



Connectability Corner

PUTTING THE PIECES TOGETHER.

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Ditch The Old Stuff, And Start New!

New Years resolutions are about getting rid of old baggage and striving to be the best that you can be. So why not apply the same concept to your business? At some point your IT equipment will no longer meet the needs of your business. They will become too slow or the technology will be outdated. It's time for you to take action!

The best indicator of whether it's time to buy new equipment is if your employees productivity has dropped as a result of the equipment provided to them. If an employee spends a significant portion of their day waiting for files to load due to a computer issue, then the repeated loss of productivity is probably going to outweigh the \$1,000 or so to buy a new laptop.

This also goes for other equipment in your office including routers, printers, switches, firewalls, and servers. If you're consistently spending time worrying about, or dealing with IT issues, then it's time for an upgrade.

Slow and outdated computers and IT equipment cost you money in productivity and downtime. Start the new year right, by spending more time with your loved ones and less time dealing with technology headaches.

If you would like to know if it's time for your business to upgrade its IT equipment call us now at: (416) 966-3306.

January 2023



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

Make 2023 A Great Year For Business With 3 Tech Resolutions

The New Year is upon us, and many business owners will use this opportunity to create plans to ensure that 2023 is as profitable as possible. You can devise all kinds of business resolutions you want to focus on during the year, but most of the time, business owners think about key performance indicators like sales opportunities, customer loyalty or referrals. Still, while these are vital, it's just as important to include resolutions relating to new technological advancements.

You can see growth in many different areas when you improve the technology within your business. Some improvements will help you make each experience better for your customers, while others will allow you to save time and money. If you're unsure of what tech resolutions to make, don't panic; we're here to help!

Here are three tech resolutions to think about in 2023 – they will help you both improve and protect your business.

Improve Your Cyber Security Practices

It's no secret that technology is constantly evolving, but many people fail to realize that cybercriminals are also evolving. Every business, regardless of size, needs to be aware of the risks and take the necessary precautions to avoid having a cyber-attack. If you don't have cyber security practices in place – or it's been some time since you last considered this – you should review your current needs and make any necessary updates.

One of the best ways to improve your cyber security practices is to run your team through annual or semi-annual cyber security training. According to Verizon's 2022 Data

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Breaches Investigations Report, 82% of data breaches involved a human element. If your team is well-trained in cyber security and has bought into a cyber secure culture, your business will be less at risk. Make sure they know the importance of password security, the different types of cyber-attacks and how to protect sensitive business and customer information.

Utilize A Managed Services Provider (MSP)

There was once a time when businesses used in-house IT teams to take care of all of their technology needs, but this is no longer the most efficient or affordable way to do things. Now businesses use MSPs to handle most of their technological affairs. MSPs are well-known for their ability to help with any technological needs since their teams are usually full of well-informed experts. They can take care of everything on the technology side of your business so you can focus more on boosting sales and pleasing customers.

If your business experiences power outages or natural disasters, MSPs will work around the clock to get you back up and running. They even ensure your data is backed up in case disaster does strike. If you're worried about cyber-attacks, there's no better way to protect your business and its data than by hiring an

MSP. They monitor your network security and keep patches up-to-date to prevent hackers from accessing your information.

Hiring an MSP may be the best thing you can do to protect your business.

Implement Artificial Intelligence Into Your Business

Prepare yourself for the AI boom in 2023.

Throughout the past few years, many businesses have utilized AI to boost their profits and customer satisfaction scores, but the uses and benefits of AI will grow significantly this year. In fact, you'll soon notice AI being used in new and beneficial ways in the health care and automotive industries.

If you aren't using any form of AI in your business, you should immediately look into it. You can implement an AI chatbot on your website to provide personalized conversation and help your customer with their questions or needs. Some AI software will even track customers as they peruse your website and offer them product suggestions, which can help improve your sales scores.

The New Year is the perfect time to reset, re-evaluate and plan to ensure 2023 is a successful year for you and your business. If you are unsure about where to start, try implementing some of the tech resolutions listed here. They'll quickly help you grow your business and keep it protected from cyber security risks.

“According to Verizon’s 2022 Data Breaches Investigations Report, 82% of data breaches involved a human element.”

Free Report Download:

The Business Owner’s Guide To IT Support Services And Fees

IT BUYERS GUIDE

What Every Business Owner MUST Know About IT Support Services And Fees



What You Should Expect To Pay For IT Support For Your Business And How To Get Exactly What You Need

You'll learn:

- The three most common ways IT companies charge for their services and the pros and cons of each approach
- A common billing model that puts ALL THE RISK on you, the customer, when buying IT services; you'll learn what it is and why you need to avoid agreeing to it
- Exclusions, hidden fees and other “gotcha” clauses IT companies put in their contracts that you DON'T want to agree to
- How to make sure you know exactly what you're getting to avoid disappointment, frustration and added costs later on that you didn't anticipate

Claim your FREE copy today at www.connectability.com/itbuyersguide/

Shiny New Gadget Of The Month:



Gunnar Eyewear

We are looking at screens more now than ever before. We're glued to our computers while at work, and when we go home for the night, we spend more time looking at the television or our cellphones. While looking at screens all day won't permanently damage eyesight, it can cause uncomfortable eyestrain and even headaches. If you suffer from these issues, you should try Gunnar's blue-light-filtering eyewear. These glasses come in many different styles and colours while offering various blue-light-filtering options from 35% to 98%. You can even have them made with your prescription so they can function as more than just your "computer glasses." It's a good thing Gunnar is around because their eyewear really does allow people to use their devices for longer without worrying about eyestrain.

