



Connectability Corner

PUTTING THE PIECES TOGETHER.

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Connectability

WE WANT YOU!

WE WANT YOU... to give us your feedback!



WE WANT YOU!

We recently implemented a system for gathering advice, criticism, and any praise you have to offer, and we wanted to make sure you knew about it.

We want to improve, and the best way is to get your advice!

There are 4 ways you can submit feedback:

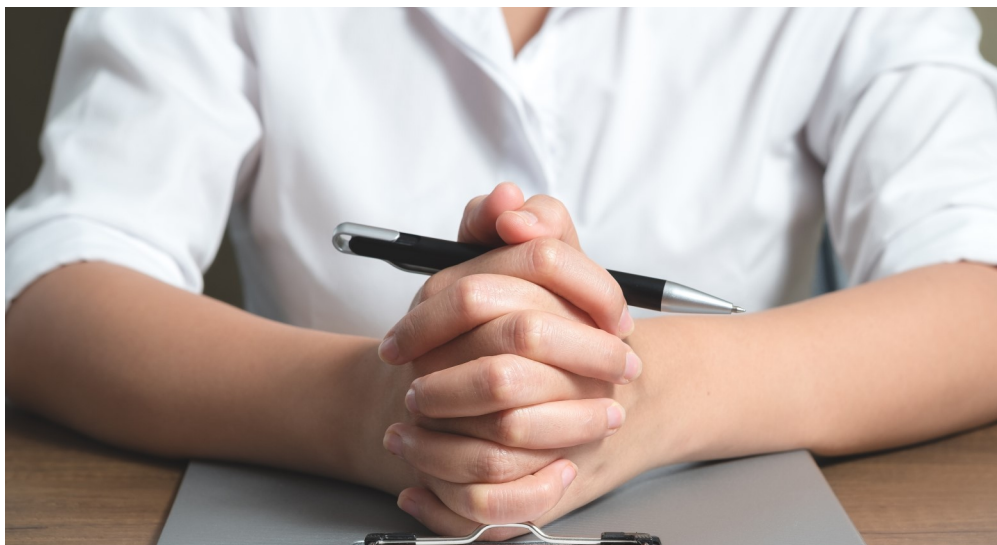
- **Through a ticket.** Whenever a ticket is closed you'll receive an email with a link to submit feedback.
- **In email signatures.** All team members have a link to submit feedback in their signatures.
- **Email**
info@connectability.com
- **Call us** at (416) 966 3306

Thanks for helping us improve!

September 2018



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



4 Questions You Should Ask Any IT "Expert" Before Letting Them Touch Your Network

As businesses have become more dependent on technology, IT services providers have been popping up left and right. They've all got different strengths, capabilities and price points to consider. Some charge you by the hour and, while available to address any concerns you may have, they are pretty hands-off. Others are working on your network around the clock but charge more in turn. Many may boast an impressive record when working with a broad range of companies, but lack the experience necessary to understand the ins and outs of your specific industry. Some cost way too much month-to-month, while others try the "bargain bin" approach, but as a result, can't afford to field the staff needed to respond to issues in a timely fashion.

There's certainly a lot to consider when

looking for an IT services provider for your business. And if you're not particularly knowledgeable about information technology yourself, it can sometimes feel like you're going into the process blind.

To suss out whether an IT company will mesh with your business's workflow and industry-specific requirements, it's important to vet them thoroughly. The key is to ask the right questions. Here are four that will allow you to zero in on any IT company's priorities and strengths, and help you determine whether they're a good fit for your organization.

1. DO YOU TAKE A PROACTIVE OR 'BREAK-FIX' APPROACH TO IT?

When your car breaks down, you take it to the shop and you get it fixed. The mechanic charges you for the work done

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and for the parts, and then sends you on your way. Many business owners consider their computer network to be the same kind of deal. Why not just wait until an outage happens and then call up somebody who charges by the hour to fix it? That way, they imagine, they won't be paying for "extra" services they think they don't need.

