



Connectability Corner

PUTTING THE PIECES TOGETHER.

Powered by:
Connectability

Here's A Service We Offer: Internet Based Telephony (VoIP)

In a world of dispersed workforces, the telephone solution you choose can have a big impact on your team, your customers and your business results.

VoIP offers a variety of innovative features that go well beyond the capabilities of a traditional phone line to help keep your team connected.

Connectability has extensive experience helping businesses across the Greater Toronto Area find and implement phone systems that increase their overall effectiveness and flexibility, while reducing their costs.

Let Connectability show you how a VoIP system designed for small businesses can help you stay more connected, more easily. Our set-up process will help to ease the transition and will have you making and receiving calls in no-time.

If you are considering a VoIP system, give us a call at (647) 492-4406 and we can walk you through your options.

August 2021



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



Don't Let The Dog Days Of Summer Wreak Havoc On Your Technology

Heat and technology don't mix. We're talking about things like PCs, servers and everything inside of them. A lot of manufacturers try to make sure the heat generated by hardware has a way to escape, but it's not always enough. And what about heat from the *outside*? This is where problems can really get out of control.

Right now, we're in the dog days of summer. The temperatures are high and air conditioners are running at full capacity in an attempt to keep us cool. As you run your business, your technology is running and generating its own heat, as well. If it can't keep cool, the end result can be disastrous.

Why Every Business Should Take Heat Seriously

Smaller devices like laptops, tablets and more compact desktop computers are especially susceptible to heat damage simply because they are not

as efficient at removing heat internally. As they heat up, their performance degrades. If they get hot enough, it can cause irreparable damage. Most devices will automatically shut down if they get too hot – you want to avoid getting to that point as much as you can.

Overheating can also cause damage to specific components. There have been reports of graphics cards catching on fire due to heat and heat-caused electrical issues. Heat can also destroy CPUs. While CPUs are designed to withstand the high temperatures created by processing data, they have their limits. If the computer is forced to overwork as it tries to stay cool, the end result can be a melted CPU!

To make matters worse, as heat intrudes on your devices, they will struggle to function correctly. For

Continued on pg.2

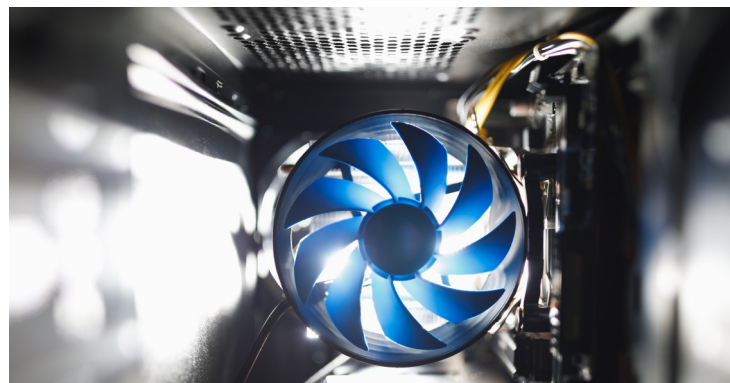
Continued from pg.1

example, you may even start to notice slowdowns when using your laptop. Programs may take forever to load, and they may even freeze, leaving you without a way to work!

For any business, this can be devastating. When you're dealing with clients and customers, the last thing you need is for your systems to fail. Suddenly, productivity falls through the floor, and you're left scrambling as you try to figure out what to do next. It can bring your business to a standstill.

But it doesn't end there! If your systems overheat – either due to internal issues (such as inadequate heat dissipation), external issues (summer temperatures) or a combination of both – you could lose valuable data. Heat is a common cause of data loss. Heat can damage hard drives and solid-state disk drives. If you don't have an off-site backup (whether it's local or cloud-based), that data may be lost forever.

And if you lose that data, it can be incredibly costly to get your business back up and running. It's not only data lost, it's also time and money lost. It can be as devastating as a data breach or cyber-attack and can leave you with few options.



What Can You Do?

First, it's important to assess your cooling needs. Does your business have adequate air conditioning? If you have a data or server room, does that have adequate air conditioning? Look at individual devices – do they have adequate cooling or do they need to be supplemented?

Second, assess your data security needs. Do you keep all of your data on-site? In the event of an emergency, and if your data is compromised, do you have a contingency plan? Do you regularly back up your data?

There are a lot of questions to consider, but they're all important. Your data and the health of your business is top priority. If you have questions about your technology cooling needs – as well as data protection and backup – consider partnering with a managed services provider (MSP) or an experienced IT services firm. They can help you solve all of these problems and get you through the dog days of summer like it's nothing!

“If the computer is forced to overwork as it tries to stay cool, the end result can be a melted CPU!”

FREE REPORT: The 7 Urgent And Critical Protections Every Small And Medium Sized Business Must Have In Place NOW

You will learn:

- The #1 threat to your business that even the BEST firewalls and anti-virus software can't protect against (and what you need to do NOW to remedy it).
- The biggest security risks with cloud computing and what you need to do to stay safe if you store client data, confidential data and financial information in the cloud.
- A common misconception about business bank fraud that will shock you – and 3 simple things you can do to protect your bank account from unauthorized access and theft.
- How to keep your network secure with the increasing proliferation of mobile devices, cloud applications, email, social media sites and internet-connected devices accessing your computer network.

