



Welcome to our Family

We're very happy to welcome a new client - **Intangent** into the Connectability family!

Intangent was established in 2005, and is North America's fastest growing Sales Performance Management Consultancy.

They work with sales organizations to increase revenues, reduce costs, and contain risks through planning, deployment, and management of their sales performance technology solutions.

Intangent joined us in order to take the responsibility for managing their inhouse IT infrastructure off of their plate, so they can focus on continuing their remarkable growth!

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This monthly publication provided courtesy of Ted Shafran, President of Connectability



2 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. 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

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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.

In 2015, SEC Commissioner Luis A. Aguilar wrote, “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

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



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.

Tales From The Trenches

Do you often get the impression that no one listens any more? I sure do!

A couple of months ago I was in hospital for a few days, for some medical tests. On the second day, someone from hospital administration came to see me, to ask if I wanted to stay in my semi-private room. She told me that I wouldn’t be billed for the first day, since I hadn’t specifically requested a semi-private room.

I told her that I wanted to stay, and asked her to go ahead and bill my insurance company.

Well, sure enough, a couple of weeks later I received an invoice – billed to me, not the insurance company – and **including** the first day. And when I tried to call the number on the invoice, I got a voice mail message telling me that the person I had called was away for 2 weeks and that her mailbox was full!

At Connectability, we strive to deliver a higher level of service. We always want to know about your concerns, listen to make sure we fully understand them, and then act to resolve them. If you’re ever concerned about the service you’re receiving, please call us; I promise you we **will** answer the phone, and take your concerns seriously.

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.

What I Learned From Barbara Corcoran

I recently attended a conference focused on Marketing and Sales and was lucky enough to hear **Barbara Corcoran** speak.

If you haven't heard of her, Barbara is one of the "Shark's" on ABC's Emmy-awarded hit *Shark Tank*. She made her name as a real estate mogul in New York City - eventually selling The Corcoran Group for \$66 million!



Not only is she enthusiastic, authentic, and extremely funny, but she also has a lot of insights about how you can be a successful entrepreneur. **Here are 4 things I learned from Barbara Corcoran:**

- 1) **Make people happy:** if you create a positive company culture where people enjoy coming to work they will not only be happier - they'll also work harder and be easier to manage. Besides that, who wants to work for a jerk?
- 2) **Set clear expectations:** when you hire a new employee, set clear and tangible goals and results they should achieve - with a timeline. If you do that and employees aren't meeting those goals, saying goodbye won't be hard for you, or for them.
- 3) **Have clear goals:** as an entrepreneur or business owner it's easy to get caught up in the day-to-day. That's why you need a clear long-term goal that you can visualize. What does it LOOK and FEEL like? Having this vision in mind can help re-energize you and get you back on the right path.
- 4) **Know Thyself:** It's important to understand where your skills lie and where you have weaknesses. That way you can find people to help fill your blind spots.

Cybersecurity Video Series: Password Security

During this month's Cyber SecuriTip Ted goes over some best practices for password security.

Your passwords are the keys to your digital, financial and personal life. Unfortunately most people use the same password for all of their accounts, so if a cyber criminal gets one it can have serious consequences.

In this video Ted shares some simple things you can do to fortify your passwords against hackers and cyber criminals.

To access the video go to: <https://www.youtube.com/c/ConnectabilityIncToronto> and look for the video "*The Importance of Password Security*" OR you can go to our website at www.connectability.com and hover over "Resources & Videos" and select "Videos".

■ 4 Ways Your Employees Could 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

Google Exposes 500,000 Profiles

In October it was announced that a software glitch caused Google to expose the personal-profile data of 500,000 Google+ Users Profiles in **MARCH**.

Even scarier—managers at Google chose not to go public with the information for fear of regulatory scrutiny. The information that was accessible consisted of a user’s name, email, occupation, gender and age.

The glitch was fixed and Google concluded that nothing nefarious was done with the information, but the fact that it wasn’t reported until months later is still raising some eyebrows.

These types of breaches are becoming increasingly common, but the most worrying thing is that companies aren’t announcing breaches until months after the fact.

That’s why we offer a service called **Dark Web Monitoring**. It monitors for any signs of breached information so you can change your passwords ASAP. That way your chances of someone accessing your accounts are significantly reduced.



This month we’ll be making a donation to three different charities: Darling Home For Kids, PKD Foundation of Canada and the Native Women’s Resource Centre of Toronto.

The Darling Home provides high quality respite and palliative care services for children who are medically fragile and technology dependent, many of whom suffer from progressive illness.

The PKD Foundation has been raising money towards research, support and help for families living with polycystic kidney disease (PKD) since 1993, and has raised over \$1 million in that time.

The Native Women’s Resource Centre was founded when a group of Aboriginal women recognized the need for a gathering place in Toronto where Aboriginal women could support one another and practice their traditional ways.

If you’d like to contribute we’d love your help! Email us at: info@connectability.com or call **(416) 966 3306** today.