



Connectability Corner

PUTTING THE PIECES TOGETHER.

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We're the GTA's Best!

We don't mean to toot our own horn, but Connectability was recently voted 2018's **Best Managed Service Provider in the GTA** by *Consumers Choice Awards*. Thank you to all our loyal customers who made this possible!



We've worked very hard over the last several years and invested significant time and energy into finding and implementing leading edge technologies that help us deliver industry leading IT support, and its paid off!

But we're not satisfied yet! We've dedicated ourselves to continuous improvement, and we won't stop until we're perfect. And since no one's perfect we will never stop working to make our services better and our clients happier!

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



Employees Keeping Your Data Safe? Don't Count On It.

One morning late last year, an unemployed man was making his way across London, heading to the library to continue his job search. But on the way, he encountered something peculiar: a USB stick, peeking out among the fallen leaves and shining in the morning sun. Not thinking much of it – and perhaps afflicted with a morbid curiosity – he popped the device into his pocket and continued on his way. Once he made it to the library, he connected the USB to a computer to check out its contents. As he clicked around, he realized with a shock that this was a treasure trove of security information for the Heathrow International Airport: 174 folders packed with maps detailing CCTV camera locations, labyrinthine tunnels snaking below the building and even the exact route the Queen takes when she uses the airport.

Understandably worried, the man quickly ejected the device and brought it – for some reason – to local tabloid the *Daily Mirror*. Today, despite a full-scale security investigation by the airport and the scrutiny of dozens of police and security experts, it's still unclear just where this extremely sensitive data came from. However, all signs point to the USB drive being dropped by either a hapless employee carrying around a national security concern in their pocket or a less-hapless employee looking to instigate a national security crisis.

Either way, the story hammers home a vital point: whether you're an international airport hosting more than 70 million travelers each year or a small business with less than \$10 million in annual revenue, your biggest security risk isn't some crack team of hackers – it's your employees.

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Sure, you may chuckle at the idea that any of your employees would actively wish your organization harm. But we're willing to guess that you probably underestimate the wrath of an employee scorned. Even if you treat your team better than any boss in the world, they are still human – which, of course, means they're going to make mistakes from time to time. And when considering the cyber security of many SMBs, "time to time" actually means every day, leaving huge openings in your digital barriers. These errors don't much matter, really – until the day that a hacker turns an eye toward your business and immediately realizes the laughable security gaps your team is leaving for them to exploit.

The thing about cyber security is that it's a lot more complicated than most people are willing to admit. Today's digital landscape is fraught with hazards, a thousand little mistakes to be made at every step, resulting in a million workarounds for cyber criminals to use. Even the most tech-savvy among us probably don't know everything about cyber security, and very few have as much knowledge as the hackers on the other end of the equation. When you consider the uncertainty and potential miseducation of your employees, many of whom probably know next to nothing about cyber security, you might start to feel a little panicked.

The battle against digital threats can seem like an endless slog – a war that the good guys seem to be losing – but luckily, when it

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comes to the security of your business, there are ways to batten down the hatches without dropping a ton of cash. For instance, start with your biggest vulnerability: your team. When a new employee joins your organization, they should go through a thorough cyber security training. Their welcome forms should include comprehensive rules about security policies, from using strong passwords to how they should respond to potential phishing attempts. Deviating from these policies should come with serious consequences.

As for your existing employees, train them up! We can help you build a robust education program to get every single member of your organization up to speed on the most imminent cyber security threats. But even then, cyber security isn't a one-and-done kind of thing; it requires constant vigilance, regular updates on the latest trends and a consistent overall commitment to protecting your livelihood. Without training and follow-up, even the most powerful of cyber security barriers are basically tissue paper, so put some thought into your team in addition to your protections, and you can drastically increase the safety of the business you've worked so hard to build.

FREE Report: 12 Little-Known Facts Every Business Owner Must Know About Data Backup And Disaster Recovery



You will learn:

- The only way to know for SURE your data can be recovered if lost, corrupted or deleted – yet fewer than 10% of businesses have this in place.
- 7 things you should absolutely demand from any off-site backup service.
- Where many backups fail and give you a false sense of security.
- The No. 1 cause of data loss that businesses don't even think about until their data is erased.

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www.connectability.com/12facts

Shiny New Gadget Of The Month:



An Indoor Camera To Scare Away Intruders

Nest has been known as a smart thermostat company for a while now, but they've upped their game and are making waves in the home security market.

They have a number of camera solutions, but the **Nest Cam Indoor** is their most affordable and feature packed.

It records 24/7 and saves up to 30 days of security footage in the cloud so you never miss a thing.

And just like their thermostat it's smart! It looks for motion and is constantly listening for conspicuous sounds, like a boom or the crash of a window breaking. If it thinks something is up it'll send you an email or a text with an image from the event.

It even has a built in mic and speaker. If you notice something suspicious you can hear what's going on, and speak if necessary. And if you see a burglar you can tell them to get out of your house – which is often enough to scare them off. It can even be used to tell the dog to get off the couch!

Finally it takes just minutes to set up and can be placed anywhere. It's just \$250 and can be purchased at www.nest.com

Tales From The Trenches: Not All Airlines Are Bad

Written by Ted Shafran

As I'm sure most of you would agree - air travel is a huge pain. From constant delays and long security lines, to rude gate agents, the whole experience can be a frustrating one.

