

"Insider Tips from Connectability to Make Your Business Run Faster,
Easier And More Profitably"

IT Insight

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Inside This Issue...

1 Are You Paying Too Much For Too Little?

2 How To Prevent Identity Theft

3 Did You Know?

4 Client Story of the Month

5 Where NOT To Buy Computer Supplies

Are you paying too much for too little?

It seems every day something major changes in the world around us. In the early 90s, cell phones were mostly built into cars. And just a few years ago, everyone had a flip-phone. Today it's a Smart Phone.

The same kind of accelerated growth happened with the **Internet**. Until the 90s, the Internet was only available to governments and universities. Eventually, that universe expanded to include large businesses, who could afford the hefty cost of entry.

A few more years passed and dialup Internet service became widely available to consumers. But it was slow, and used primarily for email.

But the pace of change quickly picked up, first with the arrival of **ISDN**, followed by Cable and DSL internet. And, as you can see in the chart below, the speed of the average Internet connection in 2015 is roughly **2,000 times faster** than the dialup connections we were all using **less than 20 years ago!** And in Asia, the average Internet speed is at least three times faster than here in North America.

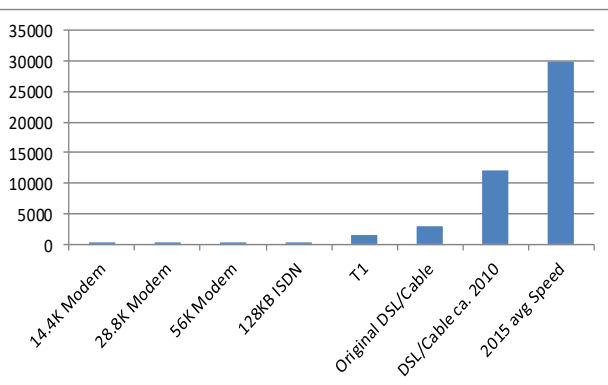
Which bring us to the **important question**: are you still paying for **2010** connectivity in **2015**?

You'd be surprised: almost every time we go into a new client, we discover that their Internet connection is either too slow, too expensive, or **both**.

The thing is that most ISP's have very little incentive to offer you a better deal, unsolicited. It's only going to lower their revenue and increase the load on their networks. So unless you make a regular point of tracking the marketplace, you're probably on an **old plan, at old prices**. So here are a few tips to make sure that you're getting **maximum value** for your money:

1. **Don't** sign a contract for longer than 1 year. You may save a few dollars, but you'll also be locked in. Prices and products change **so** fast, that you really don't want that.
2. **Do** check the prices on your ISP's website periodically, and check their competitors too.
3. **Stay** on top of your ISP. If you see a better deal on their website, call and ask about it. Often they'll be motivated to offer you a deal just to keep you as a customer.
4. **Investigate** alternatives. ISP's are always installing new equipment and offering new services. Just because they couldn't offer you high-speed service when you first called, doesn't mean that it's not available now.

And of course, Connectability is **always** ready, willing and able to help you with this. We work with ISP's every day and we know the ins and outs of the business. If you're a **Managed Services** customer, part of our commitment to you is helping your business maximize the return on its IT dollars.





How To Prevent Identity Theft

When we meet with new clients and prospects we often hear about their security concerns.

With the ever-increasing prevalence of hackers and equal opportunity thieves, personal and business data is becoming increasingly difficult to monitor and protect. And without real protection everyone is at serious risk.

Unfortunately some types of security threats are more dangerous than others and therefore are likely to receive more attention.

One form of threat that has received media attention but apparently hasn't yet caught the attention of many business owners is **Identity Theft**.

That's why we've developed a helpful report that will take you through some of the **loys and tricks** used by internet thieves to steal your personal and business information and identity, and how to **protect yourself**.

To access the report simply go to:

www.connectability.com/identitytheft

Want to learn about our **all-inclusive Managed IT Services** plans or want us to address a specific topic? Call or email us at: **416 966 3306**, or **info@connectability.com**

Did You Know?

According to Ipsos Research:

1. Nearly nine in ten (86%) small business owners state that technology - and keeping up with technology trends - is important to their business.
2. A significant majority of small business owners (66%) manage their company's tech support themselves, while slightly more than one in ten either have someone on their team to manage tech support (13%) or hire an outside vendor (12%) to look after this. **This means 79% of businesses are handling IT by themselves and wasting time that could be used to focus on business development.**
3. When it comes to collecting, storing, and sharing business content and information, 36% of small business owners report that they manually collect and store the content on a hard drive, while 26% primarily use filing cabinets and folders. Roughly one quarter use online storage services for content combined with either email to collaborate (14%), or in combination with online collaboration tools (12%). Over one in ten (12%) small business owners, however, claim that they do not have a good solution for collecting, storing, and sharing content. **This means that 74% of businesses are either using outdated technology that could fail, or paper filing which could be destroyed or vandalized if a disaster or robbery occurs.**
4. Overall, 30% of small business owners use cloud computing technologies, while the majority of respondents (60%) do not and a further 9% don't even know what cloud computing is.
5. 70% of small business owners agree that they are able to more quickly and intelligently respond to their customers because of technology. Furthermore, 61% agree that technology helps them compete with similar and larger companies in their market.
6. Technology is also perceived as **helping the bottom line**: 60% believe that it helps their company increase revenue, while 54% feel that it helps to decrease operational costs. A similar proportion (52%) agrees that their business leverages current technologies to improve productivity.



