

TECHNOLOGY UPDATE

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

What's New

B4 Networks
named one of
Canada's Top 50
Best Managed
I.T. Companies
for the 2nd year
in a row.

See pg. 5 for more information



March 2019

The #1 Mistake Your Employees Are Making Today That Lets Cybercriminals Into Your Network

In the wake of unprecedented rates of digital crime, with the cost and frequency of data breaches constantly skyrocketing year after year, companies all over the world have been forced to scramble for solutions. There's an arms race running behind the scenes of every piece of technology we use in business today, as cyber security companies shore up their clients' defences against increasingly sophisticated digital threats. Billions of dollars are now poured into battling

away would-be intruders from the most precious assets on global networks: most of the money directed toward the software that keeps everything afloat, just out of reach of the bad guys.

But even as each day brings a new technological apex for security solutions, data breaches continue. Despite the fact that the tools hackers use to make money are more or less the same as they were three years ago, nobody seems to question why

Continued on pg.2



"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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companies are still being hacked at record levels. It's easy to imagine a crack team of infamous hackers hammering away at a keyboard into the late hours of the night, feverishly computing the one piece of code that will break them into a system.

This may be the process behind the high-profile breaches you read about in the news each week, but in reality, most cybercrime takes much less effort. The average hack succeeds not because of overt vulnerabilities in the structure of business networks, but because of a mistake made by you or your employees. According to IBM's X-Force Threat Intelligence Index, more than two-thirds of breaches arise from what they call "inadvertent insiders," folks who accidentally left the network vulnerable from one action or another without even realizing it.

Most of the human error that becomes the root cause of catastrophe can be traced back to phishing. A criminal spends some time researching your organization, maybe learning a bit about an employee or two, and decides to masquerade as someone worthy of trust either within your team or from a company you contract with, or just a stock person offering something pretty much everybody wants. They mock up a somewhat convincing email and send it off to 10 people within your business. Somebody clicks the included link without thinking, and there you go – you've got ransomware. If you haven't backed up your data, you're looking at a hefty fee to get everything back, if they even give it back at all.

In other cases, your team may actively duck around your previously implemented security measures or avoid the procedures you've put in place to keep the business safe. That can mean visiting unsavoury websites, ignoring a vital



security patch or another minor transgression. But when every mistake spells a potentially massive vulnerability, you can't afford people who aren't conducting business to the highest standards in cyber security.

Regardless of how it happens, most hacks occur because employees just don't know better. Even in 2019, when cybercrime runs rampant and virtually everyone is constantly at risk on the Internet, most of us just aren't well-versed in ways to protect ourselves, much less the companies we work for.

The good news is that this problem is pretty easy to prevent through education. To keep everyone abreast of the latest threats to their livelihood, it takes a thorough set of rules, guidelines and general savvy to steer them through the troubled waters of modern cyberspace.

Of course, this will take more than a 30-minute crash course in the break room one afternoon. It'll take a concerted effort and dedicated resources. Luckily, we can help. With a trusted partner dedicated not only to keeping your organization protected from the latest digital threats, but to keeping your employees alert and ready to spot anything phishy, you drastically decrease the chances of your business becoming another statistic in the war on cybercrime. Work with us and secure the future of your company for the long haul.

“Somebody clicks the included link without thinking, and there you go – you’ve got ransomware.”

The Self-Made Myth: All Business Leaders Had Help Along The Way

I'm about to share an unpopular opinion: the self-made CEO is a myth. No successful entrepreneur or business leader is a self-made man or woman. If you think you are, you need to take a long, hard look in the mirror. Behind your successes are countless contributions from family, friends, teachers, mentors and coaches. If you can't see that, you're not looking hard enough.

As a business coach, I've seen companies grow from kitchen tables to \$100 million enterprises and then collapse because the owners thought they knew everything. In contrast, the world's most effective leaders know they didn't get to where they are by themselves. They recognize that ideas can come from anywhere, and they actively seek out people who can help them on their journey. Here are three ways to harness that inspiration.

1. RELY ON YOUR TEAM, AND SHOW YOUR APPRECIATION.

The most effective leaders are always the first to admit that they don't have all the answers. They ask themselves tough questions to understand their own strengths and weaknesses, and they don't let ego or pride get in the way of building their companies.

One of the biggest mistakes I see business leaders make is thinking they can't learn anything from the people around them. It's essential to recognize your limits, seek others' help and opinion to patch holes in your expertise, and give credit where credit is due.

