

Free Report

What Every Small-Business Owner Must Know About Protecting and Preserving Their Network!



This report will outline in plain, nontechnical English common mistakes that many small-business owners make with their computer network that cost them thousands in lost sales, productivity and computer repair bills, as well as providing an easy, proven way to reduce or completely eliminate the financial expense and frustration caused by these oversights.

Download your FREE copy today at www.connectability.com/protect or call our office at (416) 966-3306.

June 2017



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

How To Keep Your Employees From Leaking Confidential Information

Back in 2014, Code Spaces was murdered. The company offered tools for source code management, but they didn't have solid control over sensitive information — including their backups. One cyberattack later, and Code Spaces was out of business. Their killer had used some standard techniques, but the most effective was getting an unwitting Code Space employee to help — likely via a phishing attack.

When it comes to cybercrime that targets businesses, employees are the largest risks. Sure, your IT guys and gals are trained to recognize phishing attempts, funky websites, and other things that just don't seem right. But can you say the same thing about the people in reception, or the folks over in

sales?

Sure, those employees might know that clicking on links or opening attachments in strange emails can cause issues. But things have become pretty sophisticated; cybercriminals can make it look like someone in your office is sending the email, even if the content looks funny. It only takes a click to compromise the system. It also only takes a click to Google a funny-looking link or ask IT about a weird download you don't recognize.

Just as you can't trust people to be email-savvy, you also can't trust them to come up with good passwords. It may sound so 2002, but plenty of people still use birthdays, pet names, or even "password" as their passcodes — or they meet the bare-minimum standards for



required passcode complexity. Randomly generated passcodes are always better, and requiring multiple levels of authentication for secure data access is a must-do.

Remember, that's just for the office. Once employees start working outside of your network, even more issues crop up. It's not always possible to keep them from working from home, or from a

coffee shop on the road. But it is possible to invest in security tools, like email encryption, that keep data more secure if they have to work outside your network. And if people are

working remotely, remind them that walking away from the computer is a no-no. Anybody

could lean over and see what they're working on, download malware or spyware, or even swipe the entire device and walk out — all of which are cybersecurity disasters.

Last but not least, you need to consider the possibility of a deliberate security compromise. Whether they're setting themselves up for a future job or setting you up for a vengeful fall, this common

occurrence is hard to prevent. It's possible that Code Space's demise was the result of malice, so let it be a warning to you as well!

Whenever an employee leaves the company for any reason, remove their accounts and access to your data. And make it clear to employees that this behavior is considered stealing, or worse, and will be treated as such in criminal and civil court.

You really have your work cut out for you, huh? Fortunately, it's still possible to run a secure-enough company in today's world. Keep an eye on your data and on your employees. And foster open communication that allows you to spot potential — or developing — compromises as soon as possible.

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Should I Be In The Cloud? Use Our Cloud Audit To Find Out

The cloud is everywhere! Once upon a time,, if you were implementing new software, a server replacement, or a data management solution you were forced to buy a physical piece of hardware or software, but that's changing **rapidly**.

In the early days of the cloud, businesses were concerned about Internet reliability, and the possibility of a dropped connection, but now most cloud providers have a solution. You can work while the Internet is down and your files will be uploaded once your connection comes back up.

Some companies also worry about security, but truthfully hosting companies spend more on **security** than almost all businesses. Data centres require fingerprints, retinal scans and multiple passwords just to enter the facilities, and they use 256 bit AES encryption (same used by the military and major banks) to prevent hackers from accessing the data digitally.

Nowadays, many clients are opting to go with cloud hosted solutions and there are **plenty of reasons** why!

First, your server is in a data centre, so if something breaks there is **automatic failover** so your servers NEVER go down. The same redundancy exists for data backup, power protection, etc. Second, you can't outgrow your server! If you need a larger hard drive, or more processing power, just let the hosting company know and they will apply it **within minutes**. Finally, budgeting is **predictable**. When you buy hardware, you never know when, or if, your servers are going to fail and how much it costs if they do. With a cloud server you never have to worry.

If you are considering a migration to the cloud give us a call at 416-966-3306. We will schedule a **cloud audit** to see if moving to the cloud is the right solution for you!

Internet Upgrade: DON'T Make This Mistake

Internet Service Providers (ISP's) like Rogers and Bell are constantly working to upgrade their networks and offer better speeds at lower costs, but they WON'T tell you that once you've signed up.

There could be considerable changes to both the price and speed of the internet available in your area since you last looked.

We encourage all of our customers to avoid committing to a long-term plan. It may save a bit of money but it may prevent you from taking advantage of new technology.

Every few months we reach out to a number of ISP's for our Managed Services customers to see if they're offering new plans or pricing.

As an example, last month we spoke to TekSavvy and discovered that they were able to reduce our monthly bill by 30% AND upgrade our connection to nearly **3 times faster!**

If you'd like us to evaluate this for you, or you're interested in our Managed Services plans, give us a call today at 416-966-3306!



Goal Setting Doesn't Work

(And Santa Claus May Not Exist) **By Darren Hardy**

When we were kids, we thought we could write down a list of everything we wanted and mail it to the North Pole. When we grew up, we realized there wasn't really a big roly-poly guy who delivered presents. A real person had to earn the money, march through shopping malls, wrestle the presents home, wrap them up, and place them under the tree. But I think many people still believe in Santa Claus. Why else would they write down a list of wants on New Year's Day, stick it in a drawer for the rest of the year, and wait around for their lives to change?

