



Connectability Corner

PUTTING THE PIECES TOGETHER.

Powered by:
Connectability

Connectability Is Toronto's #1 Managed Service Provider!

For the fifth year in a row, Connectability has been recognized by Consumer Choice Awards as the **Best Managed Service Provider in Toronto** and the Greater Toronto Area. We are very honoured to receive this award, and we couldn't have done it without our amazing customers!

Consumer Choice Award promotes **business excellence** in small and medium sized business across Canada. Connectability was chosen because of our commitment to providing **high quality, responsive, and consultative IT services and support**. Our services include Managed Services, VoIP solutions, cybersecurity services, backup and disaster recovery, and more. We work with our clients to **minimize downtime, reduce IT costs, and resolve frustrating and time-consuming technology issues** that leave you pulling out your hair. Our aim? To maximize our clients productivity and profitable by delivering **Worry-Free IT**.

In our 27 years in business we've worked with hundreds of companies across a wide range of industries, so we have the insight and experience to understand your business needs, technology issues, and strategic direction, so we can propose the most appropriate solution for YOU. If you want to work with **Toronto's Best Managed Service Provider** call us at (416) 966-3306.



June 2022



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



How To Prepare For Gen Z In The Workforce

Be Proactive And Update Your Cyber Security Practices

Technology has evolved leaps and bounds over the last 20 years. In fact, in the next few years, the first generation to grow up with smart phones and social media will join the workforce. It might seem like Generation Z will be the most cyber-secure generation, considering they've always had the Internet and other advanced technologies at the tips of their fingers, but reports are starting to show that this is not the case. Many business owners fear that Generation Z's desire to share content online will lead them to accidentally reveal sensitive information that can cause financial, legal and branding damage to their business.

Online scammers have surely taken note of the power that social media influencers have over their fans and followers. Steve Durbin, CEO of the

Information Security Forum, believes that organized criminal groups will begin posing as influencers in an effort to manipulate tech-dependent individuals into giving up sensitive information related to their employer. He's not the only business leader who's concerned either.

According to a study from the UK's advisory, conciliation and arbitration service, 70% of surveyed managers were concerned about Gen Z entering the workforce. Instant gratification, resistance to authority and poor face-to-face communication were listed as the main concerns. Additionally, *Entrepreneur* magazine has stated that many Gen Zers struggle to differentiate between friends they've made online and those in the real world. The National Cybersecurity Alliance's Annual Cybersecurity Attitudes And

Continued on pg.2

Get More Free Tips, Tools and Services At Our Website: www.connectability.com
(416) 966-3306

Continued from pg.1

Behaviors Report stated that millennials and Gen Zers are more likely to experience a cyberthreat. That report also stated that Gen Zers and millennials have had their identities stolen more often than baby boomers. There's good reason for business leaders to be concerned about the next generation entering the workforce.

If you're a business leader who's worried about cyber security and bringing the digital generation into your workplace, don't fret quite yet. There are plenty of things you can do to prepare your business and ensure it stays cyber-secure. You must be proactive if you want your company to keep up-to-date with the best cyber security practices.

One of the first things you'll want to do is implement or update a cyber-security training program. You need to have every member of your team buy into a cyber-secure culture, and the best way to get them on the same page is with a training program. That way there will be no questions, and cyber security practices won't change from employee to employee. When new employees start, you will already have a cyber-secure culture established, so it will be much easier to train them on your processes.

"When new employees start, you will already have a cyber-secure culture established, so it will be much easier to train them on your processes."

Additionally, you want to ensure that all of your software is receiving its necessary updates. Failing to update software can leave your company vulnerable to cyber-attacks since those updates usually fill any holes that hackers can exploit. When a new software update is released, try not to wait. If your employees use smart phones for work, make sure they have the proper security software installed – and that it stays updated.

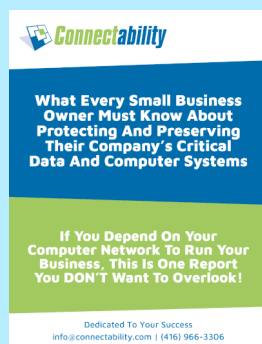
Another great option to take care of all of your cyber security and IT needs is to hire a managed services provider. With an MSP, your business will have its data backed up, the reliability and quality of your computer systems will be improved and you'll save time that you can reallocate elsewhere in the business. There's no better or more affordable way to improve your company's cyber security than by hiring an MSP to take care of all of your technological needs.

While the new generation will certainly come with their own set of challenges and obstacles, you don't have to worry about their cyber security practices if you're proactive. Use password managers, hire an MSP and start a training program as soon as possible to jump-start the creation of your cyber-secure culture. We've introduced new generations to the workforce many times before, and Gen Z shouldn't be more challenging than any of the others. There will just be slightly different challenges.

Exclusive FREE Report:

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!



This report will outline in plain, nontechnical English the common mistakes that many small-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/

Shiny New Gadget Of The Month:



NeckRelax

Do you spend a lot of time hunched over your computer at work? Many people work on their computers for multiple hours a day and start to develop pain and stiffness in their necks because of it. While you can get a prescription to manage the pain or try to get a massage, these options aren't appealing to everyone.

