



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 (416) 966-3306 and we can walk you through your options.

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Do I Need To Upgrade My Network? 4 Amazing Benefits You'll Experience

A business owner has many responsibilities within their business. They can be so busy that sometimes things are overlooked for an extended period of time. For example, many business owners may forget to upgrade their network infrastructure. In actuality, upgrading your network is extremely important – and it is one of the smartest things you can do as a business owner.

Technology has rapidly advanced over the past few years, and network traffic continues to grow. If you're still using the same network from even five years ago, you've probably noticed your network speed has decreased dramatically. In fact, old networks struggle to keep up with all of the advancements and traffic growth. They can even open your business up to a cyber-attack.

Your network infrastructure should be upgraded every few years for many reasons. If your business has grown consistently over the last few years

and your current network can't keep up with your business needs, it may be time to upgrade. If you're continually running into issues with your current network, an upgrade will help. Some industries may even be legally obligated to upgrade their network in order to keep their customer or client information secure.

Upgrading your network comes with an abundance of benefits. Here are four of the best for any business.

Better Network Security

Cybercriminals are much more cunning than we often give them credit for. They continue to develop new cyberthreats and ways to attack various networks. If you haven't upgraded in some time, you are opening your business up to a cyberbreach. New networks come with a plethora of added security benefits that aren't possible with the old and outdated ones. You want to make it as difficult as possible for a cybercriminal to hack into your system and steal

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valuable information – and one of the best ways to stop a cybercriminal in their tracks is by upgrading your network. One cyberbreach can be incredibly detrimental to your business, so don't take that risk.

Faster Internet Speeds

Think about how much more productive your business would be if you had faster Internet speeds. Your employees can get more done without having to deal with lag from poor Internet services. Older networks can't keep up with the demands of modern technology. With an older network, you will see slower Internet speeds that won't allow your employees to utilize cloud storage systems and business applications at high speeds. Even your customers will notice improvements in the speed of your network if you use client-facing applications in your business. Everyone wins when you have faster Internet speeds.

New And Better Hardware

One of the best parts of upgrading your network is that you'll receive new, more reliable hardware than what you've had in the past. You'll gain access to more computing power and larger storage space. More than anything else, your new hardware will be dependable, and you won't have to worry about it failing on you.

“Upgrading your network is the best way to keep up with the ever-changing landscape of the digital world.”



Improved Compatibility

Remember how we said earlier that technology has advanced rapidly? It's true – and there are new advancements made every day. Without an upgraded and updated network, you may be unable to use many applications and technologies that could improve your business. An upgraded network will allow you to connect with any apps you think will benefit your business. You can explore new tools without worrying about crashing your network. You'll also gain more freedom in choosing your new tech investments as you would be more limited when using outdated technology.

Upgrading your network is the best way to keep up with the ever-changing landscape of the digital world. If you haven't upgraded your network in a while, now is the best time to do so. Plenty of benefits come with it, so don't wait until you have to make a change. Be proactive!

You Need To Cover Up Your Webcam With A Sticker!

Here's a disturbing, but very real, tactic for hackers: spying on you via your device's camera. Some simply watch you for fun. Others attempt to catch incriminating photos and then blackmail you by threatening to release the photos or video (which they have) to all your Facebook friends, LinkedIn connections or email address book (which they also have) unless you pay a ransom. If you pay, they can come back and ask for MORE because they now know you care AND that you'll pay. If you don't pay, they will release that picture of you doing, um, well...



As always, follow the various security strategies we've been sending you via these tips. As a backup, you can buy stickers that cover your camera with a slider so you can uncover it when you want to actually use it to take a picture or join a web meeting. These are really inexpensive and can be found on Amazon for under \$10. Search for “webcam cover slider.”

Shiny New Gadget Of The Month:



Meeting Owl Pro

A common concern across hybrid workplaces in various industries revolves around the ability to host efficient meetings with all team members. Thankfully, Meeting Owl Pro is here to help. This device is an all-in-one, 360-degree camera, microphone and speaker designed for hybrid teams. It has a camera that can capture an entire conference room of people while giving remote workers individual views of each person in the meeting – just like what you would see on Zoom. It has eight smart microphones that can pick up sounds and attribute them to the person speaking and three speakers that also allow remote workers to be heard. It's easy to set up and is compatible with nearly every video-meeting platform, so don't wait. Give Meeting Owl Pro a try today.

3 Ways To Keep Your Email Account Safe

Email is one of the most essential business tools today. It enables swift, efficient communication within a company and with their customers and partners. Email's popularity among businesses is what makes it a target for hackers looking to get ahold of critical business and client information. It's therefore crucial to safeguard your email account, and here are three ways to help you do so.

Use strong passwords

Many email users fail to realize how important it is to have a strong password. A large number of people still use weak passwords, such as "123456," "qwerty," or even just "password." What's worse, they often reuse these same passwords for multiple accounts. To keep all password-protected accounts secure, utilize strong passphrases that are unique to each account.

