

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

IT Insight

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"A picture is usually worth a 1000 words, but on your mobile site it's worth 800 words."

Why do I need a Mobile Website? And how do I get started?

Here's a question for the ages: how often do you walk by a restaurant and see a family sitting at a table with *everyone* looking at their smartphones, and *no one* talking to one another?

If you're like most of us, the answer is: pretty often. **People are addicted to their portable devices.**

Small children use them as electronic babysitters, subway riders entertain themselves, and friends post messages on one another's Facebook pages. There's even a phenomenon called ***iPhone Separation Anxiety*** that's been the subject of academic research and studies.

Whether we like it or not, personal electronics are now an important part of our culture. In India, for example, there are estimated to be 360 million smartphones and in China that number is over **700 million**.

Your business almost certainly has a website. Today, virtually ***every*** company, from small to large needs a website to carry on business. In the 21st century, that's how customers find you. Doctors and lawyers have websites, restaurants have them, and **even convenience stores have them.**

Here's the next important question. Is your website optimized for **mobile users**? Don't laugh - it's a serious question. Even if your company is strictly Business-to-Business, you **can't afford to ignore mobile users.**

According to a report from **comScore**, over **60 percent** of online traffic now comes from mobile devices. And according to **Search Engine Watch**, **77 percent** of executives use their smartphone to research a product or service for their business.

Let's assume that one of those executives is sitting in an airport lounge, looking for products or services that your company offers. When they click on your website, will they see something that displays properly on their smartphone, a website that's easy to navigate and easy on the eyes? Or will they see your regular website, in tiny, unreadable print?



Is my data really safe in the Cloud?

We hear that question a lot and it's certainly understandable. After all trusting another company with your critical business data is a **big** leap of faith.

That's especially true when your data is going to a **far-distant data centre**, owned by a company you've never had any personal contact with.

So we get it. But the Cloud is **here to stay**.

Companies like Microsoft, Google, Amazon and IBM all have a vested interest in making sure that your data is **completely and totally safe**. That's why you'll hear terms like **AES-256 or Blowfish-448 encryption**.

Here's the reality: the U.S. Government uses AES-256 encryption for storing classified and top secret documents. Blowfish is just as secure, **as long as you use an effective password**.

And that's really the crux of the matter: the biggest risk to your data is your **password**. If you choose a simple password for your encrypted data then a determined hacker **may** be able to get at it.

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The major reason that customers leave your website is that it **doesn't communicate an effective message**.

If you paid good money to a web designer to create a website that *does* communicate your company message effectively and prospective customers can't navigate your site because it doesn't work well on their mobile device, you could be **losing business opportunities**.

Unfortunately, many small businesses make the mistake of thinking that a website created by their 16-year old nephew will suffice. The truth is, no matter how smart that 16-year old may be, he doesn't have the depth of experience of a seasoned web designer. The same consideration applies to using one of the many "canned" website solutions that you see advertised on late-night television.

Yes, you can create a reasonably attractive website using those tools. **But**, once you get into things like creating online response forms, and mobile-capable websites, those tools just **don't cut it**.

If you have a small, home-based business with 1 or 2 employees, then maybe one of those simple solutions will work. But if you're running a **real bricks-and-mortar business** with infrastructure and staff costs, you need a website that presents your company in the very best light.

That means using a web developer with both **skills and experience**. When we redesigned *our* website, we hired an experienced developer and our new site is considerably more attractive and mobile-friendly.

The good news is that it **doesn't have to be expensive**. These days there are plenty of experienced developers equipped with state-of-the-art tools. Many of them will do the work for you for a **fixed monthly fee** which includes hosting, rather than charging you an upfront fee.

The most important consideration is to **do your research**. Make sure you see some of the developer's other work, and talk to some of their clients. Even if they do great design work, you need to be sure that they're **responsive** when you need changes. What if there's an error on your website? You don't want to have to wait a week - or longer - for it to be corrected.

In short, a good website can help your business **grow and flourish**. Make sure that yours appeals to the widest possible audience by making it mobile-friendly.



Mobile Website

VS



Standard Website



That's not a certainty, by the way: most Cloud providers will lock out intruders after a few failed password attempts. But the **more complex** you make your passwords, the **less likely** it is that *anyone* - even government agencies - will be able to access your data.

Now, ask yourself a simple question: **is the data on your office computer or your server encrypted?**

If your answer is NO, then you're like most computer users. But once that data makes its way into the Cloud, it's **actually more secure** than it is in your own office.

