

Thanks to You...

Peer mentorship is an important tool for businesses. It can help expand your knowledge base and put you more in touch with the direction of your industry.

That's why, about five years ago, Connectability joined an international peer group of IT professionals. Based on a lot of input and advice from our peers, combined with a lot of hard work and dedication, Connectability has been on a steady growth path ever since.

As a result, this quarter we were selected as one of the highest growth IT companies in our association.

That achievement is a direct vote of thanks to all of our customers who have brought us to this point by putting their trust in us.

Thank you for your continued support!

September 2016



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



Go Mobile - Without Killing Your Data

What if you could tap into the top talent in your industry, no matter where in the world they are? With the power of the mobile web, your all-star team is now – literally – at your fingertips.

Consider this: 83% of workers report that they prefer using cloud apps over those deployed on-premise. Millennials, who will make up almost 50% of the available workforce by 2020, are “digital natives.” And don’t forget how much money remote workers allow you to save on real estate and office equipment.

Yet there are risks. Spreading your network around the world on a variety of devices you don’t control can expose your data in more ways than ever before. The key is to find the right balance between protection and productivity. Here, then, are five ways to effectively “mobilize” your workforce – *without*

endangering your data:

Collaborate In The Cloud – A plethora of online collaboration tools have sprung up that make it easy for a geographically dispersed team to access and share the same files in real time. These tools not only make sharing easy and instantaneous, they help your team communicate quickly and effectively. Tools like Slack, HipChat, Asana, Podio and Trello – to mention just a few of the most popular options – are proving to make teams more productive. And that includes keeping critical data safe and secure.

Expand Elastically – In-house investments in IT hardware, software and staff can lock you into a rigid structure that can’t easily adapt to changes in demand. A cloud-based mobile workforce is able to contract and expand more easily as needs arise, and with very little loss of capital. Bottom line: use a VPN (virtual private network) and

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cloud-based collaboration tools to remain agile, flexible and competitive.

Cut Costs

Dramatically –

Physical work areas, equipment, software and on-site security expenses can add up. Instead of spending money on office space, equipment and infrastructure, invest it in innovation and refinement. Combine the power of the cloud with a well-designed workflow to reduce the number of people needed to get things done. That will free up your key players to focus on more important tasks – the ones that boost productivity and ROI.

Deal With BYOD – Let's face it, BYOD (bring your own device) can be your greatest IT security threat. Yet, like it or not, workers will use their own devices on the job.

“Doing nothing simply makes you a sitting duck for a cyber-attack.”

Mandating strict controls without buy-in will just backfire. Yet doing nothing simply makes you a sitting duck for a cyber-attack. Solution?

First, audit how your employees use their devices. Note the data they access and the apps they rely on. Group them by the levels of security and compliance they need to be governed by. A CEO, for example, may need to abide by financial regulations. An HR manager must deal with employment laws. Armed with information from your audit, you can roll out new policies as well as technical and process controls. Train your team in safe practices. And be sure to contact us for help in getting all this done securely and effectively.

Go Remote Without Risk –

Whether you want to cut commuting time for your team, tap into the talents of experts outside your locale or simply accommodate a worker caring for family members,

mobilizing your workforce can have big benefits. The trick is defending it at all points. Make sure remote workers share files and communicate with other employees only via a secured network. Make sure they use adequate virus protection. And, if they are using WiFi, either at home or on the road, make sure they do it safely. For instance, ensure that their tablet isn't set to automatically connect to the default wireless network. That's often an easy access point for hackers.

Free Mobile Risk Assessment – Limited Time Only!

To help you manage a mobile workforce without endangering your data, we're giving away a Free Mobile Risk Assessment, **normally valued at over \$300**, to the first 6 companies who request it by September 30th. E-mail me at info@connectability.com or **call me directly at 416-966-3306** to set yours up today. It's your best bet for keeping ahead of the competition – while keeping your company's data safe and secure.

Free Report: What Every Small Business Owner Must Know About Protecting And Preserving Their Company's Critical Data And Computer Systems



This report will outline in plain, non-technical 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.

Shiny New Gadget Of The Month:



FitBark Keeps You And Your Dog Healthy

Do you know how well your dog slept last night? How much nutrition – or exercise – your dog really needs? Whether your pup is being well-cared for at doggy day care?

With FitBark you would know all this, and more, about your favorite canine pal.

Doggy health monitors are nothing new. But, according to hundreds of verified reviews on Amazon, Best Buy, App Store and Google Play, FitBark leads the pack.

FitBark attaches to your dog's collar and shares data with FitBark Explore, a dog health data bank that collaborates with over 20 leading universities and research institutions in North America and Europe to gain a better understanding of dog health.

You benefit from all this data by tapping into what FitBark calls truly unprecedented insights into canine health and data. All toward keeping Fido – and you – on the path to health and happiness.

\$59.95 at Fitbark.com.

The Future Is Yours

I just did a program for a large multinational manufacturing company that has been in business for over 70 years. My client's theme for the conference was ... *The Future Is Yours*. In preparing for the program, I decided to do some research on great quotes and statements that have to do with our future.

I ran across a statement made by the esteemed economist Dr. Lowell Catlett that really surprised me. He said they did a study in 1960 and again in 2010 involving over 7,000 economists that rated their accuracy for forecasting future economic trends; their accuracy rate was 47%. He elaborated on that statement, saying, "What I just told you is, you can flip a coin and beat 7,000 economists by 3%." He concluded his point by adding, "You can't predict the future, but you sure can prepare for it."

