



## Buying Advice

When selecting an HDMI cable for your home theatre there are a lot of questions you need to ask:

Which is better: HDMI 1.4, 2.0, or even 2.1? Is a “good” cable worth the extra cost? What about speed ratings? Are they really important?

Well, the answers to the questions above really depend on the setup you have. If you have a 4K TV then your needs are different than someone with a 1080P TV. The decision also depends on what you expect to have in the future.

If you really want to “future proof” your home theatre, then you need to make sure you have the right HDMI cable.

If you’d like assistance deciding on the proper hardware for your home theatre, or your office call us at 416-966-3306

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



## The #1 Mistake Your Employees Are Making Today That Lets Cybercriminals Into Your Network

In the wake of unprecedented rates of digital crime, with the cost and frequency of data breaches constantly skyrocketing year after year, companies all over the world have been forced to scramble for solutions. There’s an arms race running behind the scenes of every piece of technology we use in business today, as cyber security companies shore up their clients’ defenses against increasingly sophisticated digital threats. Billions of dollars are now poured into battling away would-be intruders from the most precious assets on global networks: most of the money directed toward the software that keeps everything afloat, just out of reach of the bad guys.

But even as each day brings a new technological apex for security solutions, data breaches continue. Despite the fact that the tools hackers use to make money are more or less the

same as they were three years ago, nobody seems to question why companies are still being hacked at record levels. It’s easy to imagine a crack team of infamous hackers hammering away at a keyboard into the late hours of the night, feverishly computing the one piece of code that will break them into a system.

This may be the process behind the high-profile breaches you read about in the news each week, but in reality, most cybercrime takes much less effort. The average hack succeeds not because of overt vulnerabilities in the structure of business networks, but because of a mistake made by you or your employees. According to IBM’s X-Force Threat Intelligence Index, more than two-thirds of breaches arise from what they call “inadvertent insiders,” folks who accidentally left the network vulnerable from one action or another without even realizing it.

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Most of the time, a catastrophe can be traced back to human error resulting from a phishing attack. A criminal spends some time researching your organization, maybe learning a bit about an employee or two, and decides to masquerade as someone worthy of trust either within your team, from a company you work with, or just a stock person offering something pretty much everybody wants. They draft a somewhat convincing email and send it off to 10 people within your business. Somebody clicks the included link without thinking, and there you go – you’ve got ransomware. If you haven’t backed up your data, you’re looking at a hefty fee to get everything back, if they even give it back at all.

In other cases, your team may be actively ducking around your previously implemented security measures or avoiding the procedures you’ve put in place to keep the business safe. That can mean visiting unsavoury websites, ignoring a vital security patch or another minor transgression. But when every mistake spells a potentially massive vulnerability, you can’t afford people who aren’t abiding by your companies cyber security standards.

Regardless of how it happens, most hacks occur because employees just don’t know better. Even in 2019, when cybercrime runs rampant and virtually everyone is



constantly at risk, most of us just aren’t well-versed in the ways we can protect ourselves.

The good news is that this problem is easy enough to prevent through education. To keep everyone abreast of the latest threats to their livelihood, it takes a thorough set of rules, guidelines and general savvy to steer them through the troubled waters of modern cyberspace.

Of course, this will take more than a 30-minute crash course in the break room one afternoon. It’ll take a concerted effort and dedicated resources. Luckily, we can help. With a trusted partner dedicated not only to keeping your organization protected from the latest digital threats, but to keeping your employees alert and ready to spot anything “phishy”, you drastically decrease the chances of your business becoming another statistic in the war on cybercrime. Work with us and secure the future of your company for the long haul!

**“Somebody clicks the included link without thinking, and there you go – you’ve got ransomware.”**

## Free Cyber Security Audit Will Reveal Where Your Computer Network Is Exposed And How To Protect Your Company Now



At no cost or obligation, our highly skilled team of IT pros will come to your office and conduct a comprehensive cyber security audit to uncover loopholes in your company’s IT security.

After the audit is done, we’ll prepare a customized “Report Of Findings” that will reveal specific vulnerabilities and provide a Prioritized Action Plan for getting these security problems addressed fast. This report and action plan should be a real eye-opener for you, since almost all of the businesses we’ve done this for discover they are completely exposed to various threats in a number of areas.

**To get started and claim your free assessment now,  
call our office at 416-966-3306.**

## Shiny New Gadget Of The Month:



### Philips Somneo Sleep & Wake Light Sleep Better and Wake Up Easier!

Nowadays it's not uncommon to spend the hours before sleep working, exercising, watching television, or surfing the internet. We all need some time to relax, and often the only time you can do that is in the evening.

Unfortunately, all of this activity around bedtime is making it more difficult for people to fall asleep, stay asleep, and wake up in the morning.

More and more studies are identifying strong relationships between the amount of sleep you get, your sleep schedule, and your cognitive function.

The Somneo Sleep and Wake-up light can help optimize your sleep and wake-up cycles to reduce brain fog and improve productivity.