Gadget of the Month:



By now we all know about external hard drives and their benefits. They store your critical information well, but what happens to your data if you drop it? Will all your information be lost?

When buying an external hard drive you should carefully consider the risks, especially if you're going to be moving the drive around a lot. Unfortunately, many of the options on the market are basic consumer models. If you drop them or they get shaken enough, it's not inconceivable that you could lose some or all of your essential data.

Thankfully, there is an alternative out there. It's called the LaCie Rugged RAID. This device is not only stylish, it also offers more protection than an average drive.

A standard external drive stores data in only one location. The LaCie Rugged Raid, on the other hand, mirrors the data onto a redundant drive in the case of a disaster. That way, if one drive is corrupted your data is still safe.

The Rugged RAID is also drop tested and can withstand up to one ton of pressure, so damaging either drive is difficult. Even if you somehow manage to damage a drive, the backup is there so your data stays protected!

Story of the Month: *Need after-hours support? Just give us a call!*

Royal Lighting is one of Toronto's best known retailers of lighting products. Located in midtown Toronto at Lawrence Avenue West and Avenue Road, their showroom is open 7 days a week and always buzzing with customer activity.

Weekends are particularly busy and keeping their IT systems up and running is essential to providing customers with outstanding service.

So when they recently decided to upgrade **Eclipse**, their "line-of-business" software, it was **crucial** to schedule the upgrade to avoid any impact on their customers and sales staff.

No problem! Right after closing on Saturday evening, we logged in and ran a complete backup. And on Sunday morning, one of our technicians was onsite well before opening to make sure that all of the computers were fully functional.

By the time Royal opened their doors at 12:00 noon, it was business as usual.

And here's the kicker: **we didn't charge a dollar extra.** At Connectability, we understand that most businesses don't work "banker's hours." So we'll adjust our schedule to match yours.

That's what *real* customer service means.

Connectability's Referral Program Help us help you!

As many of you know, we get most of our customers through referrals and we're always looking for ways to grow our business.

To entice you to spread the word to friends, family, and business contacts we'd like to offer **\$100** for making an introduction with a bona fide business prospect. If they sign up you'll get **\$1,000** as a thank-you for putting us in touch! Simply by helping us you can reduce your IT costs!

For details about what constitutes a business prospect please go to our website at www.connectability.com/referrals



Joke of the Month

The Difference Between IT and Management:

A man flying in a hot air balloon suddenly realizes he's lost.

He reduces height and spots a man down below. He lowers the balloon further and shouts to get directions, "Excuse me, can you tell me where I am?"

The man below says: "Yes. You're in a hot air balloon, hovering 30 feet above this field." "You must work in Information Technology," says the balloonist.

"I do" replies the man. "How did you know?"

"Well," says the balloonist, "everything you have told me is technically correct, but it's of no use to anyone."

The man below replies, "You must work in management."

"I do," replies the balloonist, "But how'd you know?"

"Well", says the man, "you don't know where you are or where you're going, but you expect me to be able to help. You're in the same position you were before we met, but now it's my fault."

Where NOT to Buy Computer Supplies

A few weeks ago, I found myself at the office on a weekend, doing some paperwork while one of our printers was busy printing our newsletters. The sound of a loud *beep* interrupted my concentration. The printer had run out of ink and I quickly discovered that we had no cartridges left.

No problem, I told myself. *I'll just run around the corner to the office supply store and pick up an ink cartridge.*

But when I looked at the prices I was absolutely shocked!

Here's an example: a black ink cartridge that we sell for **\$39** was **\$49** at the big-box store. That's a premium of 26%. And the colour cartridges were actually being sold **over list price!**

And it gets worse. A 7-foot Ethernet cable that we sell for **\$3.50** was actually **\$24.99** at the same store!

Now, we're not saying that they don't have a right to make a profit. Of course they do. But the truth is that large retail chains make a big chunk of their profits selling accessories where the markups are **much** higher than on big-ticket items.

For example, a typical big-box electronics store might only have a 5% margin on the sale of a flat-screen TV. But the HDMI cable that you buy for that TV could very well have a **90% margin**.

At Connectability, we think differently. Our business is here to **remove** the roadblocks from **your** business. That's why we **don't** indulge in huge markups. And that's why we encourage you to be a **smart shopper**.

If your IT needs include ink, toner, cables or other accessories, please think about checking our prices. We think you'll be very pleasantly surprised.

We understand that sometimes your business has immediate needs. But we encourage you to shop carefully on those occasions and ensure you're making an informed decision.

Connectability to the Rescue!

Recently we took on a new customer who had an old, out of warranty server that just wasn't cutting it. We ordered the new server that day, and were working on it by the next afternoon.

The client uses a complex line of business app that had to be installed on the server, so it was critical everything be done correctly. When the install was complete the only change to the end user was the improved speed. That's the way IT should be! You shouldn't need to worry about IT unless you have an issue. That's why we're here to worry for you.