How is that possible? It's actually pretty obvious: Cloud providers have **much** stronger security provisions than the average business. They have to - that's **their** business. So your data is encrypted, stored in multiple, redundant data centres and protected by round-the-clock physical and electronic security.

That being said, not all Cloud providers are created equally. And the needs of every business are unique. For more information and to see which cloud solution is the right fit for your organization, please ask your Connectivity representative. **We'll be pleased to help.**



Gadget of the Month: Nest Learning Thermostat

Looking for an easy way to **save money** on your heating and cooling bills? Look no further! It's called the **Nest Learning Thermostat**.

An old-fashioned thermostat wastes your money by running your heating and cooling even when you don't need it. And most programmable thermostats are just too complicated for the average consumer.



That's where **Nest** shines. The Nest is a **learning thermostat**. For the first few days you teach it your preferences by simply turning the dial to your preferred temperature. In no time it's **programming itself!** This allows the Nest to set the most energy efficient temperature at all times.

The Nest also senses when you're away and automatically sets the thermostat to an **energy efficient temperature**. Even if the thermostat isn't in a high traffic area of the house, it's able to tell when you're away, 90 percent of the time.

The Nest can also be **controlled remotely** from your smartphone, tablet or laptop. So if you're coming home from a trip and it's -20°C outside, you can set your thermostat to your desired temperature and by the time you get home your house will be nice and toasty! There's even an **app** that allows you to **track energy savings** so you can be sure it's working! The app also allows you to see the schedule Nest has built for you and change it if you're not satisfied.

If you're worried about installation costs, 75% of Nest customers are able to install it themselves in 30 minutes or less. And if you're not comfortable doing that, Nest pros are always available. You can even request quotes from up to 5 different vendors on the Nest website!

Nest also offers a product called the **Nest Protect** that detects smoke and carbon monoxide levels and will inform you out loud when there is a problem. It can even **track the urgency** of the situation and alert you in different way depending on the severity.



The Nest Thermostat and the Nest Protect are available at **Nest.com** for \$250 and \$100 respectively. You can also find them at a number of retailers **Amazon, the Apple Store, Best Buy, and Home Depot.**

Welcome Erin!

This month we're thrilled to welcome a new Connectability team member!

Erin Krumins, our new Office and Marketing Administrator, adds 10+ years of experience in customer service and administration.

Originally from Pickering, Erin moved to Toronto almost a decade ago. In her downtime she enjoys playing goalie as a member of two different women's hockey teams, but when Erin's not on the ice she enjoys travelling and reading.

Before joining Connectability, Erin worked for several years as a branch manager for a very large retail chain, and as a result has developed a very customer-focused mindset with an emphasis on delivering a positive result every time.

Erin is very ambitious and will always go out of her way to help customers. If there's something she can do to help, you can be sure that she'll get it done efficiently and effectively!

Erin is always looking to try new things and see how she can improve in the future. In her new chapter with Connectability, Erin aims to develop some strong, long lasting, and trustworthy relationships with both co-workers and clients alike.

We're very excited to welcome Erin to our team and we know that you'll enjoy working with her!



Network Printer Promotion

How many times have you walked into an electronic store and marveled at how inexpensive personal printers have become?

These printers are cheap because the companies who manufacture them sell as a **"loss leader"**. They make their real money on sales of toner and ink. A new printer comes with a low-capacity "starter pack" of ink or toner. If your printer is used moderately, this may last as long as two months, or it may not.

And once the starter pack is finished, printer manufacturers **start making their money**. Did you know that the cheapest printer ink is still **far more expensive per ounce than the finest French Champagne?** And, in general, the cheaper the printer, the more expensive the toner on a per-page basis.

That's why it's always more efficient to buy a **network printer** for your office. Network printers are inherently more **cost-efficient and reliable**. With personal printers you have to buy toner for every printer, as well as setting up and maintaining each of them. And the more personal printers you have, the greater the chance that some of them will fail. And when you replace a failed printer, what do you do with the toner that you bought for it?

That's why we'd like to offer you **5% off the purchase** of a network printer, and **40% off installation** of the printer. Obviously, if you're a **Managed Services** client the **installation is included**.

We can't offer this deal indefinitely, but if you call or email us about the offer before **March 31, 2015**, we'll be happy to apply the appropriate discounts.

If you'd like to learn more about our **All Inclusive Managed IT Services** plans or you'd like us to write about a specific topic please give us a call at **416 966 3306** or email us at **info@connectability.com**

Keep an eye out for our next monthly newsletter to find out about tech tips, a new gadget of the month, customer stories, changes at Connectability and of course an offer!

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 simply 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**