

TECHNOLOGY UPDATE

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

What's New

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November 2018



"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, President
B4 Networks Inc.**

B₄ Networks



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This Is The #1 Security Threat To Your Business ... And It WILL Happen To You

Would you leave the front door of your business wide open every night? Of course you wouldn't. When nobody's at the office, you've got to protect your assets, usually behind locked doors, a complex security system and often even a network of CCTV cameras. There are procedures in place in case a thief ever wriggles their way into your facilities. And you've got insurance if the worst ever happens.

But what about your digital assets? According to a report from Kroll, digital theft of small businesses overtook physical

theft in 2017, for the first time ever. As surprising as it may seem, today your business is more likely to be penetrated by hackers than for a disgruntled ex-employee to boost a few PCs in the dead of night.

Despite this, data shows that the vast majority of small businesses are seriously underprepared for cyber-attacks. The 2018 Verizon Data Breach Investigations Report states that a full 58% of malware strikes were on small businesses over the last 12 months, a number that continues to climb. The average cost of these attacks has

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climbed in turn, now exceeding \$1 million between efforts to recover data and restore daily business operations. Yet, according to a 2016 survey by the National Center for the Middle Market, less than half of midsize businesses have an up-to-date strategy to address cyber security concerns and almost a third have no plan at all.

In effect, business owners are leaving their digital front doors unlocked, complete with a neon sign saying "Rob me!" flickering above. While it's easy to assume you're safe from the kinds of large-scale digital breaches you read about in the news every week, that false sense of security will eventually come back to haunt you. With more than half of small businesses targeted for digital attacks every year, it's practically inevitable that you'll end up in the crosshairs of cybercriminals. Without the proper security measures in place, that \$1 million bill is going to hit your desk one day, and it may even shutter your business for good.

Luckily, with even a modicum of proper, proactive stewardship of your digital assets, you can turn that open door into a bank vault in no time. First, start with your employees. A full 51% of data breaches occur due to the negligence of hapless team members, according to CompTIA. Establish comprehensive security policies, lay them down in crystal-clear print and have your employees sign off on them. Build a thorough education program to school your employees on the risks and signs of digital crime. Topics should



range from "How to spot a phishing e-mail" to the proper construction of company passwords.

While your employees are learning the ins and outs of basic cyber security, invest in multilayered protections for your network. This must go beyond a simple, free antivirus, and should include platforms to keep all your patches up-to-date, security measures seamlessly integrated with company e-mail and, preferably, the watchful eye of a managed services provider. If you're not a professional, it's easy to miss security holes that would be glaring to criminals, even if you do your research. Better to get the experts involved and keep them patching those holes as they arise rather than risk missing something that flips your company belly-up down the road.

Thousands upon thousands of other small-business owners are leaving their digital door wide open day in, day out. As a result, cybercriminals have begun to consider companies like yours to be easy pickings, vulnerable fruit ripe for harvest. Don't be one of the millions of businesses that succumb to cyber-attacks every year. Invest in adequate protection and give yourself the peace of mind you need to focus on what you do best: making money.

If you'd like to know how we can help protect you and your company's data, call us today at 905-346-4966.

"In effect, business owners are leaving their digital front doors unlocked, complete with a neon sign saying 'Rob me!' flickering above."



How Does Your Current I.T. Provider Compare?

Our October 2018 Service Key Performance Indicators



84%
8 Business Hour Ticket
Resolution



85%
Client Satisfaction



16 mins
Average Response Time

Shiny New Gadget Of The Month



PetChatz HD Pawcall FaceTime With Your Dog!

When a product is advertised as "more than a pet-treat camera," you know we are living in 2018. PetChatz HD PawCall is a two-way, interactive camera to connect you to your furry friends while you're away from home. With a camera secured to the wall and a treat-motivated interface for dogs and cats to master, the device allows you to say a quick hello to your pets, see how they're doing, and dispense treats or essential oils to calm them down and keep them happy. The device even lets you monitor your home for any intruders or problems that may arise during your pets' home-alone time. A silent mode enables you to observe your pet in their natural habitat, while a two-way "chat" feature allows you to connect in real time. It's the perfect gift for any pet enthusiast!

[Buy it on petchatz.com!](http://buy.it.on.petchatz.com!)

4 Ways Smart People Blow The Close

By Geoff Smart

The weirdest thing happens when it's time to close a deal: smart people turn to mush!

I've seen it happen a hundred times. Even my own teammates, many of whom have PhDs and MBAs from some of the top universities in the world, aren't immune to this issue. When they're doing the work, my colleagues are confident, caring and even daring. But when selling the work, they often struggle. I see the same four fatal patterns with salespeople of all stripes.

