



# Connectability Corner

PUTTING THE PIECES TOGETHER.

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## Client Spotlight:

### The Gord Downie & Chanie Wenjack Fund

Meet **The Gord Downie & Chanie Wenjack Fund**, the newest member of the Connectability client family!

The Gord Downie & Chanie Wenjack Fund was inspired by the story of Chanie Wenjack, a young Anishinaabe boy who lost his life trying to escape Canada's residential school system. When Gord Downie of the Tragically Hip learned about Chanie, he urged us all to "Do Something" which became a rallying cry to build a better Canada. Through Legacy Space and Legacy School partnerships, the Fund aims to build cultural understanding and create a path toward reconciliation between Indigenous and non-Indigenous peoples. In honour of National Indigenous History Month, they will be shining a spotlight on different communities across Canada/Kanata on June 30th at 2pm EDT via their Facebook and YouTube page. Check it out!

Connectability monitors their computer and network infrastructure to ensure their team is able to work productively with no interruptions. We also ensure that their data is backed up, secured and recoverable in an emergency. Connectability provides phone and onsite support to ensure their technology is running smoothly whether the team is in the office or working from home. We have also implemented a number of security protections to help minimize their risks of cyber threats. As The Gord Downie & Chanie Wenjack Fund's technology partner, we respond proactively to IT issues, minimize the possibility of experiencing downtime, and ensure their team is always protected against the latest cyber attacks.

If you would like to learn more about The Gord Downie & Chanie Wenjack Fund, please go to: <https://www.downiewenjack.ca/>

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## Making This One Mistake With Your Network Can DESTROY Your Business

A lot of businesses wait until something breaks before they fix it. And even then, they may take a "patchwork" approach to fixing the problem. They are reactive rather than proactive. Sometimes taking a reactive approach is fine, but other times, and depending on the circumstances, it can lead to even bigger problems.

When it comes to network security, for example, being reactive to problems can be downright dangerous. It's not just hackers you have to worry about. There are power outages, data loss, equipment failure and more. In IT, a lot can go wrong. But if you're proactive about cyber security, you can avoid many of those pitfalls.

Reactive IT support used to be the norm. Most network security

specialists went to work after something went wrong. Unfortunately, some businesses still have this reactive mindset when it comes to their IT and network security. They have an "it won't happen to me" attitude. The truth is that these are the people most at risk. It's not a matter of if, but when. Hackers and cybercriminals are more active than ever.

Thankfully, proactive support is now the norm. More and more IT services and security firms have the tools and resources to protect you BEFORE the worst happens. So, why partner with an IT services company?

There are many reasons why it's a good idea. One great reason that doesn't often get talked about is that working with an IT services company is an added value for your customers.

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When they know you're taking IT security seriously – and when they know their data is safe – their trust in you is boosted.

When you build trust, you build loyalty, and customer loyalty is getting harder to come by these days. Plus, happy, loyal customers are much more likely to refer you to others who may be in need of your services. That alone makes investing in proactive IT security worth it.

Here's another reason why working with a proactive IT services firm makes sense: it's MUCH easier than trying to do it yourself. Many small businesses simply don't have the resources to hire an internal IT specialist or a team. Not only can that be very costly, but it's also rarely practical. Think of it this way: if you hire an IT specialist to handle your network security, manage cloud backups and provide general IT support, then what happens when they take a day off or take a vacation?

Having a dedicated IT specialist on your team isn't a bad thing, but they can be stretched thin very easily. You could be left with gaps in your support should anything go wrong. Suddenly, you don't have anyone you can call. Working with a dedicated IT services firm solves these problems.

To take that a step further, good IT services companies are also great at catching problems before they become

**“Unfortunately, some businesses still have this reactive mindset when it comes to their IT and network security.”**



problems. They can catch things that might not have even been on your radar. For example, if your cloud backup service isn't backing up your data correctly or is backing up the wrong data, they'll catch that. Maybe you're saving data that's not properly encrypted. They'll catch that. Maybe you have an employee using software that's months out-of-date. Again, they'll catch that.

When you call up an IT services company and say you want to take a proactive approach to your network security, they should be willing and able to provide just that. An experienced firm will have a team with the training and experience required to tackle today's cyberthreats while managing your network's day-to-day needs.

