

Connectability Corner

PUTTING THE PIECES TOGETHER.

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Connectability

Happy Holidays!

Happy Holidays to you and all of your loved ones!

In the spirit of the holidays we wanted to take this opportunity to thank you for being our loyal customer!

We're always looking for ways to improve our services because we understand that our clients rely on their technology to get things done.



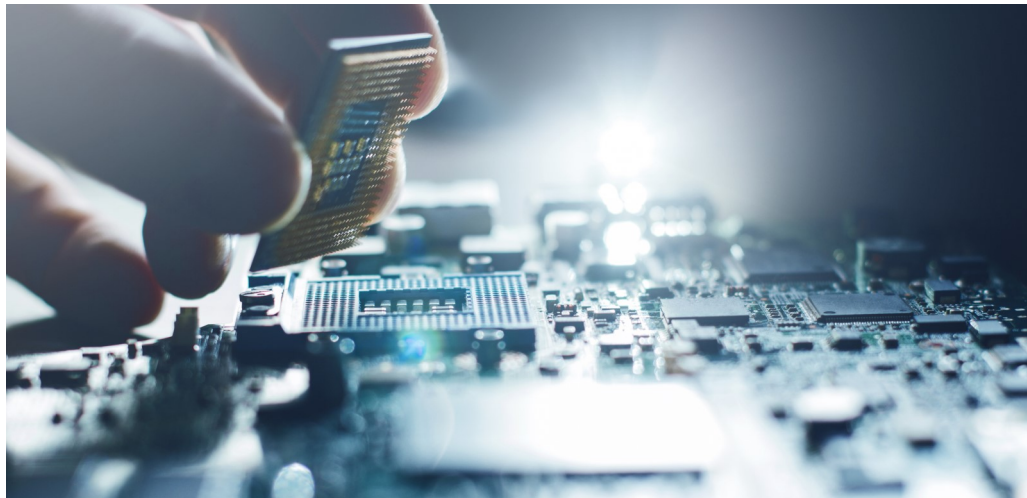
If you have any feedback **WHATSOEVER** that you think would help us improve the way we respond to, or deliver IT services, we want to know.

Please send your comments to info@connectability.com or call us at (416) 966-3306. We want to hear from you!

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Do You Really Want The Cheapest Computer Technician Working On Your Company's Network?

These days, small businesses are more dependent on IT systems than at any other time in history. Because of this, even the slightest technological hiccups in our cyberspace-centered workflow can have expensive, lasting consequences. Perhaps the most dramatic illustration of this occurred back in 2013, when Amazon went dark for half an hour. Sure, it was a paltry 30 minutes, no big deal, until you consider the mega-giant was theoretically hemorrhaging \$66,240 every 60 seconds, based on their quarterly revenue.

Of course, your company probably isn't a staple of international commerce like Jeff Bezos' beloved brainchild. Because of this, many small business owners think that a downed server or small security breach here and there won't matter too much for their bottom line. For these unlucky few, IT takes a backseat to more "pressing" issues, and they go the cheap route with their technicians. This cost-cutting solution seems like the idea of the year, and will

undoubtedly work great for the business — until it doesn't.

Maybe your long-time technicians fail to notice a piece of outdated equipment, and your server gives up during peak business hours. Virtually all work grinds to a halt, and your employees are forced to wile away the two hours shooting three-pointers into the trash bins. Add up the two hours of wasted wages for your entire team, the financial cost of missed business, and the much more intangible loss of customer goodwill as they struggle with diminished service on a workday, and you'll come up with a sum that disabuses any business owner of their illusions about "cheap" IT.

And that's not even close to the worst-case scenario. Imagine, for a minute, that your technicians assure you, despite the lack of regular monitoring and maintenance, your network is secure. These words of comfort sound nice until the day a team of expert

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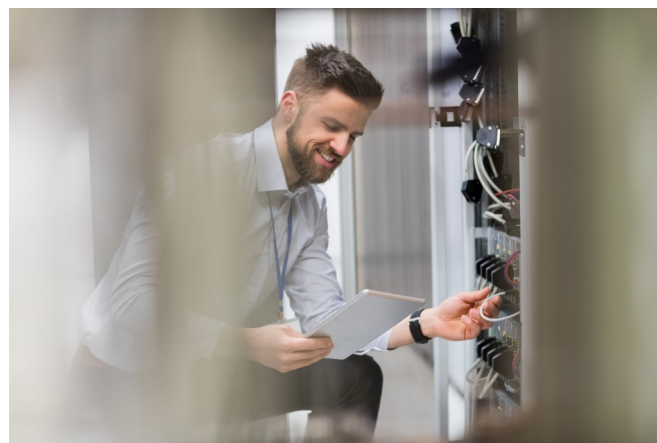
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hackers actually attempt to access your systems, and find outdated, ramshackle security solutions in place — basically, a front door left wide open. At that moment, your business becomes a criminal's playground. They're free to access financial information and personal data of your customers and employees, hijack your business to send out floods of malicious software and spam, hold nearly every aspect of the company ransom for thousands of dollars, and cause chaos to their hearts' content.