Sorry, but it's time to grow up. Most people know how to write down goals, but few ever achieve them. Want to stop chasing rainbows, wishing on stars, and rubbing lamps, and instead achieve real results? This article will help you start.

WARNING: Achievement requires work, discipline, commitment, and maybe some heartache and a stiffened spine. If any of that makes you queasy, I invite you to continue reading.

The Cause of All Your Problems — and the Solution

When I ask people what they want to improve in their lives, I hear things like, "I need to make more money," or "My marriage is unhappy," or "I need to lose weight."

But these are simply symptoms or outcomes of the problem. The cause of the problem is you — and this is probably one of the most sobering understandings you can reach as you work toward your stated goals.

Whatever it is you want to change, whether it's your marriage, financial situation, or weight, you'll never achieve lasting change until you change. Once you improve, everything else around you will improve.

In life, you don't get what you want; you get in life what you are. The success you have in life correlates with your level of self-worth. But the human tendency is to engage in the study of effects, while giving little attention to causes.

I see this travesty play out every day. People complain about their terrible marriage, so they leave it. Oddly enough, they end up with similar problems in the next relationship. Why? Because they didn't address the real problem. The same set of circumstances and patterns of behavior will create the same outcome. Some people go from diet plan to diet plan, losing weight and then gaining it all back. Why? Because the plan and the weight aren't the issues or the solutions; they are effects, and the weight will ultimately meet them back where they are.

Wherever you are in life right now is your own doing — good or bad.

Darren Hardy is the creator and visionary behind SUCCESS magazine as well as the New York Times best-selling book "The



Compound Effect." His newest book is "The Entrepreneur Roller Coaster." For more, visit:

www.darrenhardy.com

■ **Use This App To Pinpoint Dangerous Drivers.** The open road is full of jerks and road rages, and a new app is taking them on. Nexar asks you to mount your phone to your dashboard, and it will monitor surrounding traffic. If someone starts driving dangerously, it will ask if you want to record what's going on with a 30-second video. The goal is to capture license plates of bad or hostile drivers. This is useful if you witness a crash or a criminal offense. According to trafficsafetystore.com, Nexar also uploads data to a central database. It will let you know if someone with a bad driving history enters the camera's field of vision, helping you spot potential bad drivers. In the future, Nexar plans to use GPS to identify dangerous cars to the side and behind them, too. *Safety Resource Center - December 1, 2016*

■ **Where Have Tablet Sales Gone?** Remember when they said tablets would outsell desktop and laptop computers? That now seems a tad

optimistic. In March, Techcrunch.com reported that tablet sales are going down. But why? It turns out that folks treat tablets like computers, meaning they don't upgrade them nearly as often as smartphones. "The iPad 2 is still in use today," IDC Senior Analyst Jitesh Ubrani tells TechCrunch. "The [original] iPad Minis and Air are all still in use today. They were being supported by Apple until very recently. People have been hanging onto these devices and they're finding that they work just as well as they did when they were released." That's bad news for the tablet giants, who are still releasing new versions of tablets at least once a year. In the future, don't expect big releases or online unveilings for slates. *Techcrunch.com March 21, 2017*

■ **Should You Have A Mobile App For Your Business?** One of the great things about apps is that you don't need to be a big developer or company to build one. In fact, according to www.smallbusinesscomputing.com, 42

percent of small businesses in the United States have their own mobile app. By the end of the year, that figure is expected to hit 67 percent! Somewhat unsurprisingly, the most cited reason SMBs said they decided to build mobile apps is to increase sales (39 percent), followed by improving customers service (30 percent). Others turn to mobile apps as a competitive advantage in specific markets (22 percent) while for some organizations, their parent company suggested an app (10 percent). But with apps becoming more affordable than ever, there are lots of reasons to invest in your own app and lots of ways to recoup that investment. What would your ideal app do? *SmallBusinessComputing.com March 09, 2017*

■ **Awesome tech you can't buy yet: Airport Jacket – Cargo jacket for Travel.** If you always find yourself forking out for excess baggage every time you take a flight, then an Aussie-based startup has come up with an ingenious solution that'll have you confidently packing the kitchen sink for your next trip. The "Airport Jacket" is, for all intents and purposes, a wearable suitcase. With a whopping 14 pockets and two detachable pocket panels capable of taking up to 15 kgs. (about 33 lbs.) of stuff, your only concern will be ensuring your legs don't give way as you stagger toward the check-in desk. The jacket with all the stuff inside can be quickly transformed into a small bag so you only need to put it on when you arrive at the airport. Once you're through check-in and on the plane, you can fold it back up again before throwing it into one of the overhead bins. *Digital Trends – February 26, 2017*

Client Profile: Agility

This month we'd like to welcome another member to the Connectability Family: Agility CMS!

Agility is a SaaS Content Management platform focused on helping physical locations digitize their customer experiences in order to get them to their experience firsthand. This allows these organizations to efficiently manage all of their digital properties in one platform, so that they can focus on what really matters: getting more attendance and selling more while creating a great experience for their customers.

Agility provides the four key components central to any digital strategy:

- 1) Digital Content Management
- 2) Ticketing
- 3) eCommerce
- 4) Personalization

We're excited to help Agility reduce their focus on IT so they can dedicate all of their attention to bringing their customers the very best experience. We look forward to building a long and lasting relationship!

Want to be profiled? Call us!
416-966-3306