There are already countless stories of terrible customer service from airlines so I won't bore you with another. Instead I want to talk about how a great customer service rep can make up for an otherwise awful experience.

Last month I was travelling to Nashville for a conference.

My original flight was cancelled, so I rebooked a different flight. That ended up being delayed, which would have caused me to miss my connection. Finally, I booked a third flight that thankfully got me there in one piece. Frustrating, but certainly not the end of the world.

On my return flight I was supposed to have a 2 hour layover in Chicago. Unfortunately my original flight was over 2 hours late and I missed my connection.

By this time it was 10 pm and I'd been travelling all day. I was understandably upset and thought I'd have to argue with a customer service rep. But when I got to the counter the woman who helped me was extremely kind and understanding.



She did everything in her power to get me a hotel room, provide meal vouchers, and get me on the first flight out the next

morning. She even gave me an overnight kit since my toiletries were in my checked luggage.

It was far from a perfect experience, and I obviously would have preferred to get home on time, but given the circumstances it could have been a lot worse.

This would have been very different if the customer service rep had been rude and unhelpful. I can promise you if that were the case I would never fly that particular airline again.

A little help and kindness can go a long way!

Cybersecurity Training - Check This Out

Cybersecurity has gone from a hot topic to a necessity. If you aren't up-to-date on the latest threats and protections then it's only a matter of time until you become another cautionary tale.

That's why we've put together a video series focused on ways you can protect yourself and your business from the increasing number of online threats, data breaches, and poisoned emails.

Check out our YouTube channel at www.youtube.com/c/ConnectabilityIncToronto

Our first video introduces the concept of Asymmetric security and explains why Cybersecurity is critical. Each month we'll be releasing a new video that touches on a specific piece of the cybersecurity puzzle. In order to stay safe and secure online education is your biggest ally.

Stay tuned for our latest cybersecurity training video, and stay safe!

■ The Top 5 Business Apps To Improve Your Productivity

In the light-speed world of modern business, workers need every bit of help they can get. Luckily, new apps are developed every day that make our lives easier. Here are five of the best:

Documents To Go allows users to open and edit Microsoft Office 2007 files from any smart device. While that may seem a simple task, if your company frequently uses the Office Suite, Documents To Go can make a big difference.

Evernote has been making waves for a few years now with its seamless approach to notetaking and file-keeping. It enables users to upload virtually everything they need to the cloud and is especially useful for those quick thoughts you jot down

during key work meetings. If it's strictly file syncing you need, check out **SugarSync**. A free account gets you 2GB of shared storage between two computers and your phone, accessible from anywhere.

Remember the Milk is one of the premiere apps for to-do lists everywhere, syncing complex lists across multiple platforms with little effort.

And you can't forget **Skype**, perhaps the best tool for cutting down long-distance charges and communicating via chat, video and audio with far-flung colleagues. *LifeWire.com, 5/17/2018*

■ 9 Quick Tips To Protect Your Business From Cyber-Attack

Cyber security is more important than ever, but it doesn't have to be

complicated.

Just follow these rules and you'll be well ahead of the game:

1. Only use secure networks.
2. Encrypt your data – it's easier than it sounds.
3. Install a strong firewall.
4. Install patches and updates as soon as they become available.
5. Do your research on the most common cyberthreats (you'd better know what phishing is).
6. Develop a company-wide cyber security policy.
7. Make sure your business WiFi router is protected by the WPA2 standard. (Look it up.)
8. Install software that insulates you from malware.
9. Get SSL (Secure Sockets Layer) Certificate Protection, especially if you take payments online.

SmallBizTrends.com, 4/25/2018

☁ How To Win With Cloud ☁

It's no surprise that the cloud is essential today. It drives innovation, aids collaboration, and makes different technologies work together.

To be competitive you need to look for opportunities presented by the cloud. Here are 4 ways to win with cloud:

- 1) **Prioritize disruptive & emerging technologies.** Look at how IoT, AI & data analytics can reinvent your business. Prioritize and decide what technology makes most sense.
- 2) **Build your cloud strategy.** Find ways to use the cloud to meet objectives – and make sure everyone in your organization knows so they can contribute.
- 3) **Nurture an "innovation first" culture.** Reward innovators and highlight successes. Encourage collaboration across teams.
- 4) **Reap competitive & financial rewards.** Think about cloud enabled offerings, enter new markets, and recreate your business model.

What you choose to do is up to you, but we'll be here every step of the way to help make it work! *Techvibes.com, 5/27/2018*



Ovarian Cancer Canada
Cancer de l'ovaire Canada

This month we'll be making a donation to **Ovarian Cancer Canada**.

Ovarian Cancer Canada is the only registered Canadian charity solely dedicated to overcoming ovarian cancer. They provide support to women living with the disease, raise awareness, and fund research to develop early detection techniques, improve treatment and, ultimately, find a cure.

Ovarian cancer is the 5th most common cancer for women, and the most serious women's cancer. Since it doesn't receive enough attention we thought it was time to shed some light on the need for additional funding.

If you'd like to contribute to this extremely important cause we'd love to hear from you! Email info@connectability.com or call us at **(416) 966-3306**!