



# Connectability Corner

PUTTING THE PIECES TOGETHER.

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## Client Spotlight: MASS Engines

Meet **MASS Engines** our newest member to the Connectability family!

MASS Engines drives revenue growth for B2B companies by building best-in-class lead management systems. Founded in 2011, MASS Engines combines technical expertise with ROI-focused business strategy. They work to identify, implement, and optimize powerful solutions that deliver results.

Their change management philosophy and proven four step technology adoption frameworks are supported by an experienced team who partner with clients to drive system adoption and generate solutions. They do not just help companies set up marketing and sales tools – they make sure clients see true outcomes from their investment.

Connectability has been MASS Engines technology partner since September 2020. We monitor and manage their technology to ensure that their computers are running smoothly and that they are secure. If they have any issues, we deliver on-site and remote support to address them, so that they can focus on finding and supporting new and current clients.

To learn more about MASS Engines and the services they offer, go to: <https://www.massengines.com/>

## January 2021



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



## Finally Shed The Old This Year It's Costing You Much More Than You Think

*New year, new technology!* If your business is still relying on older and aging technology, it's time to think about updating that technology. As it ages, the effort to keep it running comes with many hidden costs. While it may seem financially savvy to keep older hardware and software running, you may be setting yourself up for **major** costs down the road.

It's understandable why many small businesses shy away from investing in new equipment and software. They do the math and see a number that keeps rising. While the upfront costs of new technology – hardware or software – *can* be high (or higher than you would like), you have to consider what you would be paying for versus the cost of keeping aging technology running.

Let's start by looking at some of the "hidden" costs that come with using older or outdated technology. First, consider **the cost of productivity**.

The older technology gets, the less efficiently it runs. This applies to hardware and software. Hardware has a tendency to lag, even if it's well-maintained. Devices simply wear out with use. This cannot be avoided. But the productivity issues that come with aging hardware only get worse when you bring aging software into the mix. Over time, you will start to lose support from developers, and this comes with all sorts of problems. Here are three examples.

**Loss Of Integration** Older apps lose stable integration with companion apps. At one point, your CRM software may have worked perfectly with your billing software. As developers focus on newer versions of their apps, they stop updating past versions. The end result is more hiccups or errors. You risk losing data.

**Loss Of Compatibility** Older apps aren't always compatible with newer

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apps. What should you do when still using an old software and your vendors or customers use the up-to-date version? It can result in a lot of aggravation on everyone's part, and you can end up losing customers. One Microsoft survey showed a vast majority of consumers – 91% – would walk away from a business if that business were using older technology.

**Loss Of Time And Money** Factoring in slow equipment and a loss of integration and compatibility, aging tech makes it harder for your team to do their jobs. A recent study by Currys PC World found that employees lose an average of 46 minutes **every day** due to aging technology. That adds up to about 24 days per year and an average loss of about \$3,500 per employee – though that number can vary wildly from industry to industry. You can be sure the cost in time and money has a ripple effect throughout the entire business.

While productivity takes a hit, there's another major issue that comes up when your business relies on aging technology: **security**.

As your tech ages, and as developers end support, this means you'll see fewer security patches. Eventually, there will be *zero* security patches, leaving you vulnerable. Developers may stop supporting older products, but hackers and cybercriminals will keep on trying to break into those products. They know small businesses tend to update their systems at a slower pace, and this gives criminals an advantage.

If you get caught using outdated software and a hacker is able to break into your network, the costs associated with this kind of a data breach can put a business under. It's devastating. The problem is made worse if you had limited IT security in place (or none at all) and weren't backing up your data. It's like handing your business over to the criminals! The importance of IT security cannot be overstated, and if you are working on older computers with outdated software, risks are greater.

**So, What Can You Do?** As we said before, many small businesses assume that keeping their technology up-to-date is cost prohibitive. They don't want to deal with the upfront cost that comes with investing in new hardware and software. While it can be costly, depending on your needs, there are ways to mitigate those costs.

