

Connectability Corner

PUTTING THE PIECES TOGETHER.

Powered by:
Connectability

Please Welcome Len Balas!



Please help us welcome Len Balas, the newest member of the Connectability technical team!

Before joining Connectability, Len spent 8 years working for companies like OpenText, Burntsand and BMO providing enterprise level IT support to critical staff.

Len understands both the needs of business clients and the importance of the service experience. It's not just about fixing computers, it's about making our clients happy to call us their IT provider!

Len is also a talented musician, and loves spending his free time creating new material with his band. He's even had his music featured on radio ads and television shows.

November 2017



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



How The Cloud Could Have Averted Disaster For Hundreds Of Companies Affected By These Catastrophes

Two months after hurricanes Harvey and Irma wreaked havoc on coastal cities, large swaths of the United States are still reeling from their impact. In their wake, the nation has been moved as we witness numerous communities unite to rebuild, finding their bearings among the billions of dollars of flooding damage and rampant destruction. Though the wonderful people of these cities will persevere, these wounds will leave indelible scars on the affected areas.

Even with the concerted efforts of thousands of volunteers and community members alike, Russel Honore — the former Joint Task Force Katrina commander — told the FOX Business Network that an estimated “40% of small businesses don’t survive” widespread natural disasters like hurricanes. Part of this is due to raw damage, lack of proper insurance, or business infrastructure

simply being washed away in the flood. Other businesses can’t afford to hemorrhage money as they wait for the electricity grid to come back online, and are forced to shutter operations for good.

However, what is even more commonly fatal to companies both big and small is the loss of vital data. Many businesses can handle cleaning up flood damage, and they regain their footing quickly after a natural disaster. Still, if on-site servers, computers or network infrastructure soaks up the brunt of the water, then it’s going to be difficult, if not impossible, to get the company back to a pre-disaster point. If a company’s main server fails, it can mean *thousands* of hours of hard work down the drain, the loss of most clientele and hundreds of hours of downtime spent desperately trying to recover key data, which usually remains lost forever.

Continued on pg.2

Get More Free Tips, Tools and Services At Our Website: www.connectability.com
(416) 966-3306

Continued from pg.1

But if, prior to catastrophe, a business has migrated their precious data to the cloud, they're going to have a much easier time getting back on their feet and going straight to work. Even if an entire business is leveled, with cloud computing, employees can easily access the data central to the company's operation and keep it afloat in the interim.

Most cloud services back up your data with several levels of redundancy, making it almost impossible to lose it all, regardless of what happens. Whether it's earthquakes, hurricanes or solar flares, you can rest easy knowing that your data is safe and sound and ready for you to access it. It's a much safer, more secure way to go than having a server lurking in your back office, where it's far more exposed than you might think.

This principle applies not only to environmental disasters, but to numerous other ways companies lose data each and every day. Whether it's a disgruntled employee damaging or stealing precious data, or a hacker snaking their way deep into your systems and holding them for ransom, it's all too

"The cloud sidesteps these concerns almost entirely, guarding your data behind highly secure cloud-based computing solutions and providing you with numerous backup options."



easy to lose localized data. Some business owners feel uncomfortable holding their data off-site, citing security concerns, but it's quite the opposite: the cloud sidesteps these concerns almost entirely, guarding your data behind highly secure cloud-based computing solutions and providing you with numerous backup options. Not to mention, according to a 2012 Alert Logic report, "on-premises environment users actually suffer more incidents" than those that use the cloud, and also suffer "significantly more brute force attacks compared to their counterparts."

While it's true that not *every* business is right for the cloud, it's certainly something business owners should look into if they want to ensure the longevity of their company. If you're interested, sign up to get our free cloud computing report.

Free Report Download: If You Are Considering Cloud Computing For Your Company, DON'T, Until You Read This ...

If you are considering cloud computing or Office 365 to save money and simplify IT, it is extremely important that you get and read this special report, **"5 Critical Facts Every Business Owner Must Know Before Moving Their Network To The Cloud."**

This report discusses in simple, non-technical terms the pros and cons of cloud computing, data security, and how to choose a cloud provider, as well as three little-known facts that most IT consultants don't know or won't tell you about cloud computing that could end up causing you MORE problems and costing you more money than you anticipated. **Even if you aren't ready to move to the cloud yet**, this report will give you the right information and questions to ask when the time comes.

Get Your Free Copy Today:

www.connectability.com/cloudreport



Get More Free Tips, Tools and Services At Our Website: www.connectability.com

(416) 966-3306

Shiny New Gadget Of The Month:



Protecting your car just got easier!

To some of us, our car is our baby, and we'll do anything to protect it. Many modern cars have threat avoidance systems like lane departure and front collision warnings, but unless your car is brand new and you have the top end tech package, you may not have all of these features.

Luckily the Thinkware F750 Dash Cam can do a lot to help avert a crisis. It has lane departure and front collision warnings, as well as warnings for red lights, speed cameras and average speed. It not only records everything going on around your car while you're driving, it also records your surroundings when you are parked so it will pick up a license plate should someone commit a hit and run.

It costs between \$280 and \$350, so it's not cheap, but considering it would cost more to repair even one small ding, it may be a worthwhile investment.

It protects your car the same way we protect your computer network. It's about making sure you have equal parts avoidance to prevent threats, and remediation should something go wrong.

Avoid Sales BS Develop Relationships Instead!

By Ted Shafran

Ever get the feeling that sales people don't know what they're talking about, or that they're just making it up as they go along?

We had that experience recently. We were searching for a new CRM solution to help us be more responsive and deliver better service to our customers and prospects. After carefully researching the options, comparing prices, reading reviews, and speaking with a number of software vendors, we narrowed our search down to 2 options.

