface Studio takes a bold step in that direction.

In a bid to win over creative types, Microsoft designed the Studio with a gorgeous desktop screen that easily glides from vertical to almost horizontal, like an artist's sketchpad. With its Apple-like brushed aluminum finish and ultra-thin screen, it's feels right at home in an open-plan office with microbrews on tap.

The graphically challenged will find this machine tantalizing.

The guts of the machine are stuffed into a nine-inch-long base that's joined to the screen with an überslick hinge design, allowing it to fold nearly flat for stylus- or touch-driven design work.

The downside? Well, you'll pay at least \$3,000 to get one for your office. It's worth noting that it's also a bit underpowered for that price range. But all in all, even the graphically challenged will find this machine tantalizing.



Client Spotlight

Meet one of B4 Network's many valued clients - Great Blue Resorts, who offer family friendly resorts all across Ontario.

Great Blue Resorts addresses the often difficult to manage Ontario cottage and vacation home market by setting their customers up with high-quality resort experiences at a reasonable price.

With more than seven resorts across the province, from the Kawarthas and Muskoka to Niagara-on-the-Lake, Great Blue Resorts provides a simple and affordable way to enjoy the summer.



1-(877) 814-4141
www.greatblueresorts.com

Are You Ready for a Cyber Attack?

Cyber attacks are going to happen and your response plan will directly affect your overall security and gravity of the assault itself.

In today's digital world, it's not a question of if a cyber attack is going to occur, but when the attack is going to happen. All businesses must assume that their network will be hacked at some point, and developing a robust response plan is the best way to decrease the overall impact the attack has on your business.

All companies have to worry about security breaches, as attacks are becoming more routine, complex, and with more severe consequences.

How you respond to a cyber attack is essential to the profitability of your business and your long-term reputation among investors. When investors lose confidence in your business because of a costly, inadequate response to a cyber attack, you may find yourself at a loss year after year and unable to recover.

Defense of your digital perimeter is good, but it's not enough.

When your information is valuable to hackers, they are going to find a way to gather your digital data to use it for illegal purposes. The creation of an incident-response plan is essential to most businesses to limit the damage that occurs from a data breach. Limiting damage is the primary objective of the IR plan, which will, in turn, improve confidence among investors of the company.



Poorly designed IR plans or a lack of implementing the plan can cause critical problems when a breach occurs.

The plan must be consistently revisited to make sure that it's not out of date. In a crisis, you need a specific plan and not simply a generic protocol that's hard to follow. Further problems occur when targeted attacks can be handled with ease but aren't useful for managing a hacker attack that occurs throughout the business. With a thoroughly thought out plan, decision making won't be based on the knowledge of existing staff, but instead be easy to replicate by anyone with the ability to read through and understand the plan itself.

How an Effective Incident-Response Plan Benefits Your Business

A solid incident-response plan will help improve decision making when a cyber attack occurs. A quick, appropriate response will contribute to reducing the risk of a data breach. Also, downtime will be minimized, which will reduce your financial losses. Internal coordination will be easier with a plan, as all business functions will need to communicate to maximize the response to a data breach. When law-enforcement agencies need to be reached, a solid plan helps communication with third parties. When the duties of everyone involved in managing a data breach are well defined, a quick response is much easier.

Damage is limited when there is a high response plan in place, and it helps minor incidents remain small. A solid plan allows businesses to stay vigilant, and respond to potential data breaches quickly. When you have your business data protected, it's still important to understand that an attack will occur. How you respond is going to make a big difference in the overall damage.

Believe You Can Be Extraordinary

I left my home some 7,000 miles away with a little money in my pocket. I was eager – and just 17. My father died when I was six, and I came to America for college with the words of my mother still ringing in my ears:

“If you want to be a great person, you have to walk side by side, hand in hand, with great people.”

She was right. I have been blessed, and so many people have helped.

Before coming to High Point College, I lived off campus at Mt. Olive College, and the housemother slipped enough money into my bank account for me to buy my first car – a used car. She told me she'd rather invest her money in a promising young man than park it somewhere in a bank. What an angel.

In 1993, two years after High Point College became High Point University, the school elected me to its board of trustees. Eleven years later, my fellow board members asked a question that would change my future forever.

Nido, they asked, will you lead HPU? In January 2005, HPU appointed me as its seventh president, and I saw my alma mater to be a God, family and country school that could emphasize the values and fundamentals that built America.

No apologies for that. As a patriot to the core, I remember what this country and campus did for me – and what higher education needs to do for others in the 21st century.



