

June
2016

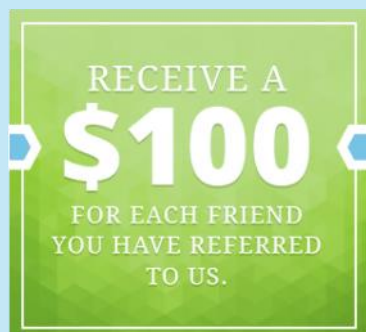
Technology Update

"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 8 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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How Are Most Computer Viruses Spread?

Hackers constantly look for new ways to spread viruses, but their favorite distribution method is one of the oldest: unsolicited email. A recent report from Kaspersky Lab revealed that malware spam continues to grow as Web browser security improves and makes it harder to infect computers via websites.

Spam Trends

During the past year, the total quantity of unsolicited messages fell. However, the percentage containing virus attachments more than tripled. This greatly increases the likelihood that you or your employees will receive malicious communications in the near future.

Many harmful messages draw attention by focusing on terrorism and other events in the news. Some malware spammers have become more skillful in recent years. They personalize the information or try hard to make email appear as if it comes from legitimate organizations.

Kaspersky Labs reports that more and more email viruses install ransomware. When recipients open an attachment, this malware encrypts data on their PCs and networks. It often proves difficult or impossible to recover the files without paying a "ransom" to hackers.

For example, one common email virus looks as if Microsoft sent it. The text claims that users can upgrade to Windows 10 by downloading an attachment. This file actually infects the recipient's computer with ransomware and blocks access to every file on its hard drive, according to Fox.

Education

Companies can protect their computers and data by educating office workers about safe Internet practices. Employees should learn to visit websites directly instead of using email links. They ought to carefully check messages for fake "from" addresses, unprofessional language and other suspicious attributes.

Businesses mustn't rely on one-time trainings to warn staff members about Internet dangers. People eventually forget some of the advice, and viruses spread in different ways each year. Memos, newsletters and bulletin board notices can help keep employees informed.

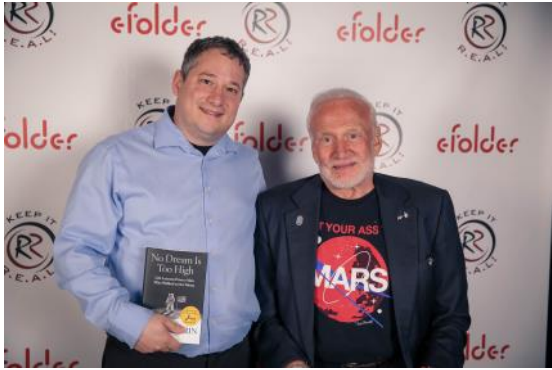
A spam analysis expert at a major Internet security company recently said that "efforts to dupe victims are becoming more sophisticated year on year."

(Continued on page 3)



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

No Dream Is Too High



In May of this year, I travelled to Nashville to attend an Annual “Boot Camp” for IT professionals who are looking to improve their IT practice.

The entire theme of this Boot Camp was Star Wars related so what better guest speaker to have other than Buzz Aldrin, one of the few people that have stepped on the moon. Aldrin made the first manned lunar landing as the pilot of Apollo 11 on July 21 1969, and was the second person to walk on the moon after [Neil Armstrong](#).

As many people who know me, I’m a huge fan of all things space, so this was a very exciting moment for me. Aldrin was in Nashville, to speak with a group of us techies about his story, and his book “**No Dream Is Too High**”. But more importantly, at least for me, he taught us all a few important life lessons.

My favorite quote of his talk was this one:

“When people work together you can sometimes accomplish the impossible”. If only we can all learn that lesson.

