

TECHNOLOGY UPDATE

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

What's New

B4 Networks raises funds for MOvernment, Gillian's Place & Breakfast Program.

See pg. 7 for more details



December 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.**



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Two Places You Should Never Cut Corners With IT

Today's technology empowers business owners in ways that would have seemed incredible even 10 years ago. With a humming network connecting your team to the rest of the world, and with just a few simple keystrokes, your organization can complete tasks that used to take days.

However, the endless possibility that accompanies technological advancement comes with a catch: to be truly effective, IT requires investment – not just of capital, but of time and attention, resources all too dear to the harried entrepreneurs of the modern age. Perhaps

this is why, everywhere you look, small to midsize business owners are not only failing to realize the full potential of their technology, but are unknowingly leaving massive gaps in their systems and processes for malicious entities to exploit. And so, budding companies that would otherwise dominate the market are prematurely stamped out by competitors with more tech savvy or are hamstrung by costly data breaches.

Even in the midst of this trend, we understand how easy it is to ignore your company's glaring technological gaps.

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You imagine that you don't have the time or money to address the issue, or that you'll do it down the road once your business is better established. But no matter how big or small your business may be, there are two foundational tech concerns that you should *never* cut corners on.

1. SECURITY

Pretty much every successful company today is intimately intertwined with the technology on which it depends. So it makes sense that your primary worry should be protecting what's yours from those who want to snatch it. Think of it this way: would you hire a \$5 locksmith to secure your office? Of course not. Then why do so many business owners put their livelihood behind a flimsy, \$5 firewall – or, even worse, a free antivirus? In 2018, it is more likely that your business will fall victim to a cyber-attack than it is that thieves will arrive at your office in the dead of night, according to a 2017 report from Kroll.

Cyber security is clearly a concern that the entire business community shares, but it represents an especially pernicious threat to smaller businesses. The reason is simple: small and midsize businesses are not just targets of cybercrime; they are the principal targets. With this in mind, cyber security should always be one of your top priorities.

2. TECH SUPPORT THAT GOES BEYOND THE "BREAK-FIX" APPROACH

It's difficult to overestimate the money, time and stress it can cost you when your technology breaks down. Between server downtime, haywire software, connectivity issues and myriad other potential problems, when your stuff breaks, it can cause more than a massive headache – it can put you out of business.

Most business owners realize this, but many still opt for the classic "break-fix" strategy. Unfortunately, "If it ain't broke..." is a dangerous maxim by which to steer a ship. If you wait to address a problem until after it becomes an issue, you're inviting a crisis into the equation that could easily have been avoided with a keen, proactive eye. And when your server fails, or your network experiences hiccups, or some other unforeseen issue rears its ugly head, an unfamiliar break-fix technician will take longer to fix the issue than an expert who's been working with your specific network from start to finish and already knows it inside out. It's just not worth it.

In addition, proactively managed service providers will consistently make recommendations to keep your company competitive. Whether it be a small upgrade to software here, a patch there or an overhaul of your server system, these moves can be invaluable in the breakneck marketplace. And, of course, since they're keeping tabs on your tech at all times, any potential problems get addressed long before they hit your bottom line.

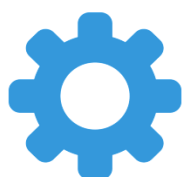
By leveraging technology, you and your business can do amazing things. Partner with a team of IT professionals who are actively invested in your success and confidently push your company into 2019.

If you're interested in knowing how we can help your business stay protected, call us today at 905-346-4966.

"... you're inviting a crisis into the equation that could easily have been avoided with a keen, proactive eye."

How Does Your Current I.T. Provider Compare?

Our November 2018 Service Key Performance Indicators



81%

8 Business Hour Ticket Resolution



96%

Client Satisfaction



9 mins

Average Response Time

Shiny New Gadget Of The Month:



The Casio Pro Trek Smart A Watch Built For Adventure

Today, a lover of the outdoors needs to demand more from their devices if they're going to get the most out of their adventures. The best tech boasts robust, easy-to-use features for when you need them but gets out of the way, leaving you to focus on the grandeur surrounding you.

Luckily, the Casio Pro Trek Smart WSD-F20ABU watch does exactly that in one attractive, intelligent package. Every capability you'd expect from an outdoors-focused device is overhauled here – from the altimeter to the barometer and even the feature-rich compass. Perhaps the best tool is the full-color map you can display on its face, which detects and displays changes in the atmosphere and weather up to the minute. If you're looking for a sturdy, powerful tool to bring along on your next excursion, it'd be tough to do better than this.

[Get yours from Best Buy](#)

The Importance Of Pride

The Key To Better Serving Your Customers

By Robert Stevenson

The famous business guru Peter Drucker wrote more than 10,000 pages on the subject of management. Across 39 books translated into 36 languages, you can bet he learned a bit along the way. It's the reason he's widely considered the "founder of modern management." In his book *The Practice Of Management*, Drucker states, "There is only one valid definition of business purpose: to create a customer. The customer is the foundation of a business and keeps it in existence. He [the customer] alone gives employment."