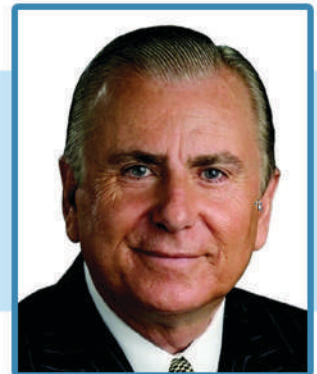
Students come to campus armed with iPhones loaded with apps, and they've gotten used to accessing anything in the world with a touch of their screen. Good for them – and us. But we must not confuse accessing information with obtaining knowledge. The two are not the same.

An education must be holistic, impacting the mind, heart and soul. And that includes understanding not just the how, but the why. Couple that with an entrepreneurial spirit and an awareness of what built America in the first place, and I believe an education like this will set students on a trajectory of achievement and stewardship. At High Point University, in the seminars I teach for freshmen and seniors, we cover all kinds of topics, from time management to fiscal literacy.

But the timeless principles I focus on pertain to all of us. Who you spend time with is who you become. Be a job creator, not a job taker. Stand for something or you will fall for anything. Change your words and change your world. They need to hear someone say, “You can make it. You are created in God’s image.” They need to remember the words of Scottish theologian William Barclay: “Always give without remembering. Always receive without forgetting.”

They need to know we are the by-products of the beliefs we keep close. They need to believe they can be... extraordinary. It is a choice, after all. And the best is yet to be.

Dr. Nido Qubein is president of High Point University, an undergraduate and graduate institution with 4,300 students from 40 countries. He has authored two dozen books and audio programs distributed worldwide. As a business leader, he is chairman of the Great Harvest Bread Company, with 220 stores in 43 states. He serves on the boards of several national organizations, including BB&T (a Fortune 500 company with \$185 billion in assets), the La-Z-Boy Corporation (one of the largest and most recognized furniture brands worldwide) and Dots Stores (a chain of fashion boutiques with more than 400 locations across the country). As a professional speaker, Dr. Qubein has received many distinctions, including the Golden Gavel Medal, induction into the International Speaker Hall of Fame and as the founder of the NSA Foundation in Arizona. To learn more about Dr. Qubein has received many distinctions, including the Golden Gavel Medal, induction into the International Speaker Hall of Fame and as the founder of the NSA Foundation in Arizona.



To learn more about Dr. Qubein, go to: www.nidoqubein.com

NEWS BRIEFS

■ The Cloudflare Screw-up: Have your passwords been compromised?

Little bugs can cause huge problems. Like when web performance and security company Cloudflare's code upgrade leaked sensitive data to 3,438 unique domains this past February. Everything from API keys to personal data was exposed. And scariest of all is that any bot could have accessed every bit of it. The good news is that Cloudflare was alerted to the tiny leak before hackers discovered it. The bad news is, a more moderate-sized leak could bring down the web. It just brings home the point that you need to be more vigilant than ever. Change passwords routinely. Use strong passwords that hackers can't easily break. Upgrade to two-factor authentication.

Gizmodo, 02.17.17

■ Is your in-car GPS necessary anymore?

Smartphones offer turn-by-turn navigation, satellite-tracked speed readings, voice guidance and real-time, crowdsourced traffic alerts. So why dish out another 300 bucks for your own on-dash, in-car system? Well, those in-car systems have come a long way too... Having voice-command capability, Bluetooth connectivity, geo-based recommendations and a large fixed screen might be reason enough. But if your phone's monthly data allotment and battery life concern you at all, that in-car GPS, with its own data and power sources, starts looking pretty good. And with features like a streaming dash cam and sensor that warns you if you're following a car too closely, in-car GPS is definitely worth a second look.

DigitalTrends, 02.24.17

■ Get totally weird with new Virtual Reality (VR) tools.

You may not have a clue about how to draw at all, much less in 3-D. Doesn't matter... Whereas VR used to be a tool for techies, now amateurs can get in on the act. A-Frame by Mozilla, for instance, lets you easily type in commands that place 3-D objects like blocks, balls and more into a VR scene you create. Tilt Brush lets you paint in the air wearing a Google Vive headset. And Second Life inventor Philip Rosedale is building software that lets you invite friends into a VR world you design. Most of what any amateur creates will likely be grotesque, ugly or flat-out lame, but somewhere in all that mess, amazing new products will be born.

Wired, 02.24.17



**Do you want a quick and
easy way to earn \$100?
See our Referral Program**

Find out more: <http://www.b4networks.ca/referrals>

PHOTO ALBUM



Alex's
Newborn:
Eden



TEKTIP

Tired of your inbox being overwhelmed with unwanted advertisements in your email?

When investigating new software or ordering online websites will ask for your permission to send you information via email and after a while it can be exhausting looking through everything.

Check out: Unroll Me
(<https://unroll.me>)

Unroll Me is a service that will help you clean up your inbox as well as manage your subscriptions so that you only see what you want!