New Year — New Passwords

There is an ongoing battle between technology and security, and it's one that you may never win. To keep information confidential, people depend on a web of passwords, pins, and security codes. They include passwords for your email, online banking, computer, network, and credit cards. BUT, that's not all: sites like Facebook, Amazon, eBay, Instagram and LinkedIn also require you to have a personal account and password. With so many different accounts, a lot of people end up using the same password for everything. If you are one of these people, I'm warning you! You are making a VERY big mistake.

If a cybercriminal breaks into one of your accounts, they can now access all your other accounts. By using the same password for everything, a hacker can get into your bank account, empty your accounts, and even steal your identity.

As we begin the new year, it's time to take another step to protect your sensitive information. Here are 5 tips that will help prevent Hackers from getting into your accounts:

1. Don't use simple, easy to guess passwords. For instance, your child's name or the name of a pet. And if you use a familiar password, use a combination of upper- and lower-case letters, numbers and special characters to make it harder to guess.
2. Don't use the same password for everything. You can use different passwords based on the site. For low-security sites like YouTube and LinkedIn, you can use the same password. For online banking, use a different and more difficult password.
3. Change your passwords regularly. The more you change your passwords, the less vulnerable you are to breaches.
4. Use a password manager. Don't use sticky notes, Word documents, or emails to store passwords. These methods are inherently risky. Instead use a password manager to keep your passwords encrypted and in one location. When you use a password manager, all you need to remember is your master password.
5. Use Multi-Factor Authentication (MFA) to add another token to your account. This goes a LONG way to security you and your business.

If you use simple passwords, or you use the same password for everything, then you are putting your business at risk. Start the new year on the right track by changing your passwords, implementing MFA, and storing passwords in one, secure location.

Tech Connect Video Series: MFA is More Important Now Than Ever

Strong passwords are critical to your success. Using a generic password like "1234" or your pet's name will do nothing to prevent unwanted access to your critical accounts. Unfortunately, a lot of employees, and even business owners, tend to ignore this, and choose to use the same easy to remember, and easy to hack, passwords for all of their accounts.

Unfortunately, that means that if one account is breached, ALL of your accounts could be accessible. That's why Multi-Factor Authentication, also known as MFA or 2FA is so important.

Want to learn more about MFA and how you can lock down your business? Check out our video on MFA now. To watch, go to <https://bit.ly/3GJIM6T> OR go to our website at www.connectability.com, hover over "Resources & Videos" and select "Videos".



■ 2 Ways To Refine Work Relationships With Young Employees

The workforce gets younger every day, which can make things more challenging for business owners. Many have recently adapted to meet the needs of new millennial employees, but now even younger generations have started to work. This has required business owners to learn how to build meaningful relationships with these new employees. Here are a few ways you can do this, too.

Setting Standards Early

One of the most significant concerns for business owners, especially in regard to young employees, revolves around values. It can be hard if values don't align. To avoid this situation, dive deep into this topic during the hiring process so you are well aware ahead of time.

Giving Young Employees Responsibility

Young employees want their work to matter and their voices to be heard. Once you get them through onboarding and you're comfortable with their skills, give them a chance to prove themselves.

■ Improve Your Sales Team And Grow Your Business

It's no secret that sales can make or break any business. Without a strong sales plan and team in place, it's difficult to bring in any profit or move your products. If your business has struggled to reach its sales goals, you must re-evaluate your sales process and make any necessary adjustments.

Check out the following three pieces of advice to help you get started.

Discover Your Company's Vision

Where do you want your business to be in five to 10 years? How will you

get there? You need to figure this out and get your sales team to buy into your vision so they can help your business reach its goals.

Hire The Right Team

Evaluate your current team members and see if there's anyone who is not meeting expectations. Have a discussion and try to inspire them - but if there's no improvement, find a more suitable option.

Create A Pleasant Company Culture

Your team members will put forth their best effort if your business is somewhere they want to work. Create a culture where everyone is recognized, is heard and has the opportunity to grow, and you'll soon notice many benefits, including sales growth.



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!

Which country has the highest percentage of their population online?

- A. South Korea
- B. Iceland
- C. Norway
- D. Japan

Call us right now with your answer!
(416)966-3306

SISTERING

This month we will be donating to Sistering. Sistering is a multi-service agency for at-risk, socially isolated women and trans people in Toronto who are homeless or precariously housed.

Sistering was founded in 1981 by a group of women concerned about the growing number of homeless and transient women in Toronto. They offer 24/7 drop in support, hot meals, crisis intervention and trauma informed counselling to name a few of their services.

If you want to contribute to Sistering, we would love your help! Email info@connectability.com or call (416) 966-3306.