



## Free Executive Webinar Backup Recovery

Have you ever wondered if you're taking the proper precautions to back up your data?

We're told constantly that we should diligently maintain a working disaster recovery system because all our company's data could be lost in an instant, and yet we tend to brush off the advice. Disasters do happen when you least expect them, and they can happen to *anyone*.

To illustrate the importance of staying on top of your data recovery system, we are hosting a webinar on **May 6th at 10:30 am**, titled **"The Importance Of Data Backup And Disaster Recovery And How You Can Prevent Data Loss And Extended Downtime"**

To sign up go to:  
[www.connectability.com/backupprotections](http://www.connectability.com/backupprotections) OR call us at:  
**416-966-3306**

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



## What You Need To Do Before Committing To A New VoIP System

There comes a time when every business needs to invest in a phone system: they're buying a new phone system for their new location or they're upgrading from an older system. Regardless of the reason, they're ready to make the commitment.

Your phone connects you to your customers, so you need it to be reliable. You want it to have a specific set of features (such as voice mail, call waiting, call forwarding, conferencing, recording, etc.) and you want your investment to be supported for years to come. The question you have is, "Where do I begin?"

**First and foremost, finding the right phone system can be a pain.** Doing research online leaves you sifting through site after site as you look for answers, only to find way too much information - and most of it isn't worth your time.

As a business, you're about to drop serious money on a new phone system, so you want to know you're getting what you pay for. Unfortunately, the phone system business is a competitive one, which means it's hard to find websites, reviews and data that aren't biased or skewed in some way. There are countless websites featuring deals that aren't really deals, or websites hosting reviews sponsored by a phone service provider. This isn't helpful.

So, what is helpful? Here's what you need to know.

**Most phone systems are essentially the same.** There may be a few features that vary from system to system, but most VoIP systems will have the most important features demanded by businesses. Your best bet is to define your phone needs *before* you start searching for a system. Chances are it won't take long to find what you're looking for - if you ignore the clutter.

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### **What you really want to find is a stellar service provider.**

You might get caught up in trying to find the best phone with the best features, but none of that matters if you don't get good service to go along with it. You need someone who will be with you every step of the way, from set-up and installation to configuration and the all-important support.

**You need someone you can rely on.** That way, if anything goes wrong or you have questions, you have someone you can call. The fact of the matter is that most people aren't and never will be VoIP or phone system experts. Business owners have too much on their plates to learn – from scratch – about a new phone system.

This leads to the questions you should be asking before you commit and buy a new system:

- Who is setting up my new phone system?
- Will they customize it for my specific needs?
- How do I get help if my phone system stops working?
- Who do I call if I have additional questions?

As you vet potential vendors, get exact and direct answers. If they beat around the bush, that's a red flag. They should be able to answer all of your questions in a language you understand. If they don't answer your questions, or you aren't happy with the answers, find a different vendor.

**“Your best bet is to define your phone needs before you start searching for a system.”**



There are many vendors who will send you a system and leave the rest up to you. If you know what you're doing and have the time to set it up, it's no big deal. But that isn't most of us. And forget about support. If anything goes wrong, you're on your own.

The best thing you can do when searching for a new VoIP phone system is to find an honest, reputable, local phone system reseller that you can verify will do the following:

- Set up the system.
- Customize the system for your business's specific needs.
- Offer personalized and continuous support and training.

In most cases, the answer lies with a dedicated and experienced IT services firm that knows technology. This is the kind of company that not only checks the boxes but can also ensure that your system works with your network without any hiccups.

The bottom line is this: Do your research. Ask questions, get answers and be confident in your decision before handing over the credit card and signing on the dotted line. You'll be much happier that you did!

## We've Moved Offices!

As many of you may already know, Connectability recently moved offices!

We've been steadily growing our business over the last year, and given our space constraints, we didn't feel that growth was possible in our old space.

