

# TECHNOLOGY UPDATE

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

## Cartoon of the Month



"I either need a shorter title or a longer desk."



April 2020

## Cybercriminals Are Counting On You Letting Your Guard Down During This Global Pandemic – Here's How To Stop Them



"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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The world is slowing down during this COVID-19 pandemic. Wall Street is being hit hard. People are no longer going out. We're told to quarantine or self-isolate and not engage in groups.

You can bet there's one group that's not slowing down at all. In fact, they're probably working overtime while the rest of us have our lives turned upside down. Cybercriminals and hackers know there's no better time to strike than during a global crisis. While you are distracted and spending your time trying to make sense of this new normal, they are finding new ways into your IT network so they can steal data and passwords, compromise your clients' private information and even demand large ransoms.

Cybercrime is already on the rise and is expected to cause \$6 TRILLION in damages by 2021! But, if history repeats itself, hackers will be out in full force throughout this coronavirus scare. We fully expect in the upcoming weeks that headlines will change from stories about COVID-19 to accounts of a frenzy of cyber-attacks on corporations and small businesses.

Here are solutions you can implement now to help protect your business data, money and productivity:

### **1. Be more suspicious of incoming e-mails.**

Because people are scared and confused right now, it's the perfect time for hackers to send e-mails with

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dangerous malware and viruses. At this moment, your in-box is probably filled with "COVID-19" subject lines and coronavirus-focused e-mails. Always carefully inspect the e-mail and make sure you know the sender. There's a cdc-gov e-mail address out there now that's not legitimate and is spamming in-boxes across the country.

Avoid clicking links in the e-mail unless it's clear where they go. And you should never download an attachment unless you know who sent it and what it is. Communicate these safeguards to everyone on your team, especially if they are working from home.

## 2. Ensure your work-from-home computers are secure.

Another reason we expect a rise in cyber-attacks during this pandemic is the dramatic increase in employees working from home. Far too many employers won't think about security as their team starts working at the kitchen table. That's a dangerous precedent.

**“Always carefully inspect the e-mail and make sure you know the sender”.**

First, make sure your employees are not using their home computers or devices when working. Second, ensure your work-at-home computers have a firewall that's turned on. Finally, your network and data are not truly secure unless your employees utilize a VPN (virtual private network). If you need help in arranging your new work-from-home

environment, we would be happy to get your entire team set up.

## 3. Improve your password strategy.

During crises like the one we are all facing right now, your passwords could mean the difference between spending your time relearning how to grow your business and trying to recoup finances and private data that's been hacked. Make a point now to reevaluate your passwords and direct your team to create stronger passwords.

Also, while it's so convenient to save your passwords in your web browser, it also lessens your security. Because web browsers simply require their own password or PIN to access saved passwords, a skilled hacker can bypass this hurdle. Once they access your saved passwords, they can steal as much as they want – credit card information, customers' private data and more!

Instead, you should consider a password manager to keep all of your passwords in one place. These password managers feature robust security. A few options are LastPass, 1Password and Keeper Security Password Manager.

You, your team and your family have enough to concern yourselves with in regards to staying healthy, living a more isolated lifestyle and keeping your business strong. There's no need to invite in more problems by letting your computer and network security slide during these times.

If you need additional security advice or would like to have a consultation to discuss how to keep your data safe, simply connect with us today at 905-346-4966.

## How Does Your I.T. Company Compare? Our March 2020 Help Desk Key Performance Indicators



88%

8 Business Hour  
Ticket Resolution



95%

Client Satisfaction



25 mins

Average Response Time

## Shiny New Gadget Of The Month



### NexOptic DoubleTake Binoculars

Binocular technology has remained the same for a long time – and for good reason! It works well. But now, one company has decided to bring binocular optics into the 21st century and give it a technological makeover.

NexOptic's DoubleTake blends binoculars with common smart-phone technology. With 10x digital zoom and a wide field lens, DoubleTake delivers outstanding 4K video and high-resolution photos. Plus, it's packed with a powerful imaging processor to ensure your videos and photos look fantastic every time, and its compact size makes it ideal for travel.

DoubleTake's battery provides three hours of continuous use, meaning it will last most people several days or more before the next charge. Images are saved to an onboard memory card and can be sent over WiFi to your phone or other device for easy sharing or personal use.

Learn more at [NexOptic.com/doubletake](http://NexOptic.com/doubletake).

# Anticipating Customer Needs

What is the best way to create a loyal customer base and, therefore, a more profitable business?

### Anticipate Customer Needs.

Anticipating needs is the best way to let your customers know that their success is your priority. When you deliver something customers need without asking, you create a sense of ease and let them know you have their best interests in mind – a proverbial "I have your back."

The most effective way to anticipate the needs of your customers is to know them well. How else will you know what their expectations are? You have to create a relationship with them to identify what their demands are and fulfill them before they even know what they wanted. So, how do we go about this? Here are just a few examples.