Enabling multifactor authentication for your email is also a good security measure. With MFA, a user has to verify their identity by providing their username and password as well as a valid fingerprint scan, an answer to a security question, or a code from your cellphone. This makes it more challenging for malicious actors to access your account.

Don't ignore security updates

Always install the most recent updates for your antivirus, firewalls, and email security software. Doing so can protect you from cyberattacks, as it enables



these cybersecurity solutions to detect and filter out even the newest email-based cyberthreats. Installing these updates also fixes software vulnerabilities that can be exploited by hackers.

Do not click on suspicious links and email attachments

Refrain from downloading or opening files and links in emails if you're not 100% certain they are safe. These links may direct you to fraudulent websites or these email attachments may install malware on your computer.

As we become increasingly reliant on technology, the importance of email security grows even more. To protect yourself and your loved ones, you must take steps to secure your email account.

If you have any other cybersecurity concerns, contact us now at (416) 966-3306 and our IT experts will be glad to help you.

Tech Connect Video Series: How To Hack-Proof Your Devices

One of the biggest shifts in the technology landscape over the past decade is the increased use of mobile devices. Mobile devices allow employees to work from anywhere, offering your business increased productivity and efficiency. Just as important, it gives your employees more flexibility, which can help attract top talent and reduce overhead costs – it's a win-win!

Unfortunately, these improvements come at a cost – your security. While mobile devices have a lot of benefits, they also expose your organization to security risks since they are so susceptible to loss and theft. As a result, your business could be exposed to data breaches and PR nightmares. That's why it's critical that you have a mobile device policy in place, and that your employees know exactly what is expected of them.

Watch the video below to learn how you can hack-proof your devices and reduce your business's risk of a data breach. To learn more, go to <https://bit.ly/3TXpmyr> OR go to our website at www.connectability.com, hover over "Resources & Videos" select "Videos", and click on "How To Hack-Proof Your Devices".



Overcome Stress And Doubt About Your Business

Entrepreneurs face many challenges when trying to build their business, but possibly the greatest obstacle comes from within. It's their doubt and stress about their business. They worry they're not doing enough or the right things to build a successful company, and soon they start wondering "what if" as they think about their decisions. To overcome that self-doubt and stress, you should continue to be productive, but there are also three other tools you can use to ease your mind.

Expectations: Starting a business is complicated, and you can't expect your company to see extreme success from the first minute. Reset your expectations to be realistic.

Tools: Find tools that will help your business succeed – and make use of them. These tools can be anything from

vision boards to having counselling sessions with a mentor.

Motives: Why did you start this business? Understanding why you started your business and figuring out why you want to assist people who have a specific problem will help you refresh your mindset.

Taking Action After Receiving A Bad Review

You've built up your business, trained your team and are assisting customers on a regular basis, but every now and then, a bad review might come in. Although negative reviews can be disheartening, there's a lot you can learn from them. Here are two things you can take away from getting a negative review.

Identifying And Fixing Communication Breakdowns

A customer may have been misinformed about something or could



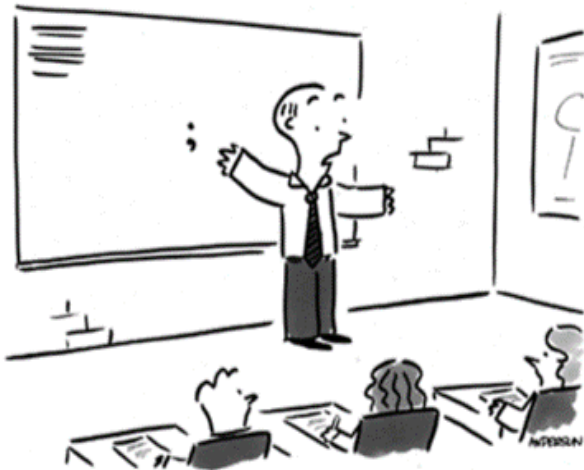
have been spoken to in a way they didn't like. You can take their concerns and fix the issue so future clients don't have a similar experience.

Using Negative Reviews To Train Your Team

A negative review is a sign something did not work out for your customer. Use their feedback to create training resources that will help your team better assist and understand your clientele. When your team is well-trained, your customers will be much happier and more likely to leave positive reviews in the future.

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"Can anyone, anyone, tell me how a semicolon is used other than in emoticons?!"



This month we will be donating to the **Red Door Family Shelter**.

Founded in 1982, Red Door Family Shelter is a charity committed to providing emergency shelter and support for women and children who have nowhere else to go. These women and children are affected by domestic abuse, families experiencing a housing crisis, and refugee claimants. In a time of crisis, Red Door Family Shelter provides support and guidance to thousands of families.

Their team is dedicated to breaking the cycle of homelessness by helping them establish a stable life beyond the shelter. Their services include shelter and necessities, transitional support and outreach, and healing and threatening through counselling, life skills training programs, legal assistance, and so forth. Located in the GTA, they use the colour red to symbol the hope and help they provide to the families that come through their red doors.

If you want to contribute to the Red Door Family Shelter, we would love your help! Email: info@connectability.com or call: (416) 966-3306.