1 THEY HIT MUTE.

Recently, I was with a colleague in the boardroom of a billionaire CEO of the No. 1 company in his industry. This prospect actually said out loud that his No. 1 leadership problem is exactly what our firm is good at – hiring and leading talented teams across his portfolio of business. After he had outlined all the ways he wanted our help, the close should have been easy. But instead of sealing the deal, my colleague froze up and went silent. For an awkward 20 seconds, we sat there in silence. Eventually, we reached a happy conclusion, but in many cases, you won't be so lucky. Clients want help wrapping up a conversation and setting an action plan. Don't go quiet!

2 THEY AVOID "IMPOSING."

After a long meeting, in which my colleague helped a high-powered CEO identify many of the key problems hindering his company, I watched in shock as he ended the meeting with no follow-up plan whatsoever. When I asked him why, he told me, "I didn't want to impose! I just felt like we were having such a good, trusted advising conversation, I didn't want to turn it into a sales call." I asked him how helping a CEO solve his

No. 1 problem could ever be called imposing. Think about it this way: It's one thing to help a leader identify an issue; it's another to help them actually solve it.

3 THEY DAZZLE WITH COMPLEXITY.

The urge to sound smart and impressive is a strong one, but don't let it get in the way of a sale. One colleague of mine explained our services to a prospect at 90 mph, throwing all kinds of compelling data points and analysis at him in a short span of time. But instead of being convinced by her breadth of knowledge, the prospect felt that he couldn't get a word in edgewise. Of course, it's vital that you know what you're talking about and you establish credibility with your prospects, but don't let that take priority over genuine communication and advisement.

4 THEY WIN THE ARGUMENT.

Clients are not often impressed with a confrontational "I'm right, you are wrong" posture. Folks, serving clients is not about winning arguments. Serving clients is about understanding them and figuring out how to get them what they want. You are on the same team. If you forget this, you may win the argument, but lose the deal.



Geoff Smart is chairman and founder of ghSMART. Geoff is co-author, with his colleague Randy Street, of the New York Times best-selling book, Who: A Method for Hiring, and the author of the No. 1 Wall Street Journal best seller Leadocracy: Hiring More Great Leaders (Like You) into Government. Geoff co-created the Topgrading brand of talent management. He is the founder of two 501(c)(3) not-for-profit organizations. SMARTKids Leadership Program™ provides 10 years of leadership tutoring, and the Leaders Initiative™ seeks to deploy society's greatest leaders into government. Geoff earned a BA in Economics with honors from Northwestern University, and an MA and PhD in Psychology from Claremont Graduate University.

Top Tips You Can't Afford To Miss From A CEO Who Survived A Ransomware Attack

Years back, A1Care owner Percy Syddall upgraded his business with a state-of-the-art system for storing all the company's records and customer data in a single place. The network was a massive boon to both his customers and employees. But when his entire organization found themselves locked out of the data by ransomware, with the hackers demanding a price too steep to pay, the company had to act fast. They learned how to respond to an attack the hard way.

The first step was to evaluate the threat. They decided not to pay the ransom (which they couldn't afford, anyway) and instead thoroughly documented the issue. Then, they got the authorities involved and alerted their customers about the breach. In

the end, the attack cost thousands of dollars, but they weren't about to let it happen to them again. They began looking for more powerful solutions that would prevent future attacks and started asking more pointed questions to determine exactly what vulnerabilities their system might have. Most importantly, they began to back up their files and trained their team to recognize threats before they became full-on crises. You live and learn.

SmallBizTrends.com, 7/14/2018

3 Ways The Digital Transformation Is Changing Our Everyday Lives

1. Artificial intelligence has gone mainstream. Amazon Echo, Siri, Google Home and other personal assistants would have seemed like science fiction even 10 years ago. But now they're just another facet of our contemporary reality.

2. Robots are continuing to push industry forward. You probably don't have an android making copies in your office, but "cobots" (collaborative robots like Festo's BionicCobot) have started to intuitively automate manufacturing cycles and individualize even the assembly line.

3. Homes, cars and shopping are undergoing a revolution. Smart home platforms are becoming more and more common as we push forward, and those systems are becoming more and more advanced. Cars can drive themselves, to-do lists can order groceries without your input and digital technologies are leaking into every single aspect of our lives. *Inc.com, 1/22/2018*



Client Spotlight

Thorold Auto Parts & Recyclers is in the business of supplying garages, repair facilities and private individuals with quality recycled vehicle parts. But that's not all Thorold Auto Parts & Recyclers is up to in 2018.

Frank Serravalle, the owner of Thorold Auto Parts & Recyclers, says he and his team are working hard to upgrade and enhance their facility so they can serve their clients better than ever.

