

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

IT Insight

Issue 8: May, 2015



Inside This Issue...

1 Welcome to the Internet of Things

2 Managed Services Makes \$en\$e

3 Why Customer Service Matters

4 Story of the Month

5 AnchorWorks Cloud Solution

Welcome to the Internet of Things

You're on your way to the airport for that big winter vacation, but you forgot to turn down the heat at home. No problem! You whip out your iPhone and with a couple of clicks you've set the thermostat to 15 degrees.

Or perhaps you just got a call from your daughter who locked herself out of the house. Just as simple! Out comes the phone again, and the doors at home unlock themselves.

Or maybe you're actually away on vacation but want to know what's going on at home. Easy. Open the webcam app on your phone and you're looking through the eyes of the camera that's built into the light bulb in your kitchen ceiling.

Do these sound farfetched?

Actually, these are **all** technologies you can buy **today**! Welcome to the Internet of Things.

The Internet was first conceived of as a way to connect computers so they could exchange information. But in 2015, what exactly **is** a computer, and what defines information?

Think about this: the average new car contains more computers than the average small office. And what we call "information" could be your Accounts Receivable listing, or it could be instructions telling your web-enabled door lock to open.

The **Internet of Things** was created as a way to connect smart devices to the already-existing Internet, as a way of leveraging the communications technologies that we already have - like WiFi and TCP/IP - to control things that have absolutely nothing to do with what we traditionally think of as "computers."

Today, smart devices include: Televisions, Refrigerators, Thermostats, Door locks, Camera systems, Baby monitors, Music systems, Security systems and many more.

The future suggests even greater promise. Here are just a few of the innovations you'll be seeing in the coming years:

- Instead of a "dumb" device, your pacemaker will relay health info to your doctor.
- When your bus is 5 minutes away from the office your smartphone will alert you.
- You use your smartphone to start cooking dinner before you get home.
- You're about to run out of laundry soap. Just push the button on your washing machine and it will show up at your door the same day.

Most of us lead increasingly busy lives. Our free time diminishes every year, so the Internet of Things is a way of making mundane things in our lives more convenient.

In the years to come, even more creative uses of connected technology will continue to drive the growth of the Internet of Things.

"WHAT'S GOING ON WITH YOU DAVE? WHY AM I GETTING EMAILS FROM YOU SAYING THAT YOU ARE OUT OF SOY MILK?"

YEAH, I'M SORRY ABOUT THAT, MY FRIDGE GOT HACKED.





Managed Services makes Sen\$e

A **Managed Services** plan provides you with **all** of your IT services for a **fixed monthly cost**. But funny enough, a lot of people we talk to seem to be under the impression that it will cost them more money in the long run.

Nothing could be further from the truth. On the back page of this newsletter under **Connectability to the Rescue**, we've included recent examples of the savings experienced by Managed Services clients in a 3-month period.

The **smallest** savings represented over one-third of what their billings would have been!

And that doesn't take into account the cost savings from **Proactive Monitoring**. If you have a network outage, how much does it cost your business in lost productivity?

On a Managed Services plan, we are **continually** monitoring your networks. If there's a problem, we'll know about it before you do. And most of the time we'll fix it before you're even aware of it.

Want to learn more about our **all-inclusive Managed IT Services** plans

or want us to address a specific topic? Call or email us at: **416 966 3306**, or **info@connectability.com**



Why Customer Service Matters!

About 25 years ago, I owned a car I really loved. Unfortunately, like a lot of cars at that time, it wasn't particularly reliable so I found myself at the dealer on a pretty regular basis.

One day I had scheduled a service appointment so I arrived at the dealer's service department at my appointed time. When I walked in, one of the service advisors was talking with another customer, one was sitting at his desk going through some papers and another was on the phone. When he finished his call, he too started going through paperwork on his desk. In the meantime, the service manager was sitting in his glassed-in office, in plain view, reading the newspaper.