Aldrin talked about how the first time he applied to be an astronaut he was actually turned down, but he didn’t let that discourage him. He worked hard, and after many accomplishments including getting his doctorate in astronautics from MIT, he was accepted as an astronaut. His determination, and constant hard work, is what allowed him to succeed, not in one giant leap, but by consistently taking many small, tiny steps, all leading him to his dream of becoming an astronaut.

At 86 years of age, Aldrin is not only full of life, he has not stopped pursuing his dreams and goals. He is currently working on the pursuit of establishing a permanent settlement on mars.

Oh, did I mention he’s also funny, and very sharp. When asked if he believes in extra terrestrial life his answer, with a big smile was “I am extra terrestrial life”.

While the theme of the Boot Camp overall was Star Wars, it seemed to me anyway that the underlying message from many guest speakers was that of not giving up and to take small consistent actions, to achieve success.

Here’s what I learned while at Boot Camp this year:

Success is not something that you achieved with one big action, being in the right place at the right time, or dumb luck. It’s a combination of small choices, small actions, consistently done, over a long period of time.

So, I’m off to see what small actions, and small choices I can commit to, to achieve success.

- Bryan Lachapelle

Shiny New Gadget Of The Month:

What If Your Smartphone Had Wings



Video streaming from the air is about to get a whole lot more affordable.

It just so happens that the brains, gyroscope, GPS and camera aboard all those new drone cameras you may have seen can also be found in your smartphone...

Slip your smartphone into a PhoneDrone Ethos, and you have your own flying camera at a fraction of the cost of a fully equipped camera drone.

Worried about your smartphone taking a hit in the event of a crash landing? For about \$50 you can buy a cheap smartphone with all you need to fly the Ethos.

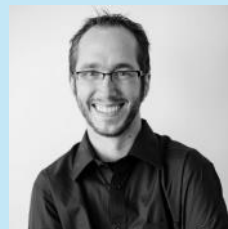
Built-in mirrors enable you to shoot down, forward or to the side. You can preprogram it, or fly it manually from the ground. You can even control it with an Apple Watch.

It’s scheduled to start shipping in September 2016, and “early-bird” discounts may be available at xcraft.io/phone-drone

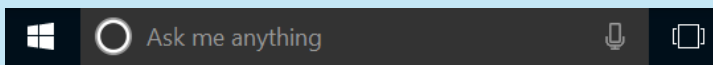
Tek Tip of the Month

Multiple desktops - Windows 10 Tip

One of the best things about Windows 10 is how it handles multiple (virtual) desktops. The fact that it finally handles them at all, out of the box, is a great step, since Mac OS X and Linux users have had that capability for a long time. It lets you set up a series of tasks and windows on your desktop, your email and Twitter window on another, and a third for general Web browsing and research etc.. To get started, click the Task View icon on the taskbar (immediately to the right of the Search box), or hold down the Windows key (abbreviated throughout as Win) and Tab. You can also drag an app to a new virtual desktop by bringing it over to the +New Desktop option at the lower right.



Alex Vandersteen
Network Administrator



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How Are Most Computer Viruses Spread?

(Continued from page 1)

Consequently, it makes sense for office workers to contact the IT staff or a manager when they have any concerns about possible viruses.

Precautions

Business owners and employees can sometimes avoid malware by using anti-virus utilities to scan files before opening them. However, such tools don't succeed in detecting every virus. If in doubt, contact a sender by phone to confirm that he or she actually sent an attachment.

Never click on "unsubscribe" links in spam

Hackers may disguise malicious programs as photos

Don't let Microsoft Word documents run macros

When sending messages to a group of staff members or contractors, always put their email addresses in the "bcc" field. Everyone can see all of the addresses under "cc" or "to"; if any recipient has a computer virus, it may gain access to the entire list.

Filters

Many commercial email services and programs let businesses activate and customize spam filters. You can stop malware from reaching inboxes by automatically returning messages sent from known spammers' accounts. Consider blocking certain countries, IP addresses or domain names as well.

