



# Connectability Corner

PUTTING THE PIECES TOGETHER.

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**Connectability**

## Cyber Security Training For Your Staff

Like it or not, the biggest point of entry into your network is your employees.

They mean well, and they may be technically savvy—unfortunately hackers and cybercriminals are often *one step ahead* of average, and even above average computer users.

That's why Cyber Security training is SO critical. With minimal work, you can implement in depth security training for your employees.

Our training program includes a comprehensive Phishing simulation to train your team to recognize email borne threats, and training modules focused on Ransomware, data theft, social media awareness, best practices for remote workers (something almost all businesses should be concerned about), and much more.

Call us today at **(416) 966-3306** to learn how you can educate your team and prevent cyber attacks!

**March 2022**



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



## The IT Services Model Where Everyone Wins – And The One Where You Lose Big

If you're a business owner, there's probably a good chance you spent time figuring out the IT needs of your business. It's not as easy as searching online and picking the cheapest option or the company with the best reviews. The cheap option may not provide the services you need to keep your business at the top of its game, and the best-reviewed business may be too expensive or offer services that are completely unnecessary for your business.

To put it simply, if you want to get the most out of your IT support services, you must do some research. If you haven't spent a lot of time in the world of IT, it can be difficult to figure out where to even begin with your research. If you've found yourself in this situation previously or are preparing to open a new business and are interested in your IT support options, we've got you covered. We've put together the three most common forms of IT support and

explain the benefits and drawbacks of each so you can confidently decide on the best option for your business.

### Managed IT Services

In this option, the IT services company takes over the role of your in-house IT department for a fixed and agreed-upon monthly rate. They'll install, support and maintain all the users, devices and PCs connected to your network on a routine basis. They will even take care of your hardware and software needs for an extra cost. If you're trying to plan for a monthly budget or want routine maintenance and IT support, this option will work wonders for your business.

It's my sincere belief that the managed IT approach is undoubtedly the most cost-effective and smartest option for any business. With managed IT services, your business will be protected from IT-related problems, and they will keep your systems up and running. They can prevent

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common “disasters” such as lost devices, hardware failures, fires, natural disasters and a host of other issues that can interrupt or outright destroy your IT infrastructure and the data it holds.

### Technology As A Service

Another option that might work really well for your business is using a company that offers technology as a service. With these companies, you’ll get everything that managed IT services offer but with the addition of new hardware, software and support. This service ensures that your business is always up-to-date with the newest software and hardware. The greatest benefit of technology as a service is that you’ll avoid the heavy cost of new hardware and software when you need it, but you will be paying far more for the same hardware and software over time. You’ll also need to pay attention to the services they offer to ensure they can provide what you need and that it does not cost extra.

### Time And Materials

Time and materials are often referred to as the “break-fix” method. This essentially means that you pay an agreed-upon hourly rate for a technician to “fix” a problem when something “breaks.” It’s a simple and straightforward way to pay for IT services but often doesn’t work in your favour and can lead you to pay more for basic services.

**“If you want to get the most out of your IT support services, you must do some research.”**



I would only recommend the time-and-materials approach if you already have an IT team and you need additional support for a problem that your current IT team doesn’t have the time or expertise to handle. Under the break-fix model, the IT company has no immediate need to stabilize your network because they are getting paid hourly. The break-fix model is unable to supply ongoing maintenance and monitoring, which computer networks need to stay secure.

Choosing the right IT option for your business can take time and is certainly not something you want to rush into. Take your time and do your research to find the best option to fit your needs. If you’re unsure of where to even begin – or need some help navigating the sometimes confusing world of IT support – give us a call. We would be glad to help you find the IT support you need.

## Free Executive Report:

### What Every Business Owner Must Know About Protecting And Preserving Their Network



**What Every Small Business Owner Must Know About Protecting And Preserving Their Company's Critical Data And Computer Systems**

**If You Depend On Your Computer Network To Run Your Business, This Is One Report You DON'T Want To Overlook!**

Dedicated To Your Success  
info@connectability.com | (416) 966-3306

This report will outline in plain, nontechnical English common mistakes that many business owners make with their computer networks that cost them thousands in lost sales, productivity and computer repair bills, and will provide an easy, proven way to reduce or completely eliminate the financial expense and frustration caused by these oversights.

**Download your FREE copy today at [www.connectability.com/protect](http://www.connectability.com/protect) or call our office at (416) 966-3306**

## Shiny New Gadget Of The Month:



### Desklab Portable Touchscreen Monitor

The pandemic has caused more Americans to start working remotely for their employers than ever before. If you're working from home, you want to make sure you have the best devices available. One of the best things you can add to make your work more efficient in your remote workplace is another monitor, and there are few monitors out right now that can compete with the Desklab Portable Touchscreen Monitor. This monitor gives you an extra screen to work with as well as a 1080p touchscreen. You'll be able to expand your desktop, laptop, phone or tablet to become a second portable touchscreen. The monitor is lightweight and requires no setup, so it's ready to go whenever you need it.

## Top Tips For Giving Better Speeches

Whenever you stand in front of a group, big or small, your influence and effectiveness are on the line. Whenever you speak publicly, no matter the occasion, it offers people a chance to form an opinion of you and your leadership abilities. Here are four tips to ensure your success when it comes time for you to present your ideas.

### 1. Have confidence in yourself.

Being a good public speaker doesn't require magic or genius, but it does require a genuine desire to communicate well. Do you feel comfortable with the way you communicate with your friends, co-workers and family? If so, think of public speaking as an extension of the way you communicate every single day. The ease and confidence with which you talk every day is the same manner that you need to have when you are speaking in front of a room full of people. So, just remember: even if you've never given a speech, you've done this before!