Nearly 15 minutes elapsed before anyone bothered to speak to me and, when they did, they didn't even bother apologizing for the delay.

It may come as no surprise to you that I never had my car serviced at that dealership again. The dealership that I chose was further away and no less expensive, but they understood the value of customer service and **always** treated me like they valued my business.

According to a study entitled "**Consumer complaint handling in America**", published by the U.S. Office of Consumer Affairs, "**Ninety-one percent of dissatisfied customers will never again buy from the offending company and they will tell at least 10 other people about their bad experiences.**"

If you're in a business where you deal with customers on a day-to-day basis, it's crucial to keep this in mind. In fact, the same study says that "**nearly 70 percent of those experiencing a problem don't complain.**" They just go elsewhere.

So here are a few simple tips for keeping your customers happy:

1. Treat your Customers Right – Genuinely Interact
2. Don't Come on Too Strong – Respect Your Customers
3. Always Listen – Hear What Your Customers are Saying
4. Treat a Customer Like a Valued Partner – Communication is Two Way
5. Build Trust – Alert Customers to Large Changes, Good or Bad
6. Be Transparent – Honesty is Crucial
7. Follow Through on Your Word – Follow Up on Promises
8. Recognize Responsibility – The Customer is Always Right
9. Always Say "Thank You" – Kindness and Gratitude will Take You Far

Showing simple courtesy, listening to your customers, and offering flexibility are important tools in any campaign to develop and sustain customer loyalty. At Connectability, we view every day as an opportunity to strengthen our relationships with our customers. All it takes is an awareness that **customer service matters!**



Gadget of the Month: Sengled Smart Bulbs

The original ideas behind the Internet of Things they were some fairly simple devices. Although it was an interesting beginning, it was **ONLY** a beginning. We're now starting to see some **real** innovation and that's where **Sengled** smart light bulbs come in.

The **Sengled Pulse** has a built in 13 watt Bluetooth JBL speaker. Now you can adjust the brightness of the bulb, the volume of the music, and what music is being played all from your smartphone.

Another bulb—the **Boost**—actually doubles as a Wi-Fi extender, so if there's an area of your house with poor Wi-Fi reception you can use this product and say goodbye to slow Internet speeds.

Finally, there's the **Snap**. The Snap is optimized for home security and contains an IP camera, microphone, and speaker. The camera content is uploaded to the cloud and can be viewed from the app whether you're home or away. It can even be used indoors or outdoors. Its features include facial recognition and motion detection.

Sengled is one of the many companies developing products focused on technology integration centered on making our lives easier and more seamless. New, innovative products are being released every day, so check out the Connectability newsletter to stay on top of the trends in the industry.



Client Story of the Month: Cloud Backup Saves the Day Again

Although not a client story, here's a recent *personal* experience that explains why cloud backup is *so* **business-critical** for everyone in the modern era.

My daughter attends an American university and just this past Sunday, she called to tell me that her computer had crashed. After trying a few troubleshooting steps over the phone and sending her to a local computer store for a further assessment, we determined that her laptop had probably suffered a **fatal error** that would ultimately require a repair, followed by a **complete reload**.

And because she lives 1,500km away, that would probably take **at least a week**; an eternity for a busy student. Still worse, all of her school work was on the dead computer.

Not a problem! We grabbed a used laptop from our lab, connected it to her *cloud backup* and within a few hours, all of her files were restored. A few hours later, it was picked up by FedEx for delivery the next day. And within 48 hours, she had a working computer with all of her data.

That's the level of service commitment that **all** our clients can expect from Connectability. Just as important, it's a strong reminder of why cloud backup is **so critically important**. Without cloud backup she would have had no way of recovering her school work, a true disaster for a student.

In business the reality is even more horrific. We've seen too many situations where a user doesn't understand the value of cloud backup until it is too late. Cloud backup, like business insurance, is there in case of emergency. While it's unlikely that you'll be robbed or have a fire, what business owner would risk it?