The fact is, fixing problems is a lot more expensive than preventing them. When you cut corners and utilize subpar IT professionals (if any at all), you're paying for an array of shoddy, Band-Aid solutions that will be applied piecemeal, and usually too late, like a finger plugging a hole in a dam. But when you make a substantial investment in your IT support, you're investing in the most basic aspects of the future of your company.

Robust network security, dependable computers and servers, consistent internet access, and other fundamental components of your company network are far from luxury items. These days, technology forms the scaffolding upon

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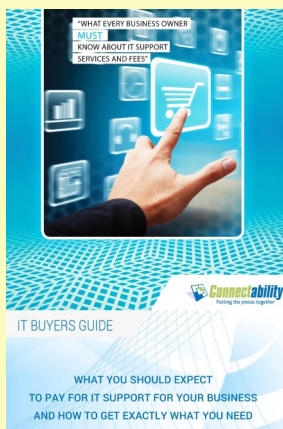


which businesses run. If any piece of the operation fails, the whole system suffers, usually accompanied by a fat financial penalty.

There is an ever-growing, endless list of potential technological pitfalls that can have permanent consequences for your business: teams of hackers zeroing in on vulnerable small businesses, rogue employees with a grudge, lost laptops, aging and unreliable hardware, fire, natural disasters, and IT "professionals" that have no idea what they're doing, to name just a few. As technology progresses, and companies depend increasingly more on it to stay competitive, it simply doesn't make sense to relegate IT to the neglected corners of your budget.

When it comes to business, there's a lot to worry about these days. A total collapse of your company's technological infrastructure doesn't need to be one of them. Invest in a robust, managed IT package from tried-and-tested professionals, and leave the worrying to the experts. You can rest assured that our team of IT experts truly has you covered.

FREE Report: The Business Owner's Guide To IT Support Services And Fees



You'll learn:

- The three most common ways IT companies charge for their services and the pros and cons of each approach.
- A common billing model that puts ALL THE RISK on you, the customer, when buying IT services; you'll learn what it is and why you need to avoid agreeing to it.
- Exclusions, hidden fees and other "gotcha" clauses IT companies put in their contracts that you DON'T want to agree to.
- How to make sure you know exactly what you're getting to avoid disappointment, frustration and added costs later on that you didn't anticipate.

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Shiny New Gadget Of The Month:



AirSelfie: The New Way To Take A Selfie

Move over, selfie sticks — it's time to take photo tech to the skies. The new AirSelfie, a pocket-sized camera equipped with four rotating fan propellers that allow it to take flight, aims to revolutionize the way we take pictures. The palm-sized device promises to take 5-megapixel, HD photos from up to 65 feet in the sky, steadied by an anti-vibration shock absorber that ensures images stay crisp and clear.

The hovering camera is a product by AirSelfie Holdings, an international team of developers and engineers, and is designed from the ground up to integrate seamlessly with your phone. To use it, all you do is slip it out from its charging case (which attaches directly to your smartphone), use the app to direct it to the desired height and orientation, and snap an aerial picture or video. The tech is available now, and with a \$320 price tag, comparable to many other modern cameras. Check it out at AirSelfieCamera.com.

How Does My Data Get On The Dark Web?

If you're like me you've been in a coffee shop or at a restaurant when you realize you need to pay your credit card bill or make a purchase. You pull out your phone and navigate to your banks app or to Amazon to order something. But before you enter your account info, you might want to consider one thing:

Public networks are much less secure than private networks like your home or office. As a result it's very easy for hackers and cybercriminals to monitor these networks for bank details, credit cards, passwords, and other personal information.

There are always old school methods of data theft like overhearing passwords or credit card info, stealing wallets and purses, or digging through mail for bank statements or tax info. Luckily most people are aware of these tactics and take the necessary steps to protect themselves.

Unfortunately, because data is frequently compromised digitally, and since digital theft is much less visible, it's important we bring these methods *out of the darkness and into the light*. There are many ways your data can be breached online, but to keep this article brief I'll cover the top 3:

- 1) **Human error** is the main cause of data theft, and phishing is a common method used to get your information. You may receive an email that looks like it's from a client, supplier, prospect, or even your boss. The email may even contain links to websites that look legitimate, but exist solely to steal sensitive data. That's why it's important to be vigilant. You should set policies for when and how confidential information can be shared. That way if your "boss" asks you to send a password by email you know it's not legitimate. Finally, NEVER open an attachment from someone you don't know or recognize.
- 2) **Malware, Spyware, and Viruses** can infect your machine when you download music or torrents. Music files don't carry viruses themselves, BUT viruses can be disguised to look like music or video files. To protect yourself, only download music and videos from reputable sites.
- 3) **Publishing personal information online.** Nowadays everyone has a social media account. As a result, information like your birthday, the names of family members, your pet's name, and your interests are accessible to anyone with a computer and internet access. Hackers can often learn enough about you to correctly answer your security question and reset your passwords. Make sure you always use complex passwords, don't include personal information, and remove as much of this data from social media as possible.