A member of the Ontario Automotive Recyclers Association, Thorold Auto Parts is one of the largest auto recyclers in southern Ontario with a huge inventory of auto parts throughout its 23-acre property. Thorold Auto Parts has over 200,000 recycled parts in stock at any one time. That includes a wide range of foreign and domestic models—everything from Honda and Mazda to Jeep, Nissan and Chevrolet.

Thorold Auto Parts has been part of the Niagara business landscape for well over 30 years now. Frank's father Lenny originally established Thorold Auto Parts back in 1982, and passed the family business on to Frank in 2000. Since that time, Frank has made several enhancements to his operation. For instance, just a few years ago, Thorold Auto Parts doubled its recycling capacity by adding four new recycling bays and 4,000 square feet to its vehicle dismantling facility.

Thorold Auto Parts and Recyclers is located at 1108 Beaverdams Road in Thorold. For more information, please call 905.227.4118 or visit www.thoroldautoparts.com.



You May Be Giving Away Sensitive Information And Not Even Realize It

By: Alex Vandersteen—Service Manager, B4 Networks

Does this look familiar to you? It should, posts like this are all over social media. By nature, people like finding out information about other people. It shows shared interests, experiences, hobbies, and gives people a way to connect to one another.

It also offers a way for people to social engineer information out of others.

These posts include a lot of personal information about the posted, and when sharing that information, it's not crossing their mind that it could be used against them. However, look at what is shared above: many of the questions are standard "security challenges" for passwords. How many times have you set up an account and blew through those challenges without even thinking about who else might know that information? In today's world of Google, Facebook, LinkedIn and Twitter it's harder and harder to hide personal information from people who would use it against you.



The good news is that there are many ways you can protect yourself from being taken advantage of! Start with these "Security Challenges" – if given the choice, type out your own questions, and answers only you would know. If you must pick from a dropdown list, pick less common questions, and answer in more than one word. For example, if you must choose the question "What is your favourite food?" instead of writing "pizza" you could write "Pizza with pineapple and ham." By increasing the amount of words in the answer, you drastically decrease the chances of someone being able to figure it out on their own.

The second easy protection measure you can take is to use a system like Lastpass or Passportal to generate and store your passwords for you. Using the same password for different systems is a huge risk, and one that unfortunately too many people take. Having different passwords for each site or service means that if one is compromised, the others are still safe. How often do you hear in the news about companies having a data leak? Wouldn't it be far better to only have to change one password if it's compromised than changing it on all the sites you use?

Finally, the best protection measure you can take is simply to be vigilant! Keep an eye on your accounts for anything that might seem fraudulent. Don't use passwords that are easy to guess, in fact use passphrases – entire sentences are so much harder to crack than single words. The sentence "This is a password" would take approximately 2 quadrillion years for a computer to crack. "A password" would take approximately a week to crack, and just the word "password" would be near instantaneous.

Be on the lookout for posts or threads that ask for personal information. Chances are your Facebook friends aren't actively trying to get access to your system, but once you post that information on the internet, no matter how tight your security settings are, there is always the chance that someone else might see it. And when they do, who knows what they will do with that information?

How Can I Stop Being Distracted and Get More Work Done?

There are hardly any jobs in the modern world that permit you to work completely apart from other tasks. Getting stuff done today demands concentrated levels of teamwork and communication with your coworkers, your friends, and your clients. As a matter of fact, a recent report showed that the combined intensity of work has increased 50 percent in just 10 years. The large strain on our time and energy at work, leads to a reduction in our ability to perform creative work. The study reveals that the average worker can spend up to 85 percent or more of their time each week on email, on the phone, and in long meetings.

Researchers are discovering that making incremental adjustments in your behaviour can help. In fact, just a few small tweaks will give you immediate results in the work place and your personal life. By making a sequence of subtle changes in your behavior, you can clear the hassle of time-wasting off your radar.

What Can I Do to Reclaim My Time?

We usually have way more control over our time than most of us think. The power of saying "no" and drawing clear and defined boundaries can be tough, especially for a "yes" person. However, these are key steps in time management that will help you be the master of your schedule.

5 Ways to Recover Your Time at Work

1. Create an agenda for every meeting under your control.

By adding a few bullet points in an email prior to the meeting, your team will have a heads up as to why you are calling the meeting in the first place. Reading the bullet points ahead of the meeting will allow them to be prepared to discuss the important information. It's also essential to give everyone plenty of time to review the agenda beforehand to formulate their ideas and questions.