At the same time, be careful not to intercept normal correspondence. ReturnPath warns that filters block about one out of five legitimate messages people send to businesses. If you banish all email from an entire hosting or Internet service provider, this could discourage potential customers.



Disaster Planning Essentials Report Free Immediate Download

This report will reveal important planning strategies you should have in place now to protect yourself from common data-erasing disasters including natural hazards, human error, cyber criminals, hardware failure, software corruption and other IT failures.

You'll Discover:

- ✓ 12 Disaster Recovery Questions You Need To Answer
- ✓ The 7 Disaster Planning Essentials
- ✓ 4 Questions About Backups That Business Owners Should Know The Answer To
- ✓ A Free Disaster Planning Checklist

Don't lose everything you've worked so hard to achieve in an instant! Plan ahead with our Free planning Guide. Download now at www.b4net.ca/disaster or email me directly at bryan@b4networks.ca, and I'll reply to you with a copy.



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

News From The Web

Imagine just taking a pill to acquire a whole new skill set.

In *The Matrix*, Neo opens his eyes after being programmed and tells Morpheus, "I know kung fu." According to futurist and world-renowned inventor Ray Kurzweil, conversations like that will actually take place within the next 20 years. By implanting blood-cell-sized, cloud-connected nano-robots into the brain, humans will be able to literally download any skill set or body of knowledge from the cloud. Sound far-fetched? Scientists are already helping Parkinson's patients, using a pea-sized implant connected wirelessly to an outside computer. And Kurzweil has a 30-year track record of accurate predictions – including a little thing we now know as the World Wide Web.

-Inc.com

Hootsuite, Buffer...or

both? Keeping in touch with new and current customers via social media can suck up your time. Social media apps Buffer and Hootsuite both aim to help you achieve more impact in less time. So which one is right for you? While Hootsuite offers a

full-featured social media dashboard, Buffer focuses simply on prescheduling your content.

When it comes to managing posts and tracking which ones perform best, Hootsuite is the way to go. Yet Buffer gives you more timing flexibility by allowing you to pick when your posts get published, regardless of when you add them to the queue. Choose either of these apps based on your posting and tracking needs – and consider using them both.

-MarketingLand.com

Which app best helps you take notes on the go –

Google Keep or Evernote?

Google Keep runs faster with a cleaner mobile interface than Evernote. It also wins on consistent quality of search across devices. Where Evernote shines is in its ecosystem of third-party integrations that add cool features. And its Clipper extension makes it easy to save web pages from Android or iOS directly into Evernote. So which app is best for you? If you just want to make quick notes on the go and share them easily, go with Google Keep. Plus, it's free. If you want a deep database of notes, lists and web content with

lots of features, even if you have to pay for it, go with Evernote.

-CIO

Facebook wants to help you blow up your business.

The Facebook Ad platform can work wonders when you apply these principles: 1) Have a strategy. Don't make the mistake of diving in without knowing how the money you put in will actually pay off. 2) Remember "T-O-M": TARGET the right audience with a great OFFER wrapped in a compelling MESSAGE. 3)

Write great copy. Start with an engaging headline, keep your text simple and straight to the point. Make it easy to grasp and end with a clear call to action.

Facebook ads give you access to the world's largest audience – over 1.5 billion at last count...

And one good ad could make a world of difference for your business.

-Forbes

Testimonial From A Great Client



“Since signing on with B4 I have bragged about them...”

“When you work with someone long enough, your first perceptions are usually confirmed. B4 is no exception, they have proved themselves trustworthy and honest. In all facets of business, not just network integrity.

Since signing on with B4 I have bragged about them to other business owners, great staff and always return my queries- no matter how mundane. Keep it up, always a pleasure to interact with them”

Jan VanZanten, Van Zanten Greenhouses Inc

Guest Article: Separating Yourself From The Start-up Pack

Many of America’s favorite companies began as a small start-up.

