Connectability Corner

PUTTING THE PIECES TOGETHER.

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What Are Managed Services, And Why You Should Demand This From Your IT Company

We all want to protect our businesses. They're a part of who we are, and it would be devastating if anything bad happened — including an unexpected cyber-attack. But it happens. Businesses are attacked every single day. Some businesses are left in ruin. Some can pick up the pieces, but at a great cost. Then there are businesses that are back up and running in a matter of hours, almost as if nothing happened at all.

These are businesses that said "yes" to managed IT services and made the commitment to protect their business, employees and customers. If your business lacks managed IT services and you haven't yet embraced total IT security, it's time to say "YES!" and give your business the top-notch IT support it needs to protect it from the countless IT threats that exist in the world today.

Managed services essentially offer complete IT support without the need to hire dedicated in-house IT support staff. You get full-time access to network and technology experts without having to pay a full-time team. In other words, you save money and you have someone keeping a close eye on your network. The good news is that the IT company you already work with may already offer managed services — you just have to ask for it! (If you don't work with an IT support company or managed services provider, it's highly recommended that you do!)

Here Are A Few Reasons Why Managed Services Should Not Be Ignored:

It's A Proactive Service You Can't Find Anywhere Else. Proactive IT support is HUGE. You have to be proactive because, guess what? Hackers and cybercriminals are proactive. They're smart people and they're relentless. Managed services will give you access to your own outside team of exceptionally smart people and systems that can identify IT problems before they actually become problems.

Continued on pg.2

On top of that, proactive managed services ensure your network – and everything connected to your network – receives regular updates, security patches and routine maintenance. Basically, they help keep your business protected while minimizing downtime that can cut into your bottom line.

It Helps You Save Money – And You Know How Much You'll Be Spending Month To Month. Hiring in-house IT experts is expensive. It's one of the most common reasons why many small - to medium-sized businesses don't invest in good IT support. The sticker shock is too much. But managed services take away the sticker shock.

Instead, you get the exact support you need, and you pay a set fee every month. It makes it MUCH easier to set a quarterly or yearly budget. And because managed services are customizable, you can put together a specific plan for your business and pay only for those specifics – there are no fluff or padded fees. Managed IT is also scalable, so as your business grows or changes, your managed IT services can change as well.

It Protects You In Many Different Ways. You can count on your MSP to minimize malware, spyware, ransomware, phishing scams and other exploitative hacks. You're protected by advanced software, hardware and old-fashioned human knowledge and experience. But the protection doesn't stop there – far from it! Managed services providers can also protect you against potential natural disasters, such as fire or flood, or

> **"Having managed IT services means your network is up-to-date with all the fine print."**

hardware failures – things that are impossible to predict yet possible to prepare for.

They can also protect you when it comes to compliance. There are many industries where compliance is a big deal, from banking to health care. If you operate in one of these industries, you know how important this is. Having managed IT services means your network is up-to-date with all the fine print. You don't have to worry about anything slipping through the cracks or breaking compliance, which can lead to all kinds of costly headaches.

It Gives You TIME. This is the most precious commodity of all. If you're running around dealing with network issues yourself – or trying to – you're spending a lot of time doing everything you DIDN'T want to be doing when you started your business. Wouldn't you rather be focused on taking care of the things you intended to focus on, like growing your business and taking care of customers?

When you bring managed IT into the fold, you have so much less to worry about. No, it's not set-it-and-forget-it, but it's close. Your MSP handles your IT, while you handle your business – and you collaborate when you need to. You can rest assured that someone is keeping a close eye on your network and that your MSP is a quick phone call or email away (should you have any questions or concerns).

These few points only scratch the surface of why managed services are so important. Stop putting it off and make the phone call. Tell your IT company you want managed services and you're ready to protect the future of your business!
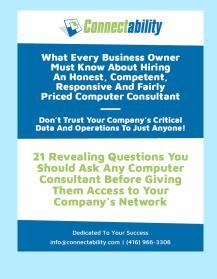
Shiny New Gadget Of The Month:

Sticker — The Smallest Finder By Tile

First, there was the Tile – a small, square device used to find just about anything. You attach Tile to the thing you don't want to lose (keys, for example) and you pair Tile with the Tile app. Easy!

Now, Tile has introduced Sticker, their "smallest finder." It's a mini-version of their popular fob, and it can be stuck to just about anything, from TV remotes and portable electronics to tools, bikes, you name it – anything you don't want to go missing.

Plus, not only does Sticker stick to anything, but it also has a three-year battery life, so as they say, "you can set it and forget it." Once it's paired with the smartphone app, it's super-easy to track. And if you lose a "Stickered" device, Sticker emits a loud ring to help you locate your misplaced item, at a range of about 150 feet. Learn more about Sticker at **TheTileApp.com/en-ca/store/ tiles/sticker**.

Bored at home? Try this!