But unfortunately, unlike your car, when your network is out, you're losing dollars every single minute. The cost of a network outage is difficult to overstate – not only will it bring your business to its knees while it's out, but it'll frustrate customers and employees and result in a cascading set of problems.

Instead of a "break-fix" technician on hand, you need a managed IT services provider. These experts work directly with your company to optimize your network and its security at every turn, and are available nearly any time to address your concerns. And they're genuinely invested in providing the best service possible, since it's in their best interest as well.

2. WHAT IS YOUR GUARANTEED RESPONSE TIME?

We've all needed something fixed before and had to wait for hours, days or even weeks before anyone bothered to come by and solve the problem. Don't let that happen to your business. If a company can't guarantee a response time, it may not be a

"a network outage [will] bring your business to its knees while it's out ... it'll frustrate customers and employees and result in a cascading set of problems."



company you want to work with.

3. WHAT WILL COST ME EXTRA?

This question is particularly important if you're looking at a managed services provider (which you should be). The last thing you need is for a crisis to strike, only to discover you need to shell out a bunch of surcharges to get your network back up and running. Make sure the costs and services included are crystal clear before you sign anything.

4. HOW MUCH EXPERIENCE DO YOU HAVE?

As scrappy as the "new kid on the block" may be, you don't want them in charge of one of the most important aspects of your business. Make sure any IT professionals you do business with have extensive experience not only in IT, but in your industry as well. That way they'll know exactly what to do to optimize processes and keep your data under lock and key.

Free Report Download:

The Business Owner's Guide To IT Support Services And Fees

You'll learn:

- The 3 most common ways IT companies charge for their services and the pros and cons of each approach.
- A common billing model that puts ALL THE RISK on you, the customer, when buying IT services; you'll learn what it is and why you need to avoid agreeing to it.
- Exclusions, hidden fees and other "gotcha" clauses IT companies put in their contracts that you DON'T want to agree to.
- How to make sure you know exactly what you're getting to avoid disappointment, frustration and added costs that you didn't anticipate.
- 20 revealing questions to ask your IT support firm BEFORE giving them access to your network, email and data



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(416) 966 3306

Shiny New Gadget Of The Month:



Is This The Best Bag For Frequent Flyers?

If you're constantly travelling around the country for business, you need a piece of luggage that's essentially indestructible, and hopefully one that you can carry on any flight you need, saving on costs and precious minutes wasted at the luggage turnstile. Luckily, with the Victorinox Lexicon Hardside Frequent Flyer 8-Wheel bag, you may have a contender that checks all your boxes. With a sleek, ergonomic, compact design, it offers plenty of volume without being bulky, along with a slick eight-wheel design that makes scooting around the ticket lines easier than ever. And for those of us living in the 21st century, there's a dedicated pocket for a battery pack, enabling you to attach a USB charging cord directly to your bag for when you need a little extra juice.



Scary Cyber Stories



As an IT provider we do a lot of in-house testing for our clients.

Recently we were testing a tool we're looking to roll out to our entire customer base. But during our testing we encountered **some very aggressive and very skilled hackers**.

Here's what happened:

We setup an FTP server to test the deployment of a new tool. (FTP stands for File Transfer Protocol and is basically responsible for transferring files from a server to a computer.)

Unfortunately the tool we were testing required us to use a lower security version of FTP, which was configured with a single login.

Within a few hours we observed **NUMEROUS** attempts to hack in and access the server.

The hackers attempted a number of commonly used passwords like: Admin, Password, 123456, abc123 and login, which – of course – we never use for exactly this reason.

You might be asking: *"How does this relate to me? I'm not testing new technology"*

And while that may be true, there's something important to understand about security:

Hackers aren't necessarily looking for a big pay day. Of course they're thrilled if they find one, but they're really looking for low hanging fruit – an unprotected network, easy to guess passwords, and unsecured WiFi networks.

Whether you're a multinational credit reporting agency like Equifax, or a business with 3 employees, you need to make sure your network

is secure or you could be a hacker's next target.