Here are a couple of statistics that illustrate the risks of data loss. 31% of PC users have lost all of their files due to events beyond their control, and 60% of companies that lose their data will shut down within 6 months. So if you're not backing up your data to the cloud you're not protecting your business.

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 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



Joke of the Month

A man was crossing a road one day when a frog called out to him and said, "If you kiss me, I'll turn into a beautiful princess."

He bent over, picked up the frog, and put it in his pocket.

The frog spoke up again and said, "If you kiss me and turn me back into a beautiful princess, I will tell everyone how smart and brave you are and how you are my hero" The man took the frog out of his pocket, smiled at it, and returned it to his pocket.

The frog spoke up again and said, "If you kiss me and turn me back into a beautiful princess, I will be your loving companion for an entire week."

The man took the frog out of his pocket, smiled at it, and returned it to his pocket.

The frog then cried out, "If you kiss me and turn me back into a princess, I'll stay with you for a year and do ANYTHING you want."

Again the man took the frog out, smiled at it, and put it back into his pocket.

Finally, the frog asked, "What is the matter? I've told you I'm a beautiful princess, that I'll stay with you for a year and do anything you want. Why won't you kiss me?"

The man said, "Look, I'm a computer programmer. I don't have time for a girlfriend, but a talking frog is cool."

AnchorWorks File Sync

Over the past several years you've heard a lot about "the Cloud" and may be wondering how you can leverage this technology to improve the productivity and security of your business. It seems like new cloud solutions surface every day and it can often be very difficult to determine which option is best for your needs.

At Connectability we work with many different providers and we continue to look at new entrants in the market. One we're especially fond of is the **File Sync** solution from AnchorWorks. Many cloud solutions utilize secure encryption and back up technologies, but AnchorWorks offers some additional features that set it apart.

1. You can set up file sharing groups called "Team Shares". Team shares allow you to share certain files only with a specific group of people. A team working on a project needs access to certain data, while the rest of the organization may not. Moreover, confidential information exists in every organization and since you don't want to share everything with everyone, you can determine exactly who should and shouldn't have access.
2. It offers file locking to prevent unwanted changes. In a team environment where multiple users could be working on the same document at once, changes are often made simultaneously, making it difficult to know which changes were made when, and by who. With file locking, only one person can make changes at a time, leading to fewer conflicts and more productivity.
3. It offers both a sharing and backup solution. The cloud can be used for both storing and sharing critical business data, but often cloud solutions can only do one or the other well. Fortunately AnchorWorks not only backs up all of your important information, but also gives the correct people access to the correct documents through the Cloud.
4. It takes snapshots of your data at different points in time. If you delete a file, but you don't realize it until 3 weeks later what do you do? Most cloud solutions are backed up several times a day, so by the time you realize it, the file is gone for good. With AnchorWorks you can actually look at the historical backups and find missing documents.
5. It allows you to send large individual files. If you've tried sending a file to a friend or colleague you know that email doesn't generally support large file attachments. Other cloud providers allow you to share folders, but generally sharing a large individual file is impossible.

These are just a few of the reasons we use AnchorWorks to back up and share our critical data. We've used many solutions in the cloud market but this solution fits our needs best. We're still familiar and more than happy to work with other vendors if the solution fits with your organizational needs. We're constantly researching new solutions so if a new offering surfaces, we analyze it to see if our clients and business partners can benefit from it.

Connectability to the Rescue!

Here are some examples of how Connectability's Managed Services Plan saves our clients time, effort and money:

Customer	Managed Services Cost	Break/Fix Cost	Net Savings	% Savings
Retailer	\$5,048.00	\$12,205.00	\$7,157.00	58.64 %
Graphics Designer	\$3,405.00	\$15,845.00	\$12,440.00	78.51%
Security Firm	\$1,990.00	\$3,024.00	\$1,034.00	34.19%