2. Set a clear time limit for meetings and conference calls.

Walking into a meeting without determining and declaring a time limit can lead to needless small talk. Add to that people showing up late to the meeting, and a rudderless meeting can quickly get lost at sea. If you are specific about the start time on the front end and a limit on the back end, you will send a message to your team that showing up on time, being prepared, and being direct is important for success. This will prevent meetings and phone conversations from dragging on for too long. It's easy for people to not understand a time limit and even easier for them to lose track of time in the midst of a meeting. Therefore, set a well-defined time limit for every meeting, declare it at the start of the meeting, and add a couple of quick reminders during the meeting.

3. Set Clear Job Objectives for yourself.

It's too easy to become overwhelmed with conflicting priorities at work. Posting your objectives in front of you will be a reminder of

why you were hired in the first place. If you have trouble knowing your objectives, that is usually a problem to talk through with your boss. If you don't have clear job objectives, it is often due to poor management and lack of vision from your employers. Emphasize to them your need for objectives that will lead to you being more productive. Without clear objectives, you may tend to take on too much of the responsibility at work that should be someone else's.



4. Create a way to fly under the radar when you can't be bothered.

Impromptu meetings, calls from a chatty customer, troubling emails from a boss or client, and getting caught up in small talk in the break room seem to always pop up when you are under pressure at work. These distractions drain your time that should be concentrated on creating, leading, or whatever is core to your job. If you discover that your work environment is full of these distractions, find a way to "fly under the radar." Locate a permissible space where nobody can bother you. Perhaps you can find an unoccupied meeting room in your office, or if work allows, maybe you can find a coffee shop close to work. Switch your phone to "airplane mode" and spend some targeted time getting the important things done.

5. Figure out a way to implement the most powerful word in the time management vocabulary: The word, "NO."

Saying "no" can be really hard, especially if you enjoy helping people solve problems and pride yourself on being known as the "go-to person" around the office. Nevertheless, saying "no" is absolutely crucial to reclaiming power over your limited time. If saying "no" causes you to break out in a cold sweat, come up with a way to say "no" without having to say the word itself. For example, if a team member sticks their head in your office and asks you to help them with a problem, should you welcome them in or ask them to schedule a time tomorrow? Ask briefly what the topic is about and then try to decide whether this is something that could easily lead you down a rabbit hole of wasted time.

Another way that works is to post your schedule in your office, then when people stop in and ask to stay, just point to your schedule, apologize, then get up and leave. Politely ask them to come back tomorrow at 3 (or whenever you're free).

Adding these time-management steps will enable you to get back up to 18-20 percent of your time and make your job less stressful and more productive.

NOVEMBER HIGHLIGHTS

Nov. 6 • Nachos Day
 Nov. 8 • Cappuccino Day
 Nov. 9 • World Freedom Day
 Nov. 13 • World Kindness Day
 Nov. 14 • Pickle Day
 Nov. 19 • International Men's Day
 Nov. 20 • Name Your PC Day
 Nov. 26 • Cake Day
 Nov. 30 • Computer Security Day

Don't Take Our Word For It, Here's What Our Clients Are Saying About Us:

"We have recently started working with B4 and their response time and quality of work has impressed our team. As one of the primary projects, we switched from our old host provider to Office 365 and they were able to help us with little to no delay time in our operations. They are a great team and I would recommend people to use B4 for all IT needs".



Vlad Cojocari - NuVest
Management Services



Answers: 1. Lampshade, 2. Carnie, 3. Motorhead, 4. Sheriff, 5. Einstein, 6. Walrus, 7. Villain, 8. Horseshoe, 9. Fu Manchu, 10. Handlebar

Do You Know Someone That Needs Computer Support?

In our opinion, referrals from very happy clients and their employees are the greatest form of flattery. We love it when you're so pleased with our services, that you're willing to recommend us to other business owners you have a relationship with!

If you know someone who is looking for computer support for their company, you will receive \$100 for every referral you send our way. If your referral becomes one of our managed clients, you will receive a cheque up to the amount of one month of their signed agreement. That could be up to \$5000 in your own pocket!

For full details about our referral program and to submit your referral, please visit www.b4networks.ca/referral-program today and get us in contact with your friends today!

RECEIVE UP TO
\$5000
 FOR EACH FRIEND
 YOU HAVE
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If you're sick and tired of paying a monthly high price for cable where you're forced to pay for a bunch of channels you don't watch—look no further than the Mobile Screen Cast.

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Using sophisticated MirrorProjection® technology, this gadget allows you to send any video or audio wirelessly from your phone to your tv, turning your phone into a wireless home-theatre system.

Anything you can do on your phone can go right on your tv. The Mobile Screen Cast works with iPhones, iPads, Android phones and tablets, Mac and Windows laptops.

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