Recently, I had the opportunity to work with Farm Credit Services, a customer-owned financial cooperative that finances and protects farmers and ranchers. Everywhere I turned and with every person I interviewed, it was obvious Mr. Drucker would be thrilled with their business philosophy. Their customer is truly their No. 1 priority. All policies, procedures, products and services are in place for the sole purpose of helping their customers.

Maybe we should all consider ourselves "customer -owned cooperatives." After all, every part of our existence is based upon our customers. They may not directly own our companies, but as Mr. Drucker wrote, they alone give us employment.

Farm Credit Services was having an Executive Summit with 70 senior directors to discuss what more they could do to better serve their customers. They allowed me the opportunity to interview 15 people, from senior management to sales and field personnel, so I could dig down to find what really makes them tick. They didn't inquire as to what I would be asking their employees, nor did they give me any directions,



concerns or restrictions as to what I could discuss. It doesn't get any more transparent than that.

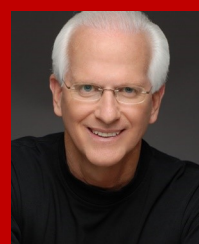
Did I uncover any complaints, concerns or frustrations? Sure I did – every company has them. But more importantly, I discovered how proud they were to be serving their customers. Their heartfelt dedication to doing everything they could to ensure their customers succeed in a competitive and volatile market was a pleasure to witness. If someone were to ask me how I would sum up Farm Credit Services, I would choose one word: proud.

You can't mandate proud. You can't force people to be proud. Pride is a culture, a foundation deeply rooted in the fabric of an organization. You can feel it whenever you're around a proud organization, see it in the actions of their entire team and hear it in their words. We could all learn from Farm Credit Services's example. If you want to succeed, both personally and as a business, then you need to:

Think proud – embody pride in your attitude.

Feel proud and show it in everything you do.

Be proud and be willing to stamp your name on the job you do for the people you serve.



Robert Stevenson is one of the most widely recognized professional speakers in the world. Author of the books *How To Soar Like An Eagle In A World Full Of Turkeys* and *52 Essential Habits For Success*, he's shared the podium with esteemed figures from across the country, including former President George H. W. Bush, former Secretary of State Colin Powell, Anthony Robbins, Tom Peters and Steven Covey. Today, he travels the world, sharing powerful ideas for achieving excellence, both personally and professionally.

■ 4 Ways Your Employees Will Invite Hackers Into Your Network

Cyber-security is a complicated issue, no matter how you slice it, but one of the surest ways to reduce your risk and strengthen your defenses against hackers is to educate your team. Forewarned is forearmed, so make sure they fully understand the risks associated with the most common social engineering strategies. **Phishing**, the most prevalent, uses e-mails, chats or web ads impersonating trusted entities to trick employees into clicking malicious links. **Baiting** is similar, but purports to offer something enticing, such as a music or movie download, to deliver malware onto your

system. **Quid pro quo** hackers offer a “service” in exchange for access to private data, such as an employee’s login credentials. **Tailgating** is when an unauthorized person physically follows one of your employees into a restricted area or asks to “borrow” their device for a bit and steals all the info they need directly.

Make sure your team is on the lookout for these malicious techniques, and you’ll be that much more secure.

SmallBizTrends.com, 9/20/2018

■ Use These 3 Strategies To Break Your Bad Tech Habits

If you’re trying to kick an addiction to your smartphone and other addictive tech, and you’re tempted to turn to them

whenever you feel uncomfortable or anxious, don’t give up. Instead of seeking a distraction whenever you feel bored – for example, checking your e-mail for the 10th time or logging in to Facebook – learn to embrace silence, and yes, even boredom. If you find yourself checking your phone too much at work, set physical boundaries to restrict yourself. Put it in your desk or another place that adds an extra step to accessing it. The next time you have downtime, instead of whipping out your device right away, mull over a specific problem or idea on your own – you might be surprised what you discover.

Inc.com, 7/20/2018

Client Spotlight

Genaire has over 60 years of experience in the manufacturing, repair and overhaul of both commercial and military aircraft components and support equipment.



Located at the Niagara District Airport, there have been many changes over the years. Genaire provides service to various customers including Canada’s Department of National Defense. Genaire holds many patents for various aircraft pallets and containers and can provide various services including Aircraft Radome Repair and Overhaul, Aircraft Fuel Cell Repair and Overhaul, Air Cargo Pallet Repair, and can also provide Non-Destructive Testing.

For more information on Genaire, visit their website: www.genaireltd.com

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
REFERRED TO US.