The Somneo includes a range of features including: simulating a natural sunrise to help you wake up feeling refreshed, light and sound guided breathing to help you prepare for sleep, and light and sound adjustments to make your sleep and wake-up as pleasant as possible.

If you struggle to fall asleep or wake-up then for \$180 the Somneo might be just what you need. Sweet dreams!

## Tech Myths: Don't Believe The Hype

Some myths just won't die! Take for example the myth that you should drink 8 glasses of water a day. This seems to be drilled into the common consciousness of most North Americans, yet no one knows for sure where this myth comes from!

One thing is certain: it hasn't been scientifically validated, and the actual amount of water each person needs varies greatly. This is just one example of a myth that seems to be defy logic, and continues to be treated as law.

I wanted to take this opportunity to bust some technology myths that seem to be widely agreed upon. Who knows, maybe you've believed one for years. This list was compiled via a survey run by HighSpeedInternet.com (HSI)

Here are the 4 most common tech myths:

- 1) Charging a phone overnight harms the battery. 52% of respondents believed this myth. Continuing to charge your phone once it has 100% battery won't harm your battery. In fact it won't do much of anything.
- 2) This is a dangerous one: 17% of respondents believe that Macs can't get viruses. Not only can Macs get viruses, they can also be spread to the rest of your network just as easily as Windows viruses.
- 3) The more megapixels in a digital

camera, the better the photos. 86% of respondents believed this myth. In actuality what makes a camera better is a bigger sensor.



- 4) An airport x-ray could negatively effect the data on your phone or laptop. 31% of respondents believed this one. This belief likely stems from the fact that x-ray machines *can* damage the film from film cameras. Luckily they don't affect hard drives or SSD's.

HSI went a step further and identified the most googled-tech questions in each state. In California the most searched question was whether you can charge your phone in the microwave! This stems from a cruel prank that went viral. Don't try this at home!

The myths listed above are a sobering reminder than there is a lot of misinformation out there. While it's important to research and stay educated, it's equally important to make sure you're getting your information from reliable sources.

Remember—just because you saw it online doesn't make it true!

## Cybersecurity Video Series: Protect Your Email Against Hacker Attacks

In this months **Cyber SecuriTip**, Ted offers tips and free solutions that can significantly reduce your chances of being a victim of hacker attacks, data breaches and Ransomware. If a hacker gains access to your email they could open bank accounts in your name, gain access to your online accounts, or even hijack your email to send spam to your clients.



If someone gains access to your email it **could be disastrous** for your business. That's why it's so important that you stay educated and learn about the best ways to secure your email.

To learn more, go to YouTube, look up **Connectability IT Support** and find the video **"The Most Important Tips For Protecting Your Email From Hackers"** OR you can go to our website at [www.connectability.com](http://www.connectability.com), hover over **"Resources & Videos"** and select **"Videos"**.

## ■ 3 Ways To Make Your Customers Love You

### 1. Be available.

Today, when customers expect products to be available on-the-go, businesses must do the same. Set up reliable resources to update and manage customer experience, for example, by setting up an automatic callback system. Instead of waiting on hold, callers get added to a list, then receive the call when the service team is ready. Live chat, an informative online FAQ and other handy resources can go a long way toward avoiding frustration.

### 2. Surprise customers by actually being convenient.

We've all had interactions with customer service that made us want to pull our hair out. Avoid this by reducing friction wherever possible. Make sure the people in charge of

customer experience, whether it's a front-desk person or a team of dedicated service professionals, are friendly and transparent about the service process. Make signing up for appointments abundantly easy and pleasant, and you'll see the benefits in no time.

### 3. Put your money into the most important investment.

We all know that acquiring new customers costs seven times more than keeping existing ones. That makes the numbers pretty clear: you need to invest in your existing customers or risk going under. *Inc.com, October 4, 2018*

### ■ Can You Afford To Lose \$80,000 A Year? If Not, Read This:

According to the Better Business Bureau's 2017 State of

Cybersecurity Among Small Businesses In North America report, SMBS lost more than \$79,000 to cybercriminals. Honestly, this shouldn't surprise anyone; after all, as even the smallest businesses digitize more and more of their processes, the costs of breaking those systems will continue to skyrocket. If you're a small-business owner in 2019, you need to start making cyber security a priority – now. Make a list of clear goals and objectives, and prepare your business for threats coming from all directions, rather than relying on a single defensive strategy that's prone to fail when things get tough. *SmallBizTrends.com, 12/3/2018*



This month we will be making a donation to **Street Haven at the Crossroads**.

Street Haven at the Crossroads offers pathways for women who are experiencing or are at-risk of homelessness, through a variety of integrated services in which women support women. Their philosophy is that all women deserve to be treated with dignity and to be given the tools and opportunities to achieve their goals.

Street Haven offers an emergency shelter, addiction services, supportive housing, and a learning centre where they provide free educational and pre-employment services for women.

If you'd like to contribute to Street Haven at the Crossroads we'd love your help! Email us at: [info@connectability.com](mailto:info@connectability.com) or call **(416) 966 3306**