Claim your FREE copy today at

<https://www.connectability.com/7protections/>

Shiny New Gadget Of The Month:



See The World A Little Closer With StarScope

There's something magical about having the ability to bring the world a little closer to you. But the StarScope Monocular isn't magic – it's all science! The StarScope is a compact monocular featuring 10X magnification that can deliver high-quality optics directly to your eye or your smart phone! The StarScope can be attached to virtually any smart phone camera to improve the zoom function, giving you stellar photos. Even better, the StarScope is compact for easy travel; just put it in your pocket or bag and go. And you don't even have to worry about the weather – it's waterproof, fog-proof and ready for your next adventure. Check it out at [Bit.ly/3opQIhz](https://bit.ly/3opQIhz).

Phishing Scams: Don't Take the Bait!

Cybercriminals are always searching for ways to enter your business network. In general, the most common way a hacker gains access to your network is through phishing attacks. These usually come in the form of spam emails that are made to look legitimate. In some cases, these emails could appear to come from your boss or someone on your team, and the writing style might even sound like them.

Cybercriminals use phishing emails to get personal information like your bank credentials, credit card numbers, passwords, and social insurance numbers by deceiving you into giving it to them under false pretenses.

Here are a couple examples: you get an email from your boss asking you to make a bank transfer. Unfortunately, it's not really your boss – it's a hacker impersonating them. Another common example: you get an email from your bank prompting you to update your account. The email includes a link that appears legitimate. The website might also look just like your bank's website – unfortunately, when you enter your personal information it is being passed directly to the hacker – not your bank. Using what you've entered, the hacker gains access to your account or your passwords, purchases goods, opens credit cards, steals your identity, and puts you in serious financial trouble.

The examples above illustrate why it's so important for you to beware of phishing schemes and implement practices to avoid becoming a victim. Here are 2 ways you



can protect yourself from phishing scams:

1) Never give out personal information via email

Legitimate businesses, especially large ones like banks, will never request passwords, login credentials, or credit card numbers over email. If you do receive emails like these, don't respond, don't click on links or images, and avoid downloading attachments. If you question the legitimacy of an email, contact the company that sent it to confirm.

2) Report any unusual activity to your IT company

If you feel that you have come across a phishing scam or have entered your personal data on a spoofed site, contact your IT company immediately to report the scam. Send them a screenshot of the email to determine if it is a legitimate email. Also, ensure that this phishing email is shared with your entire team so that no confidential information has fallen into the wrong hands.

If you would like to ensure that your business is secure, call (647) 492-4406, or email info@connectability.com, and somebody from our office will be happy to help!

Tech Connect Video Series: Your Biggest Vulnerability Walks On Two Legs

Cybercriminals are constantly looking for ways to beat your defenses and steal your private data. And by neglecting employee training you make it easier for them. Your employees regularly access confidential data on their computers and mobile devices, making them your biggest cybersecurity vulnerabilities.

Many businesses today have mobile workforces that use a mix of personal and company owned devices on your company network. That poses a serious risk and increases your chances of becoming a victim of cyber-attacks. To protect your business from these threats, you need to train your employees, implement rules and guidelines, and most importantly, develop an Acceptable Use Policy (AUP).

Watch our video to learn 5 simple steps you can take to reduce your risks of a cyber-attack. You will learn how to develop an AUP and protect your business from your biggest cybersecurity vulnerability – your staff. To find out more, go to **YouTube**, look up **Connectability IT Support** and find the video **“How You Can Reduce Cyber Security Risk Through Employee Training”** OR go to our website at www.connectability.com, hover over **“Resources & Videos”** and select **“Videos”**.

■ Android Has A Big Problem And You Need To Know About It

Android is the most popular mobile platform in the world. Because of this, it's also the target of countless hackers and cybercriminals who want to break into the platform and exploit its users.

As Android ages, fewer people upgrade to the latest version of Google's mobile operating system. They don't upgrade because their devices don't support the latest updates or their phone manufacturer (or service provider) is slower to roll out updates to its users. These updates are critical to keeping users safe from outside intrusion.

However, these problems are only the tip of the iceberg for Google. Many phone makers – particularly

Chinese phone makers like Xiaomi, Oppo, Vivo and Huawei – are either in the process of adopting a new operating system that is not Android, or thinking about it. It could mean Android's dominance is starting to fade, and we could be looking at a future with a little less Google in our lives. *Forbes, May 14, 2021*



■ TikTok And Small Business: A Match Made In Digital Heaven?

Many businesses overlooked TikTok as little more than another distraction, but new data suggests

small businesses can seriously benefit from the popular app. As reported and covered by Inc., the app has transformed into a major marketing tool for businesses. It allows them to connect with customers and potential customers across various demographics.

A lot of the success comes down to TikTok's algorithmic approach, which is fine-tuned to give businesses a huge advantage with their marketing. There is a learning curve, but a number of businesses that have embraced the short video format have been able to make connections they just haven't found on other social media platforms. If it isn't something you have looked into yet, it may be worth exploring. *Inc., May 4, 2021*

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!

Originally Amazon only sold which product?

- a) Video Games
- b) Books
- c) Magazines
- d) DVDs

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



Daily Bread
Food Bank

This month we'll be making our donation to the **Daily Bread Food Bank**.

Founded in 1983, Daily Bread Food Bank is one of Canada's largest foodbanks. Their vision is to end poverty and food insecurity in our communities. They believe that access to food is a basic human right, not a privilege, and no one should go hungry, or face barriers in accessing food.

Daily Bread Food Bank takes donations, organizes food drives, and of course runs food banks to provide food to anyone who needs it. Their goal for 2021 is deliver 20% more food to 20 priority neighborhoods that are currently underserved. Given the current crisis, we want to help the Daily Bread Food Bank support those with limited access to food.

If you'd like to contribute to this worthy cause, especially over the holidays, we'd love to hear from you! Email us at: info@connectability.com or call (647) 492-4406 today!