### Establish A Relationship.

In most of my books, I have a call to action. I ask readers to email me to make their commitment to improving their businesses. Developing this dialogue with readers is an act of accountability on both of our parts. Moreover, it is a big leap of faith for some, and I am honoured they trust me. They tell me why they are committed, and I let them know I am here and interested in helping them succeed. My hope is that they feel less alone in their struggles as business owners and more motivated to make the necessary changes they need for a successful business.

### Exceed Expectations.

The responses from readers when they receive emails or videos from me has been overwhelmingly positive. It seems that most



assume their emails will go into a black hole, never to be answered. Not only do I answer, but I also include a ton of resources that basically equal free coaching. There is an FAQ, links to my *Entrepreneurship Elevated* podcast, links to find a Profit First Professional and become a Profit First Professional, links to Clockwork resources, links to Pumpkin Plan resources ... You get my drift. And while it could be interpreted as marketing, anyone who knows me knows I am out to empower others and help their businesses become more profitable. I often get emails from readers who are pleasantly surprised – they are getting answers to questions before they even knew they had them. See? Anticipating needs!

### Ask For Feedback.

I often request reviews of my books. Is this because I want to hear how great they are? No. I ask for reviews because I want that honest feedback. How the heck else will I know what to write next? How will I know what problems need solving and what business solutions entrepreneurs are seeking if I don't ask? Getting reviews enables me to focus on these key areas where business owners are trying to improve.



MIKE MICHALOWICZ (pronounced mi-KAL-o-wits) started his first business at the age of 24, moving his young family to the only safe place he could afford – a retirement building. With no experience, no contacts and no savings, he systematically bootstrapped a multi-million-dollar business. Then he did it again. And again. Now he is doing it for other entrepreneurs. Mike is the CEO of Provendus Group. He is also a former small-business columnist for *The Wall Street Journal*; MSNBC's business makeover expert; a keynote speaker on entrepreneurship; and the author of the cult classic book *The Toilet Paper Entrepreneur*. His newest book, *The Pumpkin Plan*, has already been called "the next E-Myth!" For more information, visit [MikeMichalowicz.com](http://MikeMichalowicz.com).

## A Public Service Offer To Niagara Business Owners/Managers Coping With Covid-19

As a business member of the Niagara community, I wanted to take this time to extend some assistance to my fellow business owners and managers. A few months ago when we learned of the seriousness of Covid-19, as the proactive partner we are, we started the process of setting up all of our managed clients for the possibility of working from home. With our team having completed that work some time ago, it has left us with the unique ability and capacity to help others in our business community. As a public service, we are offering to help Niagara and Hamilton-based businesses that are able to let employees work from home do so safely and securely, by helping them set up the required infrastructure to allow their team to do so. In some cases, we can perform this setup remotely and with no requirement for anyone to come onsite. **Here's what we are offering:**

### For smaller offices where most employees currently work off desktops (5 - 20 staff):

We are extending our remote access toolset at **no charge** until the end of May (subject to change) to any company not yet set up to work from home. This allows someone to use their own home computer, to remotely connect to their office computer. We may charge a very small, highly discounted setup fee, but it's well worth it if your staff can continue to work from home. We will try as best as possible to keep it a no-costs. Most of the time we can have all this setup with your assistance in less than a few hours. In addition, we will extend our cybersecurity stack **FREE** to those home users that are using their home computers so that they don't risk compromising your corporate networks while working from home.



### For slightly larger office or where most employees have laptops (10 - 30 staff):

We are offering to temporarily loan your organization a Sophos XG Security firewall, until at least the end of May (while stocks last). Once installed, we will assist your team to configure their company laptops or home desktops to safely and securely remotely connect to your office by creating self-help documentation on how to access and configure the service. This unit will be on loan at least until the end of April, and possibly longer depending on the fluid situation. If your office has a simple setup, we will extend this at **no cost** provided the setup takes less than 3 hours to setup. Some slightly more complicated setups may have a small charge to offset our costs.

*To take advantage of any of the above offers, please call us today at [905-346-4966](tel:905-346-4966). We would be happy to help!*

## Ready To Transform Your Business With Technology? Follow These 5 Truths...

**Investing In Tech Is A Must.** Investing in your own IT infrastructure is critical, but you get what you pay for. Go cheap, and you'll expect to buy again. Go quality, and you'll be more pleased with the results.

**It's Not Easy.** Shifting a business mindset from analog to digital is hard, especially if you've been doing things one way for a long time. When you prepare yourself and your team for a challenge, you'll be able to better meet that challenge.

**It's Fast-Paced.** Tech moves fast. You see buzzwords everywhere – "5G" or "blockchain" – and it can be confusing. You may feel pressure to keep up, but don't jump in without a plan. Do research and make changes that truly apply to your business.

**Cyber Security Is Essential.** Stay up-to-date on security trends and solutions. Remember that cybercriminals target small business, but when you stay ahead of the curve on IT security, you stay ahead of the bad guys.

**Leadership Is As Important As Ever.** Technology is only as good as the people who use it. As you learn about new tech or invest in it for your business, make sure your team is learning too. Understand how your customers use technology and be willing to learn and adapt to them.

*Inc., July 30, 2019*