They know IT because they live IT. They help with data recovery should anything go wrong; they are your help desk when you have questions or concerns and they keep your malware and virus protection up-to-date. They are tailored to your business's specific needs. And as you grow, they adapt to your changing needs.

Put an end to the outdated way of thinking about IT security. It's time to be proactive and to recognize your company's vulnerabilities before they become vulnerabilities. You just have to make the call.

### Quick Tip: Improve your password strategy

Hackers are using the worldwide crisis as an opportunity to get into your accounts. Your passwords could mean the difference between spending your time growing your business, and trying to recoup finances and private data that's been hacked.

Here are 2 steps you can take to protect your passwords:

1. Review your current passwords and direct your team to create stronger, more complex ones. Make sure these passwords aren't easily guessed, and ensure none of the answers are available through your social media profiles.
2. Use a password manager program to store all your passwords in one place. Don't store them in your web browser just because it's convenient—it's also easy to hack.

If you need help setting up a password management solution or have any other IT questions, please call us at (647) 492-4406 or reply to this message.

## Shiny New Gadget Of The Month:



### ScreenKlean

"Welcome to the future of screen-cleaning."

Our lives are full of screens: phones, tablets, computers, TVs and even watches. These screens can be a pain to clean, especially if they are touch screen. It seems like you look away for a second and they're covered in dust and fingerprints. It gets aggravating.

ScreenKlean solves this problem. It removes fingerprints, smudges, dust and other particles in seconds.

ScreenKlean uses electrically charged carbon molecules to clean just about any screen you have. It even works on mirrors!

ScreenKlean doesn't scratch or smudge, making it safe to use on your expensive devices. It's non-toxic and chemical-free, as it only uses special carbon pads, which last for hundreds of uses. You don't have to worry about dirty screens anymore!

## Ontario's Beer Store chain suffers from a cyber attack

Business of all sizes - whether you're a mom and pop shop, small or medium sized business, large corporations, or government owned businesses, need to be aware of and take steps to mitigate cyber attacks. In fact, on March 26th Ontario's Beer Store became the victim of a cyber attack, and unfortunately, they are still dealing with the fallout.

The Beer Store's is still struggling to get back to normal. In the meantime, they've opted to only accept cash—a difficult position given the concerns around the current global pandemic. As of April 13th, their online inventory system was still down, and breweries are calling stores one by one to see whether they need deliveries.



The president of Muskoka Brewery opened up about the incident stating that he didn't expect they would still be dealing with this issue a few weeks after they had gotten the initial email detecting the virus.

As a result of the attack, the company has had to remove the hard drives from the computers at every single store to ensure that the virus doesn't reproduce once the system is back up. They have also had to buy new machines for their stores so that they could start accepting electronic payments again.

If a large, province wide organization like

The Beer Store is still feeling the impact of the cyber attack three weeks later, then I can only imagine the damage it would do to a small business. Small businesses are much more vulnerable to these attacks, as they don't always have the money or the desire to implement security tools and solutions. And in the event of a breach, they also may not have the resources to pay for expert consultants to come in and

mitigate the disaster. This is just a reminder that cybercriminals are everywhere, and they don't discriminate. They're looking for the low-hanging fruit so they can steal as much money or data as possible, with the least amount of effort.

To protect yourself, you should start with a couple of key protections. First off, you need

to use business grade antivirus software, an advanced firewall, multi-factor authentication, and ensure you have robust backups that can be restored quickly in the event of a disaster. To fully protect your business, it's important to have a layered security defense. By having multiple tools protecting your digital kingdom, you reduce your chances of downtime, and data loss while simultaneously increasing your productivity. If you don't, you could be the next business in the headlines.

If you're worried about protecting your company data, give us a call at 416 966-3306 and we can help determine if all your I's are dotted and your T's are crossed.

### Tech Connect Video Series:

#### Communication and Collaboration Just Got Easier!

Due to the current guidelines of social distancing, you're probably working from home and might feel more isolated than ever. This can make collaborating with your team and staying on top of your tasks more challenging. Fortunately, there are several solutions out there that can improve your ability to communicate and collaborate virtually. You probably already know that Zoom is a widely used video conferencing application. But you might not know how you can leverage Zoom to make collaboration more effective.

Zoom allows you to conduct meetings, host webinars, send instant messages, take polls, and even set up breakout rooms. And because Zoom has a mobile application, you can stay connected while you're on the go.

