

A Service We Offer: IT Consulting

Let's face it: lots of people can fix a computer. In fact, many of us have a friend or family member who is technically skilled and can help in a pinch. But there's a big difference between fixing a computer and providing customized IT consulting for a growth-oriented business.

You depend on technology to run and scale your organization. But IT issues can cause downtime, frustration (from customers and employees) and lost productivity. As expert IT consultants, we work hard to understand your business, and your specific needs, to develop a solution that is perfect for your business objectives.

We work with our clients to ensure that technology is never a bottleneck. Our goal is to help your business leverage technology to enhance growth, increase efficiency, and reduce costs wherever