NeckRelax is the newest neck pain relief tool on the market and is working wonders for people who are using it. NeckRelax offers six distinct massage modes and infrared heat and also comes with a set of electrode pads to target specific muscles. NeckRelax sells for \$150 but often goes on sale on their website: [NeckRelax.io](https://www.neckrelax.io).

Get out of pain and take back your life with NeckRelax.

Top Tips When Selecting An MSP For Your Business

Technology underpins nearly every aspect of modern business processes. Managing it, however, can be complex and tedious. This is where managed IT services providers (MSPs) can help. Whether your company needs software solutions, network infrastructure management services, or cloud technology, MSPs can provide all this and more.

Selecting the best MSP

While there are numerous MSPs out there, not all of them are equipped to meet your company's unique needs. You can only achieve optimum IT results by selecting the right MSP.



Here are some criteria to keep in mind:

Depth of skills and experience

An MSP should have the skills and experience that go beyond basic software installation, maintenance, and upgrades. They should also have strong expertise in advanced IT functions, such as database management, cloud technology, security, and cross-platform integration, so they can keep pace with your company's growing IT requirements.

Financial stability

With IT being the backbone of your business operations, you need an IT partner who will be there for the long haul. Assess their stability by looking into how

long they've been in business. Check how many clients they have and their customer retention numbers. Also, read online customer reviews and testimonials.

Competitive service level agreement (SLA)

An SLA is a contract that dictates the standards that your MSP must meet. It should be able to answer these questions: Do they offer 24/7 support? Can they conduct remote and on-site support? What are their guaranteed response and resolution times? If they fail to meet their committed service levels, do they offer rebates or money-back guarantees?

Third-party vendor partnerships

Pick an MSP with an ongoing relationship with the technology vendors (e.g. Microsoft, CISCO, Quickbooks) whose products you already use in your IT environment. Verify the partnership the MSP has with those vendors. The higher the partnership level, the more vendor experience the provider has, which means they can provide plenty of expertise to your business.

Choosing the right provider is a crucial decision that will impact your business's performance and success. If you want to learn more about how MSPs can support your business, contact us today at (416) 966-3306.

Tech Connect Video Series:

Communication and Collaboration Just Got Easier!

Zoom is a video conferencing software that allows you to virtually interact with your team and clients when in person meetings aren't possible. Zoom allows you to stay connected and feel more human because you're speaking face to face with your clients and team. Email and phone calls don't always cut it. Zoom can be an essential tool that allows you to stay in touch and keep your operations going with minimal to no disruption. You can use Zoom for video, audio, or both, have live chats, share screens and even record your sessions to view later or share with others.

But, it can do a whole lot more! Zoom also allows you to host webinars, send instant messages, take polls, and even set up breakout rooms. And because Zoom has a mobile application, you can stay connected while you're on the go.

If you would like to learn more about Zoom and its features, watch this video NOW! You will learn 3 tips that you can use to help improve communication and collaboration within your business. To find out more, go to YouTube, look up

Connectability IT Support and find the video **"Become a Zoom expert with these 3 tips"** OR go to our website at www.connectability.com, hover over **"Resources & Videos"** and select **"Videos"**.

■ 4 Reasons Your Marketing Campaign Needs A Landing Page

Landing pages are a fantastic way to grasp the attention of multiple potential clients. With just one click of a link, they'll be met with an offer, fantastic information or a call to action that will help bring new customers to your business. If you've been contemplating adding a landing page to your marketing campaign, check out these four great reasons to try it out.

- Landing pages operate as a tool to increase conversion rates for your business. Most businesses that utilize landing pages see higher conversions than those that don't.
- Landing pages allow you to showcase your offers. Your offers need somewhere to reside, and there's no better place than a landing page. You're able to

highlight the greatest benefits of your offer this way.

- Your cost per acquisition will be lower with a landing page since they no longer cost an arm and a leg to set up. You can reallocate your resources to other avenues to truly boost your marketing campaign.
- You can test out new ideas on a landing page and judge how popular they will be with your entire customer base.

■ Developing Technology Professionals Into Leaders

The pandemic brought forward plenty of change in the worlds of technology and business. Even as the pandemic slows down, the use of technology will not. This has brought new importance to the role of chief technology officer. In fact, data



suggests that 30% of current CTOs expect their next role to be as a CEO. Twenty years ago, we saw the rise of brilliant engineers who took on roles in the business field but lacked necessary leadership skills. They're attempting to avoid this with the brilliant minds in the technology industry. Many industries have partnered CTOs with CIOs in an effort to improve the CTO's relationship skills. As things become even more digital, technology will be at the root of most businesses. Developing your brightest technological minds will surely bring positive results to your business in the future.



This month we will be donating to Big Brothers Big Sisters of Toronto.

Since 1913, Big Brothers Big Sisters has been helping change Canadian children and youth's perspectives and giving them the opportunity to reach their potential. Big Brothers Big Sisters of Canada currently operates in 10 Provinces, one Territory – and in 12 countries around the world.

They create individual and group mentoring relationships amongst adults and youth. The purpose of mentoring is to help the youth develop into healthy young people who are better able to deal with and overcome adversity.

If you want to contribute to Big Brothers Big Sisters of Toronto, we would love your help! Email: info@connectability.com or call (416) 966-3306.