One great example is through a Hardware-as-a-Service (HaaS) and Software-as-a-Service (SaaS) company or program. These allow small businesses to stay current without having to drop a tidy sum in order to make it all happen. These services are often offered through managed service providers (MSPs) that are dedicated to helping small businesses with all of their IT needs, including keeping their technology updated and their network secure from outside intruders.

When you factor in the loss of productivity (and the frustration that comes with that) along with the costs that come with data breaches, malware infections or cyber-attacks, it can easily be worth it to kick your old tech to the curb and embrace the new!

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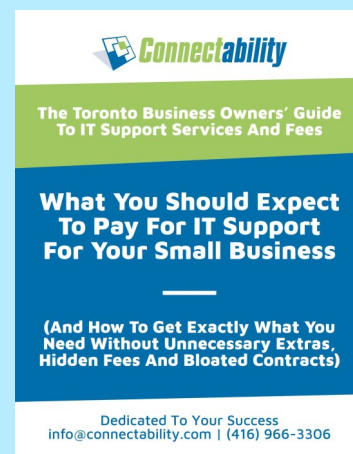
### Free Report Download:

#### The Toronto Business Owners' Guide To IT Support Services And Fees

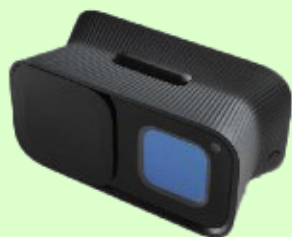
You'll learn:

- The 4 most common ways IT services 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

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## Shiny New Gadget Of The Month:



### NexOptic DoubleTake Binoculars

You might not realize, but binocular technology has come a long way in the past 10 years. It's all thanks to advances in other areas of technology, including high-resolution cameras and high-resolution displays. Bring these technologies together along with some serious image processing, and you are left with NexOptic's DoubleTake Binoculars!

This pair of binocs is slightly smaller than a good pair of traditional lenses, but it comes with so much more, including a 12-megapixel sensor capable of shooting 4K video. It's GPS and WiFi enabled and has a Micro SD card port so you can easily save your photos and video. It's like a supercharged camera, but it has something your average phone camera does not: 10X digital zoom. It's great for travel or hobbies like birdwatching. Learn more at [NexOptic.com/doubletake](http://NexOptic.com/doubletake).

## Communicate and Stay Connected with VoIP

Many businesses have moved to a remote work model and as the pandemic continues, they will continue to work remotely indefinitely. This means communication with your partners, team, clients, vendors, and so on, is more important than ever. Having a dispersed workforce can make staying connected to your clients and partners a challenge for many businesses. A VoIP phone system can help.

Voice over Internet Protocol (VoIP) uses the internet to make and receive phone calls. VoIP allows you to communicate with your stakeholders in the manner they've grown accustomed to, but that's not all. Here are 3 benefits of VoIP you can leverage during these unprecedented times.

### 1. Great for Remote Work Environments

VoIP systems can be heavily customized. If for example, you want your office phones to ring from 9 am – 5 pm, but after 5 pm you want it directed to a cell phone, you can do that. VoIP is also great for remote employees. They can use company owned handsets from home as if they are in the office, or if you don't want your employees taking company-owned equipment off-site, they can download an app that acts as an office phone. As long as your employees have an internet connection, your phone system will work!

### 2. Improves Functionality

It's very difficult to manage a traditional phone system in a remote work

environment. You can forward your number to a cell phone, but how do you transfer calls? Well, VoIP systems allow you to pick up calls, transfer them to your colleagues, and direct people to a voicemail box if necessary. Additionally, you can take advantage of a feature called voicemail to email that automatically saves all voicemails as audio files and sends them to you via email, that way you get the message regardless of your location.

### 3. Reduces Costs

Everyone is looking for ways to reduce expenses right now, and a VoIP system is an easy way to shave some cost. Most VoIP systems have no monthly contracts, so all you need to worry about are call charges, and the fee from your IT provider to manage the system. And because call charges are very low, we find that our customers reduce their phone bill by, on average, 40-75% when they switch from a traditional phone system to VoIP. Plus, you don't need phones to make this solution work – all you need is a computer (or cell phone) and an internet connection. VoIP also allows you to scale up or down depending on the number of lines you need for your business.