If you would like to learn more about Zoom and its features, watch this video NOW! You will learn 3 tips that you can use to help improve communication and collaboration within your business. To find out more, go to YouTube, look up **Connectability IT Support** and find the video "**Become a Zoom expert with these 3 tips**" OR go to our website at [www.connectability.com](http://www.connectability.com), hover over "**Resources & Videos**" and select "**Videos**".



## Do These 4 Things To Grow Your Business

### 1. Don't Let Yourself Become Complacent

Success often leads to complacency. Businesses hit their stride, but that success isn't going to stick if you aren't constantly searching for new opportunities and adapting to change.

### 2. Have A Sense Of Urgency

In the early days of your business, you may have had a sense of urgency. You need customers to thrive, but as you grow, that urgency can fade. It ties right back into complacency. You need strict metrics and constant goals. Always be pushing toward something new.

### 3. Watch The Economy — And Your Industry

The world is always changing, especially now. Things change

globally, regionally and locally. You need to be ready to adapt. Businesses that aren't ready to adapt to changes in the market or economy will be left behind.

### 4. Embrace Discomfort

New ideas can take some time to get used to, especially if they're gamechangers. However, if you brush aside ideas because they make you uncomfortable or disrupt the status quo, then you may miss the greater benefit of those ideas. *Inc.*, March 11, 2020

## Use These Steps To Protect Your Smart Phone From Hackers

### Update Your Phone And Apps

Just like you update your computer, you need to update your phone. Developers constantly update security patches. Like you, they want to stay ahead of the threats.

### Lock Your Phone

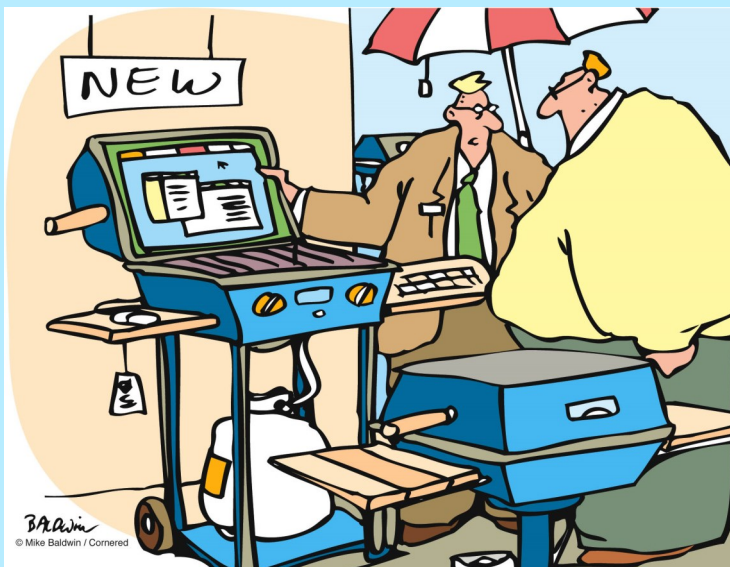
Every smart phone comes with a bevy of security options to keep people out — except for you. Whether you use a passcode (the more complicated the password or PIN, the better) or biometrics (fingerprint or face recognition), you need to use something.



### Avoid Public WiFi

Just as you wouldn't connect your laptop or tablet to unsecured public WiFi, you shouldn't connect your phone. If given the chance, hackers can and will try to access your phone and sensitive data. Consider using a VPN if you need to access public networks. *Digital Trends*, Nov. 23, 2019

## It's Summer Time!



"Now you can surf and turf"



This month we will be donating to the **Children's Wish Foundation of Canada.**

Founded in 1985, Children's Wish Foundation is a charity committed to granting wishes to Canadian children who are diagnosed with a life-threatening illness. Children's Wish Foundation of Canada is the largest and only all-Canadian charity and has granted more than 25,000 children and their families with their wishes.

There are offices and staff in every province, and every family has a dedicated Wish Coordinator, who can accomplish the wish to meet the needs of the child and their family. The Children's Wish Foundation enhances the quality of life for children between the ages 3-17, and their families, by making their heartfelt wish come true and creating hope and happiness.

If you want to contribute to the Children's Wish Foundation of Canada, we would love your help! Email: [info@connectability.com](mailto:info@connectability.com) or call (647) 492-4406.