Here are some DO's & DON'Ts you should be following:

DO:

- 1) **Purchase a business-grade firewall** and have a professional IT provider configure it. Without proper configuration a good firewall is useless. We recently put together a video centered on the importance of Firewalls. If you're interested go to: www.youtube.com/c/ConnectabilityIncToronto
- 1) **Use complex passwords** for ALL of your accounts. If someone can guess your password, or figure it out based on your social media you're in trouble.

DON'T:

- 1) **Install applications yourself unless you know exactly what they do and how to configure them.** Applications can be configured incorrectly, leaving your computer or network vulnerable.
- 2) **Leave remote access software turned on constantly.** Unless there's a specific reason you need it, make sure you close remote access. It's just one more way in.
- 3) **Use RDP.** Remote Desktop Protocol (RDP) is built into Windows, but has some serious security flaws. For one, it allows hackers unlimited attempts to guess your password.

These are just some basic ways to protect yourself. Securing a computer network is an ongoing process, so if no one is looking after your network be on the lookout for some help.

If you have any questions or want to talk about cybersecurity, give us a call now! **(416) 966 3306**

Cybersecurity Video Series: You Need A Firewall!

This month's video focuses on: why you need a firewall. Every business needs a properly configured, enterprise-grade firewall to protect their network, and in this video we'll explain why.

Over the years we've met with and evaluated the IT infrastructure of hundreds of businesses. One common theme we find is that many businesses use the router supplied by Bell or Rogers to pass internet traffic.

Unfortunately, routers simply pass traffic blindly between two networks, they don't analyze it. Firewalls on the other hand monitor traffic and block anything unauthorized from entering your network in the first place.

To learn more about firewalls, check out our video at: www.youtube.com/c/ConnectabilityIncToronto

■ Why It's So Dangerous To Use The Same Password For All Your Online Accounts

A complex password is a necessity in the age of cyberthreats, data breaches, and other security incidents. When you've landed on what you think is the perfect, complicated, yet easy-to-remember password, it's tempting to use it for every site you log in to. This is a shockingly common — and very dangerous — mistake.

When an online retailer or website gets hacked, oftentimes all you hear about in the news is how many credit card numbers were lost or the scope of the financial damage. You rarely hear about the thousands of user accounts that were compromised. But they're there!

If yours is among those

compromised accounts, it's possible that your username and password are published and available to anybody who wants to look at it on the Internet. A clever crook knows that you probably use the same password on the compromised website as you do on your eBay, Amazon or other online accounts tied to your bank account. So, they try it out and, lo and behold, now they have access to your bank account.

It's possible to keep the password madness under control. Ask us for tips for creating unique but memorable passwords. You might be surprised by how easy it really is.

■ Secret Techniques For Dealing With Late-Paying Clients

If you have a client who's

habitually paying you late, it can be incredibly frustrating. But there are a few ways to mitigate the problem and get them back on track.

First, try billing twice per month or upfront instead of monthly. The former option will get them on a firm schedule and prevent getting backed up, while the latter will eliminate the problem altogether.

Also, try getting in touch with a contact in accounts payable. That way you can cut out the middleman and streamline the process.

Finally, make sure to send follow-up e-mails along with any invoice you send out. Pester them enough and they'll get the picture.

SmallBizTrends.com, 6/20/2018

Who Wants To Win A \$25 Gift Card?

You can be the Grand Prize Winner of this month's Trivia Challenge Quiz! Just be the first person to correctly answer this month's trivia question and receive a **\$25 Starbucks Gift Card**. Ready? Call us right now with your answer!

Which of the following websites was launched first?

- A) Wikipedia
- B) Myspace
- C) Facebook
- D) Google

Call us right now with your answer!
(416) 966 3306



This month we'll be making a donation to **Frontlines**.

Frontlines began in 1987 as a safe place for children near Weston to hang out, away from the streets.

Over the years **Frontlines** has grown considerably, and now offers a variety of programs to hundreds of children in Toronto. These programs include homework clubs, cooking classes, leadership training and job search support.

Their goal is to make the lives of participants better, and to improve the safety of the community, all by being at the Frontlines!

If you'd like to contribute to this noble cause we'd love to hear from you! Email us at: info@connectability.com or call **(416) 966 3306** today