



Is This You?

Are you a small to midsize business in the Toronto area, who wants to turn technology into a powerful tool that can move your business forward, instead of being a problem that costs you time and money? If so, we can help!

Add Our Technology Experts to Your Company's When:

- You want to focus on your business, not the technology
- Your current system seems to hinder business more than it helps
- You know that computer downtime costs you money
- You need to be certain your data is always backed up, period.
- You demand reliability and a HIGHER level of security from your computer network
- You're looking to expand your business, but need to know the technology and costs involved in doing so

Connectability has been providing IT Support Services for over 26 years. We have the expertise to help you experience Trouble-Free IT. Email us at: info@connectability.com or give us a call at (647) 492-4406.

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



These Technologies Hold The Key To Growing Your Business

After a roller coaster of a ride in 2020 and into 2021, businesses just like yours are looking to the future. Their eyes aren't just on recovery. Many businesses are eager to make up for lost time, and they want to bring new customers into the fold.

There are countless growth strategies out there, but one area offers a lot of options you can dial into your specific business needs: technology. Under the umbrella of tech, you have plenty to choose from. It really comes down to finding the right solutions that fit the current or future needs of your business.

This month, we'll dive into two ways you can utilize various technologies to grow your business in the second half of 2021 and in the years to come. Let's get started.

Using Automation

Many businesses have yet to crack the code on automation. They aren't sure how to implement it and make the

most of it. And that's okay. Automation comes with a few hurdles, like just getting started for one. It's an investment of time and money. However, once you get started, it does the rest.

A majority of daily business activities can be automated. One increasingly popular form of automation is artificial intelligence (AI), often used by chatbots. In the past, chatbots were useless. From the user standpoint, they never worked as expected. But those days are over; thanks to major strides in AI technology, chatbots are automation kings.

Chatbots are highly customizable. You can use them as the first "person" a customer or potential customer sees when they visit your website. From there, a chatbot can ask questions and mimic a real person. But here's where the automation really comes into play: if a potential customer has a specific request or question, the chatbot can

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instantly direct them to the person within your company who can help. It saves a lot of time.

Automation is also useful when it comes to collecting data. Now, you can rely on numerous apps to collect different types of data and have it all sent to one place. For instance, you should have forms on your website where people can input data, such as their name and email (and other similar data you may be interested in). You lock free content (such as special reports, books, videos, demos, offers, etc.) behind a "data wall." Once a potential customer gives you what you want, they get access and you have a lead.

Investing In IT Security

Many businesses went through huge changes last year. One common change was the shift to remote or hybrid work models. In the process, these businesses had to figure out a lot of things on the fly, from how to get their employees up and running to making sure their data was secure.

Unfortunately, many businesses, particularly small and medium-size businesses, struggled to balance getting their employees up and running and staying secure, due to a lack of resources, support or know-how. They ended up having to focus on one or the other – data security often got left in the dust. And in the mix of it all, growth completely fell off their radar.

"There are countless growth strategies out there, but one area offers a lot of options you can dial into your specific business needs: technology."

We're going into Q3 2021, but many businesses still lag behind when it comes to their IT needs. Not investing in network security, and an overall IT security strategy has the potential to hold your business back and prevent the growth you're looking for. Not only is your data at risk from both internal (hardware failure, data loss, etc.) and external (data breaches, cybercriminals, etc.), but there are also other issues to be aware of.

Here are a few questions to consider:

- Do your employees have strong end-point security? (Are their devices and network connections secure?)
- Are they trained in IT security protocols? (Do you have protocols in place?)
- Are your network and IT needs scalable? (Do they allow for growth or are they static?)

These questions are a starting point. If you aren't happy with the answers, it's time to fill the gaps and give your business the advantage it needs for the future.

Getting Started

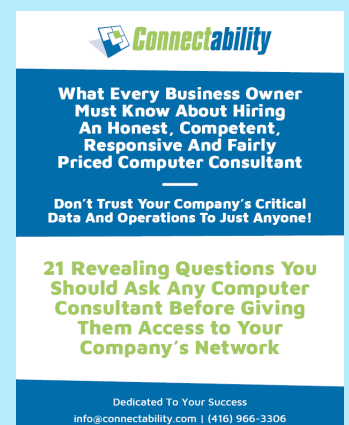
If technology still eludes you, you want to jump into the cloud or automate parts of your business, or you need to boost your data security, your best next step is to partner with a managed services provider (MSP) or a firm that specializes in IT solutions. You never have to do any of these things on your own – especially if you have questions or aren't sure how to get started. This is the kind of partnership that can put your business on the path to hitting your growth goals and set you up for tech success!

Exclusive FREE Report: 21 Revealing Questions You Should Ask Any Computer Consultant Before Giving Them Access To Your Computer Network

Choosing the wrong computer consultant to support your network can not only be incredibly frustrating and expensive, but could end up costing you in downtime, data loss, and expensive repair bills, not to mention the headaches and frustration!

Even if you aren't ready to make a change right now, this report will give you important questions you should ask your current IT person to make sure their policies, procedures and service standards won't leave you vulnerable to expensive problems, lost data, viruses, hacker attacks and a host of other problems.

Download your FREE copy today at
www.connectability.com/21questions/



Shiny New Gadget Of The Month:



Your Car Companion: FIXD

When you're driving, there's one thing you hope to never see: the Check Engine light. This symbol often means that something is wrong, but it's rarely clear what that is. Well, here's a little help: FIXD!

FIXD is a small device that connects to your car's onboard diagnostic (OBD) port. Every car built after 1996 has this port - it's what mechanics use to diagnose vehicle issues when a dashboard light comes on. You can use it too, so you won't have to rely on a mechanic to tell you what's "wrong" with your car. FIXD wirelessly connects to your smartphone and tells you directly. Then, you can decide what to do!