People all over the world are being asked to self-isolate, practice social distancing and avoid human contact as much as possible—and for good reason. Unfortunately, humans are still pack animals, and isolating oneself 24/7 can have a negative effect on your overall mental and physical health.

You might not see a light at the end of the tunnel, but you should use this as an opportunity to develop a skill, take on a new hobby, video chat with your friends, and catch up with family. Many of us have more time now than ever, so it's worthwhile to put together a list of the top things you want to accomplish, and then start at the top.

Here are the 3 things you can do while quarantined:

1. Cook up something fancy!
With all this extra time, you might want to try you luck in the kitchen! Rummage through your pantry and test out new recipes. This will give you the opportunity to use the staples in your pantry and pick up some new kitchen skills. You don't have to cook a meal either, you can start with dessert. Hop on the trend of making bread, chocolate chip cookies, or cinnamon buns.

2. Binge watch a TV show
If you're paying for a Netflix subscription, but barely have the time to watch, now is the time. You can start a new TV show, watch a documentary, or grab some popcorn and have a movie night with your family. Netflix also released a new feature called Netflix party which facilitates group-watching. You can invite your friends for free to watch the movie or show at the same time and can even share your comments in the chat.

3. Learn a new language
If you've always wanted to learn a new language, then now is your chance. There are several free language apps you can use every day. Duolingo is a solid option. And if you want to increase the difficulty, you can always try Rosetta Stone.

It's not easy, but you owe it to yourself to stay focused and productive. Keeping your mental and emotionally health strong is priority #1 and creating structure can help. Your time is valuable, so use your extra time as an opportunity to learn something new, declutter, or spend time with your family.

We will get through this!

VoIP Systems: Everything You Need To Know

Last month we hosted a webinar focusing on VoIP solutions and how it can improve customer service, make your organization more flexible, and make you more efficient—all while saving you money.

Our President, Ted Shafran, discussed what VoIP is, how it differs from a traditional phone system, and the pros and cons of each option. A VoIP solution may not be the right fit for every business, but it's certainly a good fit for the majority. It offers many proven benefits that can help businesses thrive in challenging times, whether your team is 100% remote, or located entirely in one location.

If you're concerned about your phone systems, watch this video now. To access it go to our website at www.connectability.com, hover over "Resources & Videos" and select "Videos".

🟧 3 Simple Yet Effective Ways To Boost Employee Morale

Good employee morale is essential to any successful business. It's a reflection of company culture and has a direct impact on not just happiness but also productivity. Here are three surefire ways to improve morale within your organization:

1) Keep The Door Open. When supervisors or management vanish without a trace, it hits morale hard. It's crucial to be present and available to your team. Sometimes it's as simple as keeping the door open, but it also includes having transparent communication. Keep people looped in, especially when there are good things to report on. On top of that, have regular one-on-one chats with everyone on the team and make sure their needs are being met.

2) Emphasize Mental Health. Everyone should have their mental health acknowledged. Always take time to assess the mental health of everyone on your team. If they need to take a break or refocus, make sure they do. If they need a mental health day (or a vacation), encourage it. Be flexible and understanding.

3) Reward And Recognize. Make sure hard work gets recognized and people get credit for that hard work. Shout out star players during meetings and make sure everyone (including management) sees the good work that's being done. And don't hesitate to dole out rewards (lunch, gift cards, etc.) in recognition of that hard work, as well. *Inc., Nov. 4, 2020*

🟧 How Big Data Reveals The Humans Behind Your Users

The Internet is a data mine. From search engines to ad clicks, we can see what people are interested in. Big Data is accessible to just about every business, and it can tell you a lot about the people you do business with – or the people you want to do business with.

If you aren't tapping into Big Data (Google Analytics is an example), you're missing out. You can use data to home in on the customers you want to acquire and reduce those costs at the same time. You can better develop products and services you know customers will love. And you'll be able to adapt to changing trends driven by real people. *Inc., Feb. 26, 2015*

Can You Solve This Sudoku Puzzle?

1	4	2		9				5
7			4				8	9
8		5					2	4
2					4	8		
	3				1	2	6	
	8			7	2	9	4	1
	5		2		6			
	2	8			9	4	1	
	7	9	1		8	5	3	

Call Us At (647) 492-4406 For The Answers!

This month we will be donating to **The Salvation Army**.

Founded in 1882 in Canada, The Salvation Army is one of the largest non-governmental direct providers of social services. They are committed to giving hope and support to vulnerable people in 400 communities across Canada, and more than 130 countries across the globe.

The Salvation Army's focus is to provide aid for children and families, by offering necessities of life. The organization is dedicated to fighting homelessness and providing rehabilitations to those with addictions. The organization goes above and beyond to not only meet the needs of the individuals they serve, but to offer additional social and community service programs that focus on nurturing capacities, skills and strengths of the individuals.

If you want to contribute to The Salvation Army, we would love your help! Email: info@connectability.com or call (647) 492-4406.