

TECHNOLOGY UPDATE

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

What's New

**B4 Networks
welcomes their
newest employee:**

**MICHAL
PANSZCZYK**

More about Michal in Next
Months Newsletter

February 2019



"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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Fonthill, Ontario, L0S 1E0
Tel: 905-346-4966



SNEAKY WAYS CYBERCRIMINALS ACCESS YOUR NETWORK AND WHAT YOU CAN DO TO PREVENT IT TODAY

Hackers prefer the little guy. The high-profile data breaches you read about in the news — your Facebooks and Equifaxes and Rogers — are only the tip of the iceberg when it comes to the digital crimes being perpetrated day after day, especially against small businesses. Today, according to a report by the National Cyber Security Alliance, 70 percent of hackers specifically target small

businesses. Attracted by the prospect of easy money, they search for those organizations who underspend on protection, who have employees untrained to spot security risks, and who subscribe to woefully out-of-date practices to protect their data. As a result, more than 50 percent of small businesses have been hacked, while 60 percent of companies breached are forced to close their doors within

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six months.

Most business owners have no idea the danger they're putting their livelihood in by leaving cyber security up to chance. According to a survey conducted by Paychex, 68 percent of small-business owners aren't concerned about their current cyber security standards, despite the fact that around 70 percent of them aren't adequately protected. In the face of an imminent, global threat to the very existence of small businesses everywhere, most CEOs offer up a collective shrug.

The tactics and software available to hackers become more sophisticated by the day, but with so many unwitting victims, most criminals don't even need to work that hard to net a six-figure income. By sticking to two tried-and-tested tools of the trade — phishing, ransomware and the subtle art of guessing users' passwords — they leech comfortably off the earnest efforts of small businesses all over the world. So, what's to be done? Well, first things first: You need to educate yourself and your team. Protect your organization against phishing by fostering a healthy skepticism of any email that enters your inbox. Make it a habit of hovering over hyperlinks to check their actual destination before you click. If an email is coming from someone you know, but the email address is different, verify it with the other party. And never, ever send passwords or personal details to anyone over the internet if you can avoid it.

“IN THE FACE OF AN IMMINENT GLOBAL THREAT TO THE VERY EXISTENCE OF SMALL BUSINESSES EVERYWHERE, MOST CEOs OFFER UP A COLLECTIVE SHRUG.”

Speaking of passwords, you probably need to upgrade yours. The majority of folks use the same password for everything from their Facebook account to their business email. The fact that this includes your employees should make you shudder. It may not seem like a big deal — who's going to take the time to guess SoCcErMoM666? — but aside from the fact that simple software enables hackers to guess even complicated passwords in minutes, that's not even usually necessary. Instead, they can just look at the data dumps



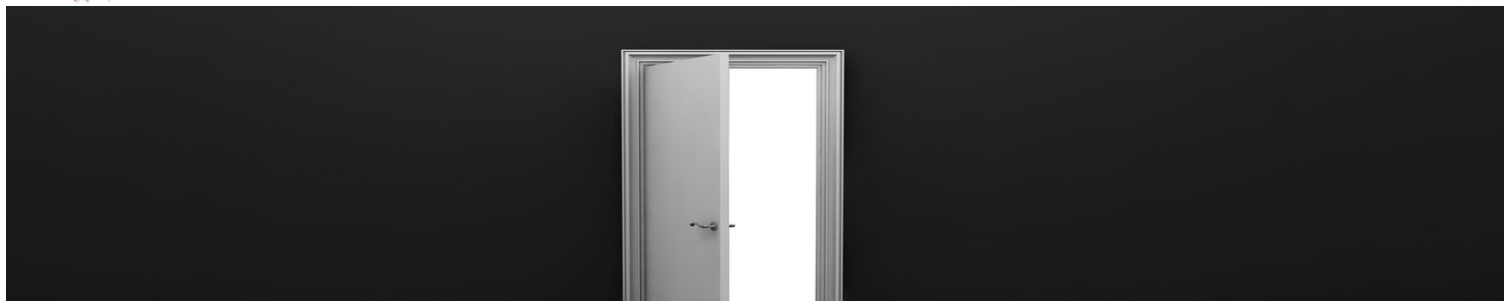
from a recent more high-profile breach — think the Equifax fiasco — pull your old website from there and type it into whatever profile they want to access. If you keep all your passwords the same across sites, it won't take them long to dig into your most precious assets. To avoid this, implement a strict set of password regulations for your business, preferably incorporating two-factor authentication and mandatory password changes every few weeks.