One final thought: if your information is compromised, you may not even know it. Our "Dark Web ID" tool lets you know with certainty whether your data is safe. It monitors the dark web constantly for signs of compromised credentials and alerts us whenever anything is found. From there we'll reach out and help you secure yourself quickly so hackers can't access your data or network.

Next month we'll be outlining what to do if you experience data theft. There are a number of ways of mitigating the effect, so stay tuned!



Sorry Mac Owners: You Get Viruses Too...

The idea that you don't have to worry about viruses or malware if you have a Mac is still surprisingly common. And I'm sorry to have to say it, but it's just not true. I'm taking this a moment to dispel this myth because this kind of thinking can be dangerous for employees and employers alike.

These days most malware is very, very stealthy, and as a result users can be infected without even knowing. And since a lot of Mac users don't have any kind of Antivirus protection there is no barrier to stop these infections from hitting your computer.



Whether you use a Mac or a PC be very cautious and ALWAYS make sure you have active, **up-to-date** Antivirus protection. Cyber threats are everywhere, so it only takes one wrong click to infect your computer or your entire network. Stay vigilant my friends.

■ Are Your Kids Careless With Online Passwords?

With corporations taking hits left and right from cybercriminals, security on the Internet has become more important than ever. Still, even as many of us step up the security of our online presence, stragglers who believe they're immune to such attacks abound.



Based on a recent survey from Statista, young people are more careless with passwords. Thirty-four percent of people aged 18 to 34 years use the same password for "most online logins,"

compared to only 20% of the 35 to 54 demographic, and only 13% for those older than 55. In addition, a whopping 10% of 18- to 34-year-olds use the same password for all their online keys.

It goes without saying that this is bad practice. It can be all too easy to hack into a single, less secure account, but if different passwords are used for separate logins, it becomes much more difficult to access more important files in, say, a Gmail account or bank login. Not so if the passwords are identical. *BusinessInsider.com* 10/18/2017

■ Apps That Make Our Lives Easier, All Under \$10

With new apps flooding the market every day, it can be difficult to pick out the ones that will assist you instead of just inspiring buyer's remorse. But there are dozens of apps that, despite their miniscule price tag, can have a small but lasting

impact on your day-to-day.

Take Dark Sky (\$4) for example. An up-to-the-minute accurate forecasting app that will break down weather information for exactly where you are at any given moment, down to when the expected rain or snowstorm will start and stop.

You can also check out Notability (\$9.99), which *Business Insider* calls "one of the best things to ever happen to note-taking." The app allows you to mark up PDFs and photos, take voice recordings, and a number of other functions, with everything stored in the cloud.

Those young people mentioned above who have trouble keeping more than one password might appreciate 1Password (Free), a dedicated place to guard all your passwords behind one difficult-to-hack password. *BusinessInsider.com* 10/26/2017

We Want To Protect You Better!

When we first began offering our Managed Services solution 5 years ago one of our top priorities was to ensure our customers, and their data was protected from cyber crime. That's why we included Malwarebytes pro, Webroot antivirus and our Remote Monitoring tool on EVERY plan. We also heavily encourage ALL our clients to buy business-grade firewalls with ongoing licenses to protect their network's perimeter.

At the time these tools blocked 99% of malicious traffic, but as security solutions have evolved, so have hackers. To combat these criminals we've put together a robust collection of tools that we believe will provide you with 360 degree protection from data theft, Ransomware, viruses, identity theft, spam, and phishing attacks. Unfortunately, without proper employee training it doesn't matter how many security tools you have in place. That's why we include user training. We'll show you and your employees how to spot and avoid malicious phishing attempts, how to avoid significant data breaches, and what you need to do if you ever suspect you've been the victim of data theft.

To learn more about our Security Package, user training, or for pricing, please give us a call at (416) 966-3306



Christmas Giving



This month Connectability will be donating a portion of profits to *The Toronto Humane Society*. Their mission is to promote the humane care and protection of all animals and to prevent cruelty and suffering. They follow no kill principles and work with their partners to improve outcomes for all animals. This year, to date, the Toronto Humane Society has had 2241 adoptions. If you're interested in augmenting our donations email us at info@connectability.com or call us at: 416-966-3306