Ben & Jerry’s sold ice cream out of an old gas station when they first opened in 1979. Mark Zuckerberg created Facebook in his college dorm room. Starbucks started with just one location in Seattle, Washington.

The ability to scale up is a defining trait among businesses that want to move ahead of the start-up pack. To do that, companies must learn how to lose the start-up mentality and focus on a few key areas.

Building A Great Team

Nancy McCord, chief talent officer at Netflix, said, “The best thing you can do for employees – a perk better than foosball or free sushi – is hire only ‘A’ players to work alongside them.”

Top talent likes to work with other top talent. Create a culture where team members challenge each other, learn together and propel the company forward. If your top talent is too busy managing disengaged, subpar workers, the work will get old very quickly. No one wants to go to work and babysit fellow team members.

To create a team of top-tier talent, focus your energy on engaging current members and improving the hiring process. Create a company scorecard for job candidates. Outline the type of person who excels in the position and the character traits they must possess. If an applicant doesn’t meet the criteria, politely decline to pursue them further.

Choosing The Right Strategy

Your company’s strategy is the roadmap that tells you how to get from where you are to where you want to be. It’s the defined path that your start-up will take in order to grow and become a leader in your industry. You should live, breathe and make decisions based on this strategy.

This requires more than just vague goal-setting. What matters most to your organization? What’s your mission? All of these should be taken into consideration before you pick a strategy. Once this strategy is established, your senior leadership should meet weekly to discuss its progress.

Include your entire team in the execution of the strategy and educate them on the “why” behind it. Each employee should have a solid knowledge of the company values, foundation and proposed direction of the company. This transparency will also aid in retaining the top talent you worked hard to recruit.

Improving Your Cash Flow

Your cash conversion cycle (CCC), or the amount of time it takes for a dollar spent to make its way back into your bank account, is one of the most important metrics to watch while scaling your business up. Growth requires money, and the faster you scale up, the more money you need. Learn how cash flows through your organization.

Scaling up is possible, but it takes focus and dedication to these three areas. Every industry-leading company started somewhere, and there’s no reason why your organization can’t be next.



Andy Bailey can cut through organizational BS faster than a hot knife through butter, showing organizations the logjams thwarting their success and coaching them past the excuses. After all, as he tells his clients, 100% annual growth is only 2% growth every week. It’s not easy. But possible. Andy learned how to build great organizations by building a great business, which he started in college then, grew into an Inc. 500 multi-million dollar national company that he successfully sold and exited. He founded Petra to pass on to other entrepreneurs, business owners and leaders the principles and practices he used to build his successful enterprise, which are rooted in the Rockefeller Habits methodology.

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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.**



Client Spotlight

North America Traffic is today's recognized leader in work-zone traffic control and flagging devices. They design and manufacture trailer-mounted portable traffic control devices and warning signals for road and bridge construction companies and for the maintenance departments of state DOTs, cities, counties, and townships throughout the United States and Canada.

The company was founded in 1994 by Peter Vieveen, operating under the name of R.C. Flagman, Inc. Vieveen invented and built the first Remote Controlled Flagman, an Automated Flagger Assistance Device (AFAD) that was built to improve work-zone safety and decrease onsite labor costs.



NORTH AMERICA TRAFFIC™

THE LEADER IN TRAFFIC CONTROL SYSTEMS

More than 20 years later, North America Traffic has become an international company and a world leader in work-zone traffic control, but the goal of increasing safety and reducing costs is still the same.

Since 2002, the growth of the company has led to multiple expansions. Their current 20,000 sq. ft. facility in Port Colborne, Ontario, is only a 20-minute drive from the US border allowing for quick

and easy delivery of rentals and purchased products across the USA and Canada.

Toll free: 1-877-352-4626 (USA and Canada)

Email: info@northamericatraffic.com

Website: www.northamericatraffic.com

Services We Offer

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- Peace of Mind Security Services
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- Server Planning and Deployment
- Project Management
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