Say goodbye to the mysterious Check Engine light and say hello to FIXD. Learn more at bit.ly/3alSXwy.

Canada Post Data Breach May Have Compromised Your Confidential Information

Regardless of the size of your business - big or small, it is important that you are prepared for a cyber disaster. Take Canada Post for instance, one of its suppliers (Commport Communications) experienced a cyber-attack which may have compromised information for nearly a million customers. Canada Post and Commport Communication weren't prepared for this disaster.

Commport Communication manages the shipping manifest of large parcel business customers. This usually included sender and receiver contact information, such as names, addresses, email addresses and phone number.

The malware attack on Commport Communication affected over 40 large business customers, and the ripple effect allowed hackers to gain access to stolen information from about 950,000 customers, one of which happened to be Canada Post.

Canada Post believes that there is no evidence that the cyber criminals could have compromised any financial information, however, the damage has already been done. Commport Communications reputation has been damaged and they have lost the trust of their customers.



This cyber-attack was a lesson for Canada Post. They are now working with Commport Communications to ensure their cybersecurity is up to date and are taking proactive steps to help them. While it is important that your business is being protected from any cyber-attack, it's just as important that your suppliers take the necessary precautions.

It is much more expensive and time-consuming for a business, regardless of their size, to recover from a data breach than to prevent one. If you are looking to protect your business IT systems from potential threats, contact us today at (647) 492-4406 so we can help.

Tech Connect Video Series: 3 Signs That Your Mac Is Infected

When most people think of viruses or malware infections, they tend to imagine a Windows computer. That's because there is a dangerous and pervasive myth that Macs aren't vulnerable to viruses. Unfortunately, this is far from the truth. Cybercriminals work hard to find security holes and vulnerabilities, and they will attack *anything*. That's why it's important to implement security tools and best practices to protect your computer regardless of the operating system it uses.

Macs can be infected with ransomware, viruses, and malware just as easily as a Windows device. The question is: how do you tell if your Mac is compromised? By learning the signs, you will know if your computer is infected and can take immediate action.

Watch our video to learn 3 Signs That Your Mac May Be Compromised. Mac cyber attacks may not be as common, but they are still a serious threat you need to prepare for. To find out more, go to **YouTube**, look up **Connectability IT Support** and find the video "3 Signs That Your Mac Is Infected" OR go to our website at www.connectability.com, hover over "Resources & Videos" and select "Videos".

2 Things Every Customer centric Brand Needs

When you're building a new brand from the ground up or rebranding, there's a good chance you're thinking about the customer. *How can my brand connect with customers?* Not every business puts thought into their customer experience, nor do they strive to connect with the customer outside of the sale, but for a brand to be successful, that connection is a must. Here are two things every business must do in order to build a customer centric brand.

Be Empathetic. Understand where your customers are coming from. What are their needs, wants and desires? What's causing them stress? Be there for customers and their problems. You might not be able to solve every problem, but by listening to their needs and helping them (even if that means referring them to someone who can

help), you make a positive difference in how they perceive your brand.

Know Your Customer. You need to have a "full view" of your customers. Not only do you need to understand the demographic you serve, but you also need to get personal and understand what they like and dislike. It goes hand in hand with knowing what they need and want. The more you know about your customer, the better you can serve them. Send out surveys. Ask them about themselves when you engage with them in person or online. Build this approach right into your business.

Forbes, April 15, 2021

The Best Incentives To Attract And Retain New Employees Post-Pandemic

Businesses Are Struggling To Hire. The pandemic has created a workforce that is pickier than in years past, and this isn't likely to change anytime soon. They want to work from home (at least part of

the time) and to know their workplace is safe, and they want to know their work is valued. Here's what some businesses are doing to attract attention and to fill vacancies.

A Focus On Wellness. Several businesses have started providing various resources for employees. This includes child care services to help ease the burden many parents face. Others are subsidizing various health and wellness programs, including paying for some or all gym or training memberships. Some employers are even paying for their employees to further their education.

A Focus On Vaccination. As the COVID-19 vaccine reaches more communities, businesses are doling out bonuses for employees who get the vaccine. Some businesses are even tacking on bonuses to new hires who come on already vaccinated. *Inc., April 16, 2021*

Who Else Wants To Win A \$25 Gift Card?

You can be the Grand Prize Winner of this month's Trivia Challenge Quiz! Just be the first person to correctly answer this month's trivia question and receive a \$25 gift card to Starbucks. Ready? Call us right now with your answer!

What is the origin of the word "spam" in the context of email spam?

- A Monty Python skit from the 70s
- Poor developers sick of eating the same meal
- It's an acronym for "spontaneously persistent advertising message"
- SPAM meat was the first product to be "spammed" via email

Call us right now with your answer!
(647) 492-4406



This month we will be donating to the **Red Door Family Shelter**.

Founded in 1982, Red Door Family Shelter is a charity committed to providing emergency shelter and support for women and children who have nowhere else to go. These women and children are affected by domestic abuse, families experiencing a housing crisis, and refugee claimants.

Their team is dedicated to breaking the cycle of homelessness by helping them establish a stable life beyond the shelter. Their services include shelter and necessities, transitional support and outreach, healing and strengthening through counselling, life skills training programs, legal assistance, and so forth. Located in the GTA, they use the colour red to symbol the hope and help they provide to the families that come through their red doors.

If you want to contribute to the Red Door Family Shelter, we would love your help! Call: (647) 492-4406 or email: info@connectability.com