So I thought I would share with you some thoughts/quotes on "Achieving Success in Your Future." I think these quotes will help to give you a productive perspective on addressing your success in the future.

"The future is unknown, but a somewhat predictable unknown. To look to the future we must first look upon the past. That is where the seeds of the future were planted." – Albert Einstein

"Just because the past didn't turn out like you wanted it to ... doesn't mean your future can't be better than you imagined." – Anon

"I look to the future because that's where I'm going to spend the rest of my life." – George Burns

"The more you take responsibility for your past and present, the more you are able to create the future you seek." – Anon

"Your future is created by what you do today ... not tomorrow." – Anon

"The best way to predict the future is to create it." – Abraham Lincoln

If I had to pick my favorite quote of all of them, it would be the second one: "Just because the past didn't turn out like you wanted it to ... doesn't mean your future can't be better than you imagined."

I don't care where you are in life, how low you have gotten or how bad it has been ... tomorrow you can start fresh, creating a better future. All great achievement begins with deciding what you want and then dedicating yourself to achieving it. So, my perspective on having future success is learning from our past. If we would just pay close attention to our *past*, it would ...

Prepare us for the future.
Awaken us to wiser ways.
Strengthen us with new skills.
Teach us new lessons.

If you don't apply the lessons you have learned from your past ... you will never improve your future. There is no rule that says your past is your destiny. You possess the power to create a great future; we all do. Remember, your future success is dependent on your present efforts ... so do something today that you will be happy you did tomorrow.

Let your regrets fuel your future ... so your future will have fewer regrets.

The Importance of Power Protection

When the power goes out what happens to your business?

If you don't have power protection in place it could bring everything to a screeching halt. But even worse, once the power comes back, there are no guarantees it won't fry your valuable equipment. Thankfully there are things you can do to protect yourself.

We recommend connecting all critical devices to a **UPS** (Uninterruptible Power Supply). A UPS is basically a large battery you connect to your servers and desktop computers. If the power goes out, it will keep your systems up for between five minutes and an hour depending on the model. A UPS will give you enough time to power down devices manually so it doesn't corrupt your operating system or your data.

For all non-critical equipment, we recommend **surge protectors**. When power comes back suddenly it can cause a power surge that can destroy your computers, routers, servers and even telephones. By having surge protectors in place, you're ensuring that a sudden outage won't destroy your equipment.

Are you addicted to your work?

To find out, rate yourself 1 to 5 on the following statements. Give yourself a 5 for “often” and 1 for “rarely”: a) You think of how to free up more time to work. b) You spend more time working than initially intended. c) Your work helps you reduce feelings of guilt, anxiety, helplessness and depression. d) You get stressed when you can’t work. e) You set aside hobbies, leisure pursuits and exercise in favor of work. If you averaged 4 to 5, then you may be at least mildly addicted to your work. Is that a bad thing? Not necessarily. While your well-being requires a certain amount of balance, having the drive, enthusiasm and energy to achieve impossible goals marks many of the most successful entrepreneurs.

-Forbes

We bet you’ve never even heard of these new technologies.

1) *Perovskite solar cells* promise to be cheap, easy to install and efficient enough to power entire buildings, large or small. Made with a compound called perovskite, they reach new areas of the light spectrum, thus producing far more energy than current solar technology. 2) *Organs-on-chips* allow scientists to test how drugs impact the body – without putting humans or animals at risk. These micro-sized chips emulate how human organs work. By injecting the chips with drugs, scientists can observe responses such as heart palpitations to predict human responses to drugs and diseases. 3) *Super-smart nanosensors*, tiny enough to fit inside the body could, for example, alert a doctor if a patient starts to show signs of heart failure. -Inc.com

Did you know your iPhone could do this?

Respond to texts without unlocking the phone. When you get a notification, swipe left on the

message and a blue “Reply” button appears. Just tap it and text away! Take a photo with the volume button. For that ultimate, one-handed selfie, open the camera app and press the “+” button for volume on the side of your phone. Have Siri read your texts out loud. This is a great tool for when your hands aren’t free or you’re on the road. Press the volume button and hold it. When the beep sounds, tell Siri, “Read my texts.” When done reading, she’ll ask you what to do with the messages. You can have her reply or read them again. -Entrepreneur

You are just minutes away from creating a dazzling design - free.

With these 3 online tools you don't need to pay a pro or buy fancy software. 1) *Canva* templates make it easy to create a business card, ebook or info-graphic. Just drag and drop objects until you like how it looks. Add images, tweak colors, swap fonts and voila - You've got a design you can be proud of. 2) Your brand's color palette helps get your message across and can even drive conversions. But getting just the right shade can be tough. Upload your photo to *Pictaculous* and get instant color recommendations and hex codes. 3) *PicMonkey* lets you easily edit, re-color, add borders and text - even insert graphics into your images. -HubSpot

Who Else Wants To Win A \$50 Gift Card?

This month we wanted to up the ante. We decided to offer a \$50 gift card to the first person to respond to our trivia. Just by reading our newsletter you can make some extra moola!

Now, here’s this month’s trivia question. The winner will receive a gift card to **Best Buy**.

At what temperature are Fahrenheit and Celsius the same?

a) 92 b) 0 c) -40 d) 50

Call us right now with your answer!
416-966-3306