We're now located near Dufferin and Lawrence at [970 Lawrence Avenue West, Suite 402](#).

Our new office is more spacious, open concept, and considerably brighter. The added space has made it possible to expand our test lab and staging area so we can more effectively keep up on, and test, the latest hardware and software products for our customers. Due to the larger test lab, we can now stage, troubleshoot and configure more equipment at a given time, helping to keep our customers' systems running smoothly.

While we continue to provide class-leading, responsive, efficient and high-quality support services, we'll simply be **“Putting The Pieces Together”** in a different location.

## Shiny New Gadget Of The Month:



### Ember Temperature Control Smart Mug

Porcelain mugs are so 20th century! Meet the Ember Temperature Control Smart Mug – a mug that gives you more options than any mug *ever*.

What's the big deal, you ask? The Ember keeps your drink – coffee, cocoa, tea, milk, etc. – at the exact temperature you want, between 120–145 degrees Fahrenheit. You can also control the mug from your smartphone – adjust the temperature, set notifications and more. The Ember mug is hand-wash safe as well.

The mug itself includes a 1-hour battery to keep your beverage hot on the go, or you can use the included charging coaster to keep your beverage hot all day long. Find the Ember mug on Amazon or learn more at [Ember.com](http://Ember.com).

## Protect Your Cloud Data!

If you own or manage a business, **you already understand how important backups are** to your success and survival. Backups protect your data, and we all know that data is critical to everything we do. Businesses – big and small – are opting to store their data in the cloud. Storing data in the cloud offers greater redundancy, convenience, and often lower costs - so long as you have an internet connection.

The cloud has many benefits, but it also carries some **significant risks** - namely the security of your data. People tend to think cloud storage=cloud backup – but the truth is, *they aren't the same*. Cloud storage simply means your data is **stored** in the cloud. Cloud backup, on the other hand, means that you can **recover and restore files** from any point in time. Now what exactly does this mean for your business?

If you use programs like Office 365 and G-suite, your data stored in the cloud is **NOT backed up**. Most cloud storage applications include only limited retention periods, and are intended to protect the provider, NOT you. With Office 365, you get a maximum of *30 days* of email backup and *93 days* of SharePoint backup. So, if you accidentally delete a critical email, but you don't realize for more than 30 days then **those emails are gone**. The same goes for SharePoint. If a file is deleted or a template is gone missing, and you don't realize for 3 months those files are no more. Even scarier, let's say you accidentally delete a file from SharePoint and realize two days later. While you are within the retention period, you would be forced to restore the **ENTIRE SharePoint site** – causing you to lose the last two days of work.

Your data is everything. So, if it were accidentally or intentionally deleted by an employee, or held for Ransom by a hacker, you could lose all your valuable data. And if you can't recover it, you might even be forced to **close your doors for good**. With cloud backup there is always a redundant version of your data that you can recover.

**I cannot over-stress the importance** of having a backup solution for your cloud-based applications. It can protect your data, save you from cyber crime and disasters, and stop you from spending thousands on data recovery. There are several tools that you can incorporate in your business to backup your cloud-based applications, but you'll want to speak with your IT provider to find out what's best for your business. With a proper backup in place, your business can expect more uptime, increased productivity, and the peace of mind that comes with knowing your data is secure.

If you're concerned about backing up your Office 365, Google Workspace, or cloud-based data, watch this video NOW. And if you would like to discuss tools that you can implement to protect your data, call us at **(416) 966 -3306** or email **[info@connectability.com](mailto:info@connectability.com)** and we would be happy to assist.

### Tech Connect Video Series:

#### Building Strong Habits Within A “New” Normal

So much has happened over the past year. Everyone has been hiding out in their homes and trying to avoid human contact as much as possible. While working from home can be a great for your team, it can also make it more difficult for people to develop and stick with their habits.

Working from home is the new normal and you must define where your work life ends and where your personal life begins. To remain productive and effective you need to establish a routine and form habits. We've put together a video with 4 tips you can use to build a consistent routine and stick with it.