MERRY
CHRISTMAS
DECEMBER
SNOWMAN
SANTA CLAUS
DECORATION
CELEBRATIONS
SNOWFLAKES
MISTLETOE
PRESENTS
CHARITY
CANDLES
FROSTY

WINTER
ICY
MYRRH
ANGEL
HOPE
CAROL
STAR
TOYS
XMAS
TREE
BELLS
GIFT
WISH



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

"Since signing on with B4 I have bragged about them..."



*Jan VanZanten,
Van Zanten Greenhouses Inc.*

"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"

The Season of Giving

With Christmas just around the corner, many of those who are fortunate enough to give back are maybe wondering where their money would make the biggest difference. It's important to choose a charity where the money goes directly to the cause and not to lining the pockets of the CEO.

You have many options when it comes to charitable donations – you can donate locally or to a national organization with a larger footprint. Many of us base our donations on charities that are close to our heart and that have impacted our own personal lives.


National Charities

For the purpose of relevance, we will focus on the charities that are making a difference to Ontarians.


MoneySense ran a study based on the following selective criteria ("Canada's Top-Rated Charities 2018", 2017):

- ◆ Charity efficiency - the percentage of funds that go towards the cause.
 - ◇ A grades (A+ to A-) were assigned to charities where 90% or more of their funds went towards the cause.
- ◆ Fundraising costs - how much charities have to spend to raise \$100
 - ◇ A grades (A+ to A-) were assigned to charities that spend \$10 or less to raise \$100.
- ◆ Governance and transparency - information readily available
 - ◇ Based on a survey of 24 questions, A- or higher were graded above 80% and higher.
- ◆ Cash reserves - money and assets on hand in months
 - ◇ A grade for reserves totaling 3 months to 3 years.

Top Canadian Charities (graded A-[80%] and higher)



Charity	Grade
Aga Khan Foundation Canada	A-
Chalice (Canada)	A
Christian Blind Mission International	A-
Compassion Canada	A-
MADD (Canada)	A-
The Nature Conservancy of Canada	A-
Plan International Canada Inc.	A-
The Samaritan's Purse	A
Tim Hortons Children's Foundation Inc.	A-
The War Amputations of Canada	A-
We Charity	A
World Vision Canada	A-



You can view all the findings online at the website mentioned in the reference section. The study breaks down the four selective criterion and shows the charity's grading given each criteria.

Local Charities

There are several local charities within Niagara that need financial assistance as their scope and funds are limited. Here are some local charities that could always use your help:

- Your local Humane Society
- Your local food bank—Pelham Cares, The Hope Centre, Community Care, Project SHARE
- The Salvation Army
- Women's shelters – Gillian's Place, Women's Place of South Niagara, etc.
- Big Brothers and Sisters of Niagara
- Heart Niagara
- Hospice Niagara
- Niagara Sexual Assault Centre
- Niagara Peninsula Conservation Fund

Make sure your hard-earned money you donate will make a difference in someone's life.

References

Canada's Top-Rated Charities 2018 (2017, Decembre 19). Retrieved from <https://www.moneysense.ca/save/financial-planning/canadas-top-rated-charities-2018/>

December Highlights

Dec. 5 • Ninja Day
Dec. 7 • Cotton Candy Day
Dec. 13 • Hot Cocoa Day
Dec. 17 • Maple Syrup Day
Dec. 20 • Games Day
Dec. 21 • Ugly Sweater Day
Dec. 25 • Christmas Day
Dec. 26 • Boxing Day
Dec. 31 • New Years Eve



B4 Networks Staff Gives Back



There have been a number of recent initiatives we have taken on as a company. Every Friday, we give our staff the opportunity to dress-down for \$2.00. Since last Christmas, we have been able to raise enough money to donate to the Breakfast Program at **St. Kevin's Catholic Elementary School** in Welland. We have used the rest of our funds to support **Gillian's Place** Tree Tag Program where we provided mothers living at the shelter the opportunity to give their children gifts on Christmas morning.

For the second year in a row, we have also participated in the **MOVember** challenge. They introduced MOVember this year as well, giving the women a chance to participate in fundraising. Some staff pledged to grow out their moustaches, while other decided to walk 60km during the month of November in honour of the 60 men who die every day due to prostate cancer.

We are proud of our contributions and are looking forward to making a difference next year again!



Tek Tip

Photo Album

Useful Google Home Commands



Want help with your kids homework?

Say "Hey Google, it's homework time" and Google will be able to help you with everything from translating words to summarizing historical events.

Want to stream music?

Google can play music from 6 sources: Google Play Music, iTunes, Spotify, Pandora, Deezer and local radio apps. Just say "Hey Google, play some Queen from {source)".

Want to order pizza?

With your Google account linked to your Dominos Pizza account, you are able to place your order with "Hey Google, order my regular order from Dominos".

Want some random facts?

OK - maybe not useful but surely fun. Simply ask google to tell you something interesting and maybe you'll learn what day most Vampire hunters are born on.