Armed with a comprehensive checklist, we interviewed both companies and asked them a series of detailed questions about their products and services. Actually, we did it twice!

But when we finally chose our new solution, guess what happened? Sure enough, several of the features the vendor assured us they had turned out to be missing or incomplete.

When we followed up, we were given responses like: "That's in beta right now", "We've been evaluating it for some time", and even "We have no plans of offering that solution at this time".

Of course we were very frustrated, but since the contract was already signed we didn't have much of a choice.

Unfortunately, this isn't uncommon these days. Sales people, especially commission based sales people, will often tell you whatever you want to hear in order to get your signature on that contract.

Sometimes there's nothing you can do to avoid being fleeced by a dishonest sales person, but there's a lesson in this for all businesses. The more honest and transparent you are at the outset, the happier the customer will be down the road.

Happier customers are more fun to work with, more profitable, and become advocates for your company. One of the best ways to ensure customers start happy and stay happy is by clearly laying out and setting expectations. If you say one thing, but do another, it can leave a sour taste in a client's mouth for years to come.

Developing long-lasting relationships is much more important than short-term sales. Don't take the stock market approach, look long-term!

Lessons From The CEO of Whole Foods

I recently attended a Sales and Marketing Conference in Nashville and had the good fortune of hearing John Mackey, the CEO of Whole Foods speak about the positive nature of business and how to achieve goals through company culture and intention setting. His talk was so engaging and informative, I wanted to share a couple of his insights:

- 1) Money sustains business, but the sole goal of business shouldn't just be profits. Most of us eat to live, we don't live to eat. Similarly, good hospitals aren't in it solely to earn money, they're in business to help people.
- 2) Never lead by coercion, instead lead by example and show compassion. If you allow employees to help lead decision making they will buy in and be more engaged and invested in organizational success. If instead you force employees to follow your rules "Or else" they are no longer invested and likely won't put their best foot forward for you.

None of this is revolutionary, but it is an important reminder. Developing a good company culture centered around your core values and vision is a big differentiator that can have a monumental effect on performance.

What Is The “Dark Web” And Why Should You Care?

If you're a business owner or manager and you haven't heard of the “Dark Web” this will be your wake-up call. It's something you **NEED** to know about to protect your business and its assets effectively.

Every day, billions of people around the world use the world wide web for leisure, business and communication, but we're only scratching the surface. Below the “Surface Web” that we all use daily there is the “Deep Web”.

Very simply, the Deep Web refers to a large number of websites on encrypted networks that are inaccessible through traditional search engines like Google or Yahoo. Contrary to popular belief, many of these pages are innocent and are simply secured pages or databases.

The “**Dark Web**” on the other hand lies within the Deep Web, but consists mainly of malicious or illegal sites. Data on the Dark Web is encrypted and passed through a number of servers all over the world to hide the origin of individual users as well as those hosting these sites.

Criminals use these sites to exchange stolen goods, narcotics, weapons, and most relevant, to **distribute and profit off of stolen user information**. That could include credit card numbers, social insurance numbers (SIN),

home addresses and even online passwords.

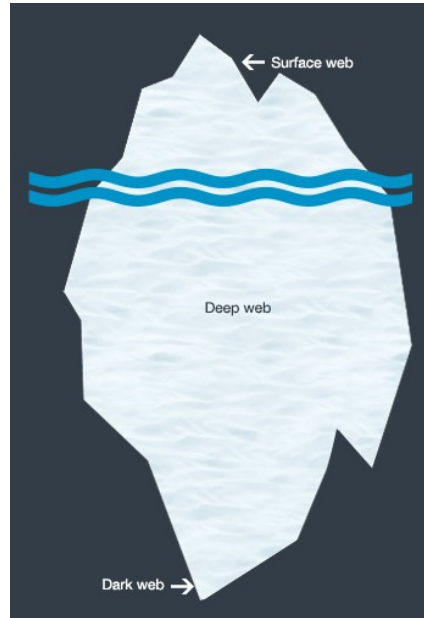
In fact, an article published in September by Bloomberg News indicates you can buy a verified high-limit credit card for **as little as \$10 or \$20**. Verified means the seller has tested the card and found it hasn't been cancelled yet. If you're a criminal on a budget you can even buy unverified cards for pennies when you buy in bulk.

We speak to small and medium sized businesses (SMBs) every day who **don't think they're at risk**, but having your company information exposed like this could be devastating.

Most people don't think this could happen to them, but we've found that **1 in 3** SMBs have information on the dark web. Their email addresses and passwords are out there available for anyone to take.

In next months edition of “Connectability Corner” we'll show you how your information gets on the Dark Web in the first place.

If you're concerned your data might already be compromised, give us a call at **(416) 966-3306** and we can check for you almost instantly.



Giving Back To Our Community

In September we made a company-wide commitment to sharing our successes with the community. To that end, every month we'll be donating a percentage of profits to a different charity. On a rotating basis, Connectability team members will select the charity of their choice.

For September, Neil nominated **Covenant House**. Their mission is to serve endangered children and youth on the street and to protect and safeguard all children and youth with absolute respect and unconditional love. That includes offering a crisis shelter, job training programs, onsite schooling, mental health programs and transitional housing.

In October, Len nominated **Kerry's Place Autism Services**. Their mission is to enhance the quality of life for persons with Autism Spectrum Disorder and to empower them and their families.

If you're interested in augmenting our donations, OR if you have any suggestions for charities that could use our help, we want to hear from you! You can email us at: info@connectability.com or call us at **416-966-3306**.