If you've had a challenging time transitioning to a remote work environment and want to get back on track, watch this video now. To access it, go to YouTube, look up Connectability IT Support and find the video “**How To Maintain Strong Habits While Working From Home**” OR go to our website at **[www.connectability.com](http://www.connectability.com)**, hover over “**Resources & Videos**” and select “**Videos**”.

## ■ Leverage Good Intel To Beat The Competition

There is a lot of information floating around about your competitors – you just have to find it. When you do, you can give yourself an edge as you put together your own marketing campaigns.

For example, the founder and CEO of Wagmo, Christie Horvath, went as far as contacting and sitting down with a few former employees of her competitors. She was developing a new pet insurance company and wanted to know where those other companies had fallen short. The intel allowed Horvath to innovate and bring new ideas to the table. She didn't copy the competition – she did something different.

Here's another way to approach it: use Facebook's Ad Library tool to watch competitor's Facebook and Instagram marketing initiatives. See what they're doing so you can do something different and stand out from the crowd. This was something Colin McIntosh, founder of Sheets & Giggles, did, and when he differentiated from his competitors, the

customers noticed and flocked to his company. *Inc., Jan. 4, 2021*

## ■ A New World Requires New Leadership Skills

**Last year marked a major shift in how companies do business.** This shift also meant leaders had to change as well. In 2021, adaptation is the name of the game. There are several points leaders have to recognize in their communities and their workforce.

**Things won't go back to the way they were.** The future will be defined by a new normal. Expectations are different – the expectations of customers and of employees. Buying habits have changed, and work habits have changed. For example, much of the workforce expects a remote or work-from-home option or greater flexibility from the traditional "9-to-5 at the office" model. If you don't adapt, it may be harder to find qualified employees for your team.

**You have to experiment.** As you adapt to the changing world, you have to experiment more. This includes your

approach to running your business, the products or services you offer, your marketing, hiring practices and so on. Be open to trying new things, see what works and what doesn't – and let your employees do the same. It's all about encouraging ideas. *Forbes, Jan. 16, 2021*

## ■ It's Time To Uninstall Adobe Flash Player

On Dec. 31, 2020, Adobe dropped support for their Adobe Flash Player platform. For 25 years, Flash Player had been an integral part of the internet. It gave webpages an extra oomph in the form of interactivity. It came in the form of video, audio, games, buttons and much more. It laid the foundation of what much of the internet is today.

But Flash Player had a dark side. It was a security nightmare. Hackers and cybercriminals routinely exploited Flash and put countless users and websites at risk. Over the years, security experts tried to get people to uninstall Flash, but the platform persisted. Until now. If you still have Adobe Flash on your computer, take a minute to uninstall it.

## Who Else 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 gift card to Starbucks. Ready? Call us right now with your answer!

The keyboard layout designed by Sholes is:

- A) DVORAK
- B) YUIOP
- C) SHOESLAY
- D) QWERTY

Call us right now with your answer!  
(647) 492-4406



This month we will be donating to the **Covenant House Toronto**.

Founded in 1982, with only 30 beds, Covenant House Toronto has now grown to provide hope and opportunity for more than 95,000 young people. Covenant House Toronto is committed to supporting vulnerable youth. They serve youth who are homeless, trafficked or at risk.

As Canada's largest agency serving youth to ignite their potential and reclaim their lives, the Covenant House offers a wide range of 24/7 services to about 350 young people each day. They focus on public policy, leading awareness and prevention programs, and building and sharing knowledge.

Covenant House offers housing options, health and well-being support, training and skill development, all with unconditional love and respect. Their team is dedicated to supporting and building one-on-one relationships with youth, advocating for change in the community, and forming programs.

If you want to contribute to the Covenant House Toronto, we would love your help! Call: (647) 492-4406 or email: [info@connectability.com](mailto:info@connectability.com).