Of course, you can read up on hacking techniques and teach them to your team until you're blue in the face, and a data breach can still occur. Cybercrime is constantly evolving, and staying abreast of its breakneck pace takes a dedicated awareness of the latest protective tools and measures. That's why your single best weapon to defend you against the hackers at your door is to find a managed service provider (MSP) with a background in defending against digital threats to partner with your organization. These companies not only regularly monitor your network, they also keep it updated with the latest patches and measures to prevent the worst. And if crisis somehow still strikes, they'll be able to get your network back up in minutes rather than days, equipped with an expert knowledge of your systems and years of experience in the field.

In today's digital world, leaving your cyber security up to a subpar antivirus and some wishful thinking is more than irresponsible — it's an existential threat to your company. But with a little savvy, a bit of investment and a second opinion on the circumstances of your company's security, you can rest easy knowing that no matter what comes, you're protected.



WATCH YOUR DOORS



When was the last time you looked at the doors to your business? It isn't just about who comes in; it's also about how.

Let me give an example. A new restaurant opened near my office. It's been very successful, and I eat there regularly. The only problem is the horrendous door you have to go through to get in. Opening it causes an obnoxious grating sound, not unlike a few metal tomcats duking it out in an alley. The pull is hard and inconsistent. At first I thought they'd fix it, but since it hasn't been dealt with in months, it's clear to me that the owners don't give much thought to the first impression it creates.

Actual doors are important, but the metaphorical doors to your business are even more important. These "doors" are entry points, drawing people in or keeping them out. They can welcome or they can warn.

What about the doors to your business?

Your website is your online door. Is it aesthetically pleasing? Easy to navigate? Up-to-date? Can a visitor quickly find contact information? Does it just advertise, or does it make it easy for visitors to actually take action?

Your phone is a door too. Whether answered by a person or a recorded message, it speaks volumes about your professionalism and punctuality.

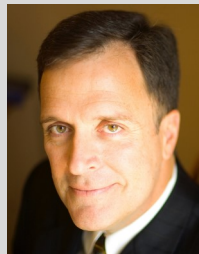
The way you handle service and support is yet another door. How easy is it for a customer to schedule a repair? Do techs arrive when promised? Are they professional in appearance and friendly in demeanor?

Then there's your social media accounts. What image do your various platforms convey? Does your social media support or detract from your brand?

Your office environment is another. Is it a place customers enjoy or endure? If you serve coffee, how good is it?

Gordon Hinckley said, "Eternal vigilance is the price of eternal development." Paying attention consistently will allow you to develop and achieve success. Ignoring the doors, literal and metaphorical, can be costly.

A good door makes it easy for customers to enter. A great door invites them in and sets the tone for what follows. Make sure yours immediately conveys everything you want others to know about your business.



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HOW DOES YOUR CURRENT I.T. PROVIDER COMPARE?

Our January 2019 Service Key Performance Indicators



67%

8 Business Hour Ticket Resolution



98%

Client Satisfaction



10 mins

Average Response Time

■ 4 REASONS YOU SHOULD MOVE YOUR DATA TO THE CLOUD TODAY

If you're one of the skeptics holding out on incorporating cloud technology into your business, you're in the minority. Today, a full 93% of businesses now use the cloud in their day-to-day operations, according to RightScale. Here's why.

- The cloud increases profits. The nimble, location-flexible nature of the cloud enables lean, remote operation from anywhere in the world, increasing the bottom line of SMBs.
- The cloud boosts efficiency. Without the need for data silos, cloud applications can drastically reduce bottlenecks and failures.
- The cloud saves money. Instead of paying to maintain unused hardware, the cloud allows you to pay low monthly fees, reducing wasted funds.

- The cloud is more secure. Backups are that much easier to implement and access, meaning that your business can be up and running after a data breach in minutes rather than days. *Smallbiztrends.com, 11/27/2018*

■ TOP TACTICS TO IMPROVE COMPANY CULTURE

A healthy company culture does more than make work life bearable – it draws in talent and increases productivity. But contrary to what some CEOs may believe, culture begins with leadership. To bolster a positive, winning environment in your business, make sure that above all, your team embodies the core values of your organization. Hire and fire by the standards you've set, and build an organization that seeks to bring meaning to the business you do.

Also, be sure to maintain transparency at every turn. Nothing erodes trust and good vibes like secrets or the rumors

they spawn, yet many leaders struggle to understand that, when faced with a difficult situation, a thorough explanation will win the loyalty and consideration of those you work



with.

Finally, keep your vision locked on your organization's long-term goals. With a clear focus in mind for your employees, it's that much easier for everyone to stay on the same team and continue to push forward in earnest. Short-term wins are important, sure, but it's the visionary in you that will become someone to rally around for the long haul.

love

Don't take our word for it. Here's what a client is saying about us:

"SERVICE LEVELS ARE VERY GOOD AND THE STAFF IS VERY KNOWLEDGEABLE AND VERY PERSONABLE."



Brenda Robinson
Operations and Commercial Account Manager, FENA Insurance Solutions Inc

"The service is always very good, I have no complaints about the service whatsoever. They're always there, if we have something that's needed and we can schedule it - we schedule it. If it's something that needs to be done right away, they appreciate the fact that there's a reason for that, and they do their best to take care of it. Service levels are very good and the staff is very knowledgeable and very personable. Very easy to work with."



SHINY NEW GADGET OF THE MONTH



THE MOVI

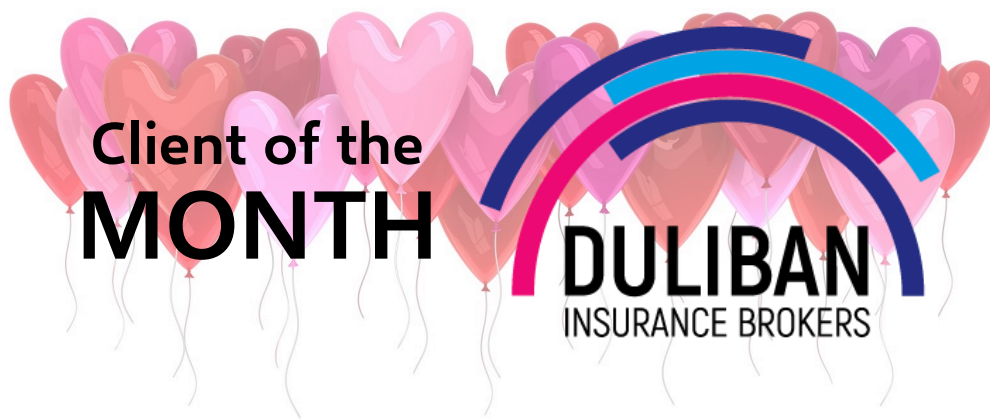
The Smartphone That Is Also A Projector

Sure, your big honking iPhone or massive Android is impressive, but does it have a screen the size of an entire wall?

The Movi is the first smartphone to integrate a built-in pico projector into its design, allowing users to project 720p images up to 200 inches in size wherever they are. At only \$599 USD, it's a bargain when compared to other comparable projectors.

However, there are caveats: the Movi's FHD phone screen can't compare to its higher-end OLED competitors, and its camera leaves something to be desired. But if you're an avid video buff with a mind for convenience, the Movi may be just what you're looking for.

[Buy it at moviphones.com!](http://moviphones.com!)



As an independent insurance broker in Ontario, they pride themselves in providing quick competitive quotations, professional policy reviews and claims assistance. They work with the Canada's top Insurers to see what best fits your individual needs. They pride ourselves in achieving a small town, friendly, face to face service.

Their professional staff are committed to providing you with personal service whether it is in our office, online, over the phone, or in the comfort of your own home. For any business to flourish over such a long time it must be built on a stable foundation. Their foundation consists of their constant ability to provide competitive insurance premiums combined with quality service that only can be provided from a "Hometown Broker."

They have an incredible team of over 44 employees who all possess a strong commitment to our communities and are involved in many not for profit local organizations. They feel that providing service to their customers involves directly being involved in the communities we serve. They are 100% committed to become or continue to be your 'Hometown Broker'.

You can trust Duliban Insurance Brokers Ltd. for all of your insurance needs.



If you'd like to reach Duliban Insurance Brokers, they can be reached at 1-855-385-4226. They have 4 locations ready to serve you across the Niagara Region.

FAMOUS COUPLES

Match the names below to make a famous couple.

- | | |
|---------------------|-------------------|
| ---- Princess Peach | A. Yogi |
| ---- Elastigirl | B. Popeye |
| ---- Perdita | C. Tarzan |
| ---- Hermione | D. Bert |
| ---- Ernie | E. Mario |
| ---- Olive Oyl | F. Hansel |
| ---- Gretel | G. Ron |
| ---- Bella | H. Mr. Incredible |
| ---- Jane | I. Pongo |
| ---- Boo Boo | J. Edward |

Answers: A.H,I,G,D,B,F,J,C,A

SUDOKU

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		5	4					6
9		2					5	
4					2	9		

Do You Know Someone That Needs Computer Support?

RECEIVE UP TO

\$5000

FOR EACH FRIEND
YOU HAVE
REFERRED TO US.

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!

FEBRUARY HIGHLIGHTS

- Feb 5. Safer Internet Day
- Feb 6. Frozen Yogurt Day
- Feb 7. Ballet Day
- Feb 11. Clean Out Your PC Day
- Feb 14. Valentine's Day
- Feb 20. Love Your Pet Day
- Feb 22. Be Humble Day

WHY YOUR BUSINESS SHOULD BE USING TWO-FACTOR AUTHENTICATION

Each year seems to bring even bigger and more expensive data breaches. It's become commonplace to hear that your favourite retailer was just breached and millions of records were lost to hackers somewhere on the other side of the world. In spite of our best efforts, cyber crimes are now the number one leading crime worldwide. Every organization is vulnerable on some level.

Stopping Cyber Thieves

Though most companies now employ much stronger cybersecurity than they did 10 years ago, our society is light-years away from being impenetrable. Some industry experts believe we'll never be able to fully stop all breaches from occurring. The reasons for this vary but the most logical line of thinking is that that technology is evolving at nearly a daily rate. With each new invention, we open another window that cybercriminals can climb through. Every new convenience we gain through technology is another potential vulnerability just waiting to be exploited.

Password Protected

According to a recent survey, about 60 percent of all internet users confess that they use the same passwords across multiple accounts. That means that a hacker only has to discover one password instead of a dozen. It makes the work of cybercriminals much easier. Once they have learned the password to one of your online accounts, they'll go to work trying it on other accounts.

As a society, we must realize that cybercrime is escalating. Data breaches are becoming the norm. One of our most important defenses is to make it as difficult as possible for criminals to learn our passwords by creating log-ins that are hard to decipher. A 2017 Verizon Report on Data Breaches found that 81 percent of all data breaches occurred because user passwords were weak and easy to decrypt.

This is one area we all need to improve upon and it's not difficult or expensive. Simply start today by creating passwords that begin with numerals and contain symbols and upper-case letters.

Two-Factor Authentication

Another key element is our log-in security. Two-factor authentication (2FA) is one way to keep your data more secure. 2FA requires the consumer to utilize two methods to confirm that they are the rightful account owner. Though 2FA does make it harder for the account owner to access the account, it also makes it difficult for cyber thieves to learn your password. Their job becomes much tougher because they now need to do more than just hack your password. They'll need personal information about the account owner. With so many accounts being too easy to break into, hackers are more likely to just move on instead of trying to break through the multiple factor authentication process.

How to Implement 2FA for Your Business

Many companies now use some form of 2FA to protect their valuable data. In fact, there are apps today that make it much simpler to implement this type of security. Google Authenticator has quickly become a favorite app, along with Duo Mobile and Twilio Authy.

Time-Based One-Time Passwords

Time-based codes are a very effective method of stopping hackers. With this type of security, a dynamically generated code is sent via email.

A time-based one-time password (TOTP) will not stop the more determined cyber thieves but it is still much stronger than regular passcode methods. You not only need to know the code, but you have a specific window of time to use it before it expires. Though the code can hypothetically be intercepted, it's a complicated process that hackers might want to avoid.

Other Security Methods

A newer, more complex method of security involves using a Hardware Token. This token is an actual item that the user has with them. Though this is extremely effective, it also has a number of drawbacks and has not been widely used. To date, the 2FA method has been viewed as the most secure while still being convenient for users. It is widely used by financial institutions and developers are working on ways to make this type of security even stronger.

One thing that industry experts warn about is the "set it and forget it" risk. Often, a business will set up the two-factor authentication protocol, but then just assume that everything is well-protected from that point onward. In order to be as secure as possible, all network and internet security require frequent checks to make sure things are still working. Security experts also recommend regular patches and updates to the software.

Implement a simple alert system that notifies your IT department of any unauthorized access attempts. These are just a few of the many ways we can all protect our online data.

If you'd like to discuss Two-Factor Authentication and how it could benefit you with one of our professional technicians, call us today at 905-346-4966.



TEK TIP

PHOTO ALBUM

PREVENT FACEBOOK FROM SHOWING YOU BAD MEMORIES



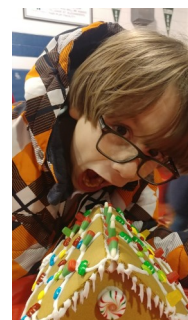
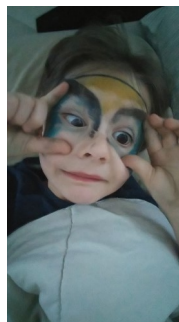
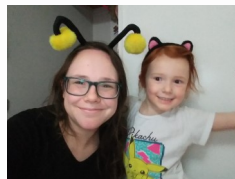
Facebook Memories are a great feature of the social media platform, however, there are times where memories that are generated are not exactly ones you want to be seeing. There is no direct way to stop these automatically generated videos, but you can control who appears in your memories.

In order to do so, follow these 3 easy steps:

1. Head to facebook.com/memories
2. Click the preferences button, and in the pop-up box, click on the Edit button next to "People".
3. Enter in the names of the people you wish to filter out.

You can also use this process to filter out by date to avoid any event you wish to not be reminded about.

Keep in mind, Facebook has algorithms in place already to exclude memories with people you have unfriended, unfollowed, blocked or dumped (or been dumped by), or by people who have died and have Facebook pages converted to memorialized accounts.



Brittnee's beautiful baby Griffin born on 27 Jan 2019