Another way to build legitimate confidence is to prepare and practice. Your confidence will increase in direct proportion to how prepared you are to speak. The #1 reason most presenters bomb is a lack of preparation.

### 2. Relax!

Don't get overwhelmed. Be comfortable with who you are. The more your personality comes through, the more authentic the audience will find you. Your job isn't to impress the audience with what they think of you, but to influence them to

think or do something because of your message.

### 3. Keep it short and simple.

There was a time when people would listen attentively to speeches that were literally hours long. Those times, as you know, have passed. Now that there are so many ways to get information — TV, radio, print media, the Internet — live speeches need to be short, simple and memorable. Take a look at the Gettysburg Address. It is about 270 words long. The address also uses simple, single-syllable words and short sentences. This simplicity will make your speech easier to digest and harder to forget.

### 4. Don't just say it -- feel it!

Your audience will know if you don't believe in or care about what you're saying. If you don't believe what you're saying, why should your audience believe it? If what you're saying isn't important to you, then how can you expect your audience to care?

You can tell a story or be the story. When you tell, you communicate what happened. When you are the story, you re-experience what happened. Your feelings will enliven your words and your description will become more memorable.



## Tech Connect Video Series: Online Banking: Tips And Tricks To Keep Your Money Safe

Online banking is widely used by business people and it's easy to see why. It's simple to use, and offers a convenient way to make deposits, transfer funds, pay bills, and review your transactions, all without standing in line at a bank. And while there are lots of benefits, there are also a fair share of drawbacks. The biggest concern, as usual, is security.

Watch this video NOW to discover how you can secure your business, and your bank account, from cybercriminals working diligently to steal your hard earned cash.

This video provides six best practices around banking safely online. You can apply these tips and tricks to your business to reduce your chances of a security breach and financial loss. To learn more, go to YouTube, look up **Connectability IT Support** and find the video **"Online Banking: Tips and Trick To Keep Your Money Safe"** OR go to our website at [www.connectability.com](http://www.connectability.com), hover over **"Resources & Videos"** and select **"Videos"**.



### Meta-WHAT?! What You Need To Know About The Metaverse

In 2014, Facebook purchased Oculus, a company that designs and produces virtual reality headsets and games. This would end up being the first step in Facebook's change to their new identity: Meta. Recently, Mark Zuckerberg, the founder of Facebook, unveiled the Metaverse with the goal of creating an "immersive Internet experience" that he hopes will lead to a "world of endless, interconnected virtual communities."

This idea would essentially allow people to meet with each other, play games and even work by using augmented reality glasses or virtual reality headsets. Ideally, people will have virtual office spaces where they can communicate with coworkers and virtual homes where they can host friends for get-togethers. The biggest concern with Meta is privacy. If people are living their lives in a virtual world, how will the information they share be

protected? Only time will tell how Meta handles the privacy challenges of the Metaverse, but it's certainly an exciting time in the world of virtual reality.

### It Isn't Luck, It's SEO - Improve Your Conversion Rates Using SEO

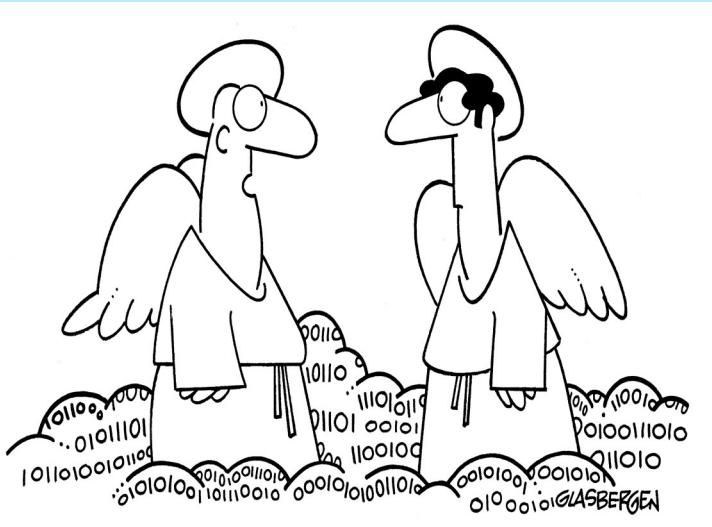
Search engine optimization (SEO) and conversion rates go hand in hand. SEO helps bring people to your website, but conversion rate optimization (CRO) helps make those visits more meaningful. If you aren't getting the desired conversion rates for your website, there are a few tips you can implement to get more from your SEO and CRO.

- **Speed Up Web Page Load Times:** If your website does not load within three seconds, there's a good chance that customers won't wait for your site to load.
- **Improve Your Visuals With Creative Designs:** You want your website to grab a user's attention



and encourage them to click through the site.

- **Utilize Videos And Visual Aids:** If users are not staying on your website for a long period of time, add some short videos. Users are more likely to stay on your site if there are things for them to watch or look at.
- **Use Strong Calls To Action:** A call to action is a great way to connect with your customer base and will make it easier to track the return on your investments.



**"You should have been here back in the old days before cloud computing"**



This month we will be making a donation to **Street Haven at the Crossroads**.

Street Haven at the Crossroads offers pathways for women who are experiencing or are at-risk of homelessness, through a variety of integrated services in which women support women. Their philosophy is that all women deserve to be treated with dignity and to be given the tools and opportunities to achieve their goals.

Street Haven offers an emergency shelter, addiction services, supportive housing, and a learning center where they provide free educational and pre-employment services for women.

If you'd like to contribute to Street Haven at the Crossroads we'd love your help! Email us at: [info@connectability.com](mailto:info@connectability.com) or call (416) 966 3306.