If you want to reduce costs, improve communication, or if you need a tool for your dispersed workforce, then VoIP might be the answer. Call us today at **(647) 492-4406** and we can discuss your organization's needs and help set up a VoIP solution.



## Tech Connect Video Series: 3 Signs That Your Mac Is Infected

When most people think of viruses or malware infections, they tend to imagine a Windows computer. That's because there is a dangerous and pervasive myth that Macs aren't vulnerable to viruses. Unfortunately, this is far from the truth. Cybercriminals work hard to find security holes and vulnerabilities, and they will attack *anything*. That's why it's important to implement security tools and best practices to protect your computer regardless of the operating system it uses.

Macs can be infected with ransomware, viruses, and malware just as easily as a Windows device. The question is: how do you tell if your Mac is compromised? By learning the signs, you will know if your computer is infected and can take immediate action.

Watch our video to learn 3 signs that your Mac may be compromised. Mac cyber attacks may not be as common, but they're still a serious threat you need to prepare for. To find out more, go to **YouTube**, look up **Connectability IT Support** and find the video **"3 Signs That Your Mac Is Infected"** OR go to our website at [www.connectability.com](http://www.connectability.com), hover over **"Resources & Videos"** and select **"Videos"**.



## 4 Ways To Make Sure Your Business Is Ready For What 2021 May Bring

As you prep for the coming year, here are four things you need to give your business a serious edge.

**1) Head To The Cloud.** Back up your data to secure cloud storage. This makes it a breeze for you and your team to access. Should anything be disrupted on-site, you have a backup you can turn to.

**2) Update, Update, Update!** Patch all of your security solutions, apps, programs – you name it. You don't want to accidentally leave yourself open to security exploits because you're four months behind on the latest security patch.

**3) Dive Into Software-As-A-Service (SaaS).** One great way to stay ahead of the curve on software is to pair with a SaaS for your various needs, such as

marketing, project management or billing. It's easier to keep updated and integrated with the latest and most reliable software on the market.

**4) Call Your MSP.** Talk to your managed service provider to make sure all of your current needs are being met. Do you need additional protection? Do you need to back up data more frequently? Do your employees need more IT security training? Look for gaps and work together to fill them.

### The "Human Firewall" – What is it and why you should be freaked out by it

Social engineering is a scary thing, and we're **all** vulnerable. It starts when scammers try to build trust with their victims. They trick their victims into handing over email addresses, physical addresses, phone numbers and passwords.

**Scammers often use phishing emails (and sometimes phone calls) posing as legitimate sources to get this information.** They might tell you they're a representative at your bank or your favourite online store. They may even pose as one of your colleagues. They prey on your desire to help or fix a problem.

Social engineering works because scammers know how to break through the "human firewall," or the people in your organization. You can have all the malware protection in the world, but hackers can still break in by **exploiting your employees.**

How can you protect yourself and ensure your human firewall isn't breached? While no method can stop social engineering completely, **ongoing cyber security training can go a long way in patching that firewall.** When your team knows what to look for and how to deal with it, they can stop the scammers in their tracks.



“Okay, Everything is stored in the cloud – But what happens if it’s a sunny day?”

## REXNIHL breast cancer

This month we will be donating to **Rethink Breast Cancer.**

Rethink Breast Cancer empowers young individuals globally who are concerned about and affected by breast cancer. It is a young women's breast cancer movement, that focuses on ground-breaking education, support, and advocacy primarily for millennials.

Rethink focuses on thinking differently about breast cancer, with a breakthrough approach by prompting bold, stylish, fear-free awareness, while simultaneously dismissing the myth that breast cancer is only an “old lady disease”. Rethink provides care and relief for young women with breast cancer to make their journey a little bit easier.

If you would like to contribute to Rethink Breast Cancer we would love your help! Email: [info@connectability.com](mailto:info@connectability.com) or call: (647) 492-4406.