2. RIP OFF AND DUPLICATE — THE OTHER R&D.

Some of the best ideas I've had for my businesses are ones I've borrowed (and modified) from others. In my experience as an entrepreneur and coach, I've seen first-hand how ideas that are considered standard practice in one industry can be innovative when applied to another. Of course, it's about how you adapt those ideas to your business, not

necessarily just copying what your competitors are doing. Instead, use the existing base of knowledge to provide a novel solution.

3. CROWDSOURCE IDEAS FROM FELLOW BUSINESS LEADERS.

Finding new solutions to business challenges is a never-ending and often exhausting task for entrepreneurs and business leaders. One source that I've used to help me solve problems has been a business advisory group (BAG) comprised of professionals in business operating in non-competitive markets. Peers in a BAG can relate to the daily challenges you face running your company, managing teams and growing the business. BAG members can provide you with valuable insight into how they are running their own companies and how business solutions they've implemented may apply to your business.



Business is a team sport. No great company has ever been built solely atop the efforts of a single person. The entrepreneurial spirit will take you far, but eventually you have to recognize that you need to rely on the ideas and contributions of others. When that happens, you'll become a greater leader, and you'll see your business and company culture grow exponentially.



Andy Bailey is the founder, CEO and lead business coach at Petra, an organization dedicated to helping business owners across the world achieve levels of success they never thought possible. With personal experience founding an Inc. 500 multi-million-dollar company that he then sold and exited, Bailey founded Petra to pass on the principles and practices he learned along the way. As his clients can attest, he can cut through organizational BS faster than a hot knife through butter.

3 Ways To Make Your Customers Love You

1. Be available.

Today, when customers expect products to be available on-the-go, businesses must do the same. Set up reliable resources to update and manage customer experience, for example, by setting up an automatic callback system. Instead of waiting on hold, callers get added to a list then receive the call when the service team is ready. Live chat, an informative online FAQ and other handy resources can go a long way toward avoiding frustration.

2. Surprise customers by actually being convenient.

We've all had interactions with customer service that made us want to pull our hair out. Avoid this by reducing friction wherever possible. Make sure the

people in charge of customer experience, whether it's a front-desk person or a team of dedicated service professionals, are friendly and transparent about the service process. Make signing up for appointments abundantly easy and pleasant, and you'll see the benefits in no time.

3. Put your money into the most important investment.

We all know that acquiring new customers costs seven times more than keeping existing ones.

That makes the numbers pretty clear: you need to invest in your existing customers or risk going under.

Inc.com, October 4, 2018

CAN YOU AFFORD TO LOSE \$80,000 A YEAR? IF NOT, READ THIS:

According to the Better Business Bureau's 2017 State of Cybersecurity Among Small Businesses In North America report, SMBS lost more than \$79,000 to cybercriminals. Honestly, this shouldn't surprise anyone; after all, as even the smallest businesses digitize more and more of their processes, the costs of breaking those systems will continue to skyrocket. If you're a small business owner in 2019, you need to start making cyber security a priority – now. Make a list of clear goals and objectives, and prepare your business for threats coming from all directions, rather than relying on a single defensive strategy that's prone to fail when things get tough.

SmallBizTrends.com, 12/3/2018



March Fun Days of the Month

- March 1st • World Book Day
- March 2nd • Employee Appreciation Day
- March 8th • International Women's Day
- March 17th • Saint Patrick's Day
- March 20th • First Day of Spring
- March 25th • Waffle Day
- March 31st • World Backup Day



Client Spotlight:

Meet one of B4 Networks many valued clients.

Lifetime Vision Centre is a team of dedicated eye-care professionals, committed to providing the highest quality of eye health care and compassion for each patient.



Their practice values the importance of continuing education for themselves and their patients. Their practice strives to maintain the highest standards through state of the art instrumentation and commitment to patient welland and care.

905-892-5191

www.lifetimevisioncentre.ca

1405 Pelham Street, Fonthill

B4 Networks Named One of Canada's Top 50 Best Managed I.T. Companies



B4 Networks for the 2nd year in a row has been named one of Canada's Top 50 Best Managed I.T. companies. The event is hosted by TechnoPlanet, an international channel marketing and communications company that specializes in the technology industry. The recipients of the awards are chosen by a panel of eight established and independent judges within the industry. The winners were selected based on an in-depth review of the best practices that are used to run their business spanning over 12 different categories.

View our Press Release Online: www.b4net.ca/best50

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 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!

An URGENT Security Warning For Businesses Running Windows 7 Or Windows Server 2008 R2

A new reminder for those who are still holding on to the Windows 7 operating system—you have 11 months left until Microsoft ends support for its 9+-year-old operating system. So it's time for you to upgrade your OS and say goodbye to Windows 7, as its five years of extended support will end on January 14, 2020.

After that date, the tech giant will no longer release free security updates, bug fixes and new functionalities for the operating system that's still widely used by people, which could eventually leave a significant number of users more susceptible to malware attacks.

As a proactive IT company we are advising our clients and attempting to reach all businesses within the Niagara area that use Windows 7 or Windows Server 2008 R2 to alert you to a serious security risk to your organization, and inform you about what you need to do now to protect your company.

Microsoft has officially announced that it will retire support on the Windows 7 operating system and Windows Server 2008 R2 on January 14, 2020. That means any computer or server with these operating systems installed will be completely exposed to serious hacker attacks aimed at taking control of your network, stealing data, crashing your system. These attacks inflict a host of other business-crippling problems you do NOT want to have to deal with.



While January 14, 2020 may seem like a ways off today, updating an IT infrastructure is a large task that takes considerable time. It's important you take action NOW and have a plan to upgrade to Windows 10 in the next 10 months.

Taking The Fear Out Of Feedback

As much as most of us go on and on about improving ourselves, our work and our businesses, we're usually pretty afraid of actually receiving any feedback. But with the right structure, support and mindset, feedback doesn't have to be a boogeyman – it can be an essential tool to further your success.

By removing disruption, surprise and conflict from the equation, the phrase "constructive criticism" can actually start to mean something. The key is to zero in on how feedback is – or isn't – shared in your organization and removing the roadblocks that make it messy. If you proactively provide resources that foster a continuous flow of non-hostile feedback, everyone will benefit.

Forbes.com, 12/21/2018



Cartoon of the Month



Shiny New Gadget Of The Month

Bringing The Peephole
Into The 21st Century:
The Ring Door View Cam



As more and more things in the world become digitized and revamped for the smart-phone generation, the humble peephole has joined the ranks of IoT-enabled devices. Enter the Ring Door View Cam, a nifty little piece of tech that replaces the fish-eye lens of your peephole with a camera so there's never any question who is at the door. In addition, you get mobile notifications whenever the device's motion sensor is triggered, enabling you to remotely communicate with a visitor from your phone, even if you're not home. That means no more missed drop-ins, no more packages left out in the open on your doorstep and no more shady, late-night encounters with suspicious strangers.

Free Cyber Security Audit Will Reveal Where Your Computer Network Is Exposed And How To Protect Your Company Now



At no cost or obligation, our highly skilled team of IT pros will come to your office and conduct a comprehensive cyber security audit to uncover loopholes in your company's IT security.

After the audit is done, we'll prepare a customized "Report Of Findings" that will reveal specific vulnerabilities and provide a Prioritized Action Plan for getting these security problems addressed fast. This report and action plan should be a real eye-opener for you, since almost all of the businesses we've done this for discover they are completely exposed to various threats in a number of areas.

**To get started and claim your free assessment now,
call our office at 905-346-4966**

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

***"The personal service is bar none, the best I've ever seen,
the service is just phenomenal."***

Our old provider was very frustrating. They meant well, but it was very hard to get service. We would be down for hours, and sometimes days, or even weeks before things would get taken care of. Now with B4 Networks, the service is phenomenal. Our staff is never unhappy, B4 Networks is here sometimes before I am. If they spot a problem, they will be waiting in the driveway before I even get here. The personal service is bar none, the best I've ever seen, the service is just phenomenal.



Pamela St. Jean, Administrator,
Thorold Auto Parts

TekTip

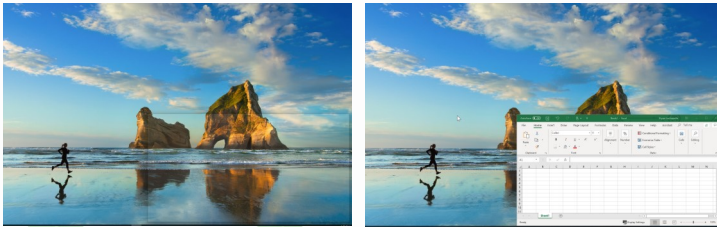
Photo Album

How to Snap 4 Windows at Once in Windows 10

PC users have been able to snap programs to the left or right side of their screens since Windows 7 launched in 2009. However, with Windows 10, Microsoft has taken snapping to the next level, adding the ability to split your screen in quarters and suggesting apps you can use to fill empty space on your screen.

Here's how to snap in Windows 10:

Using the Mouse: You can Drag Each Window to the corner of the screen where you want it, then push the windows corner against the screen corner until you see an outline, then you can repeat for all 4 corners.



Using the Keyboard (which is much faster): Hit the Windows Key + Left or right (the window will take up half the screen, then continue to hold the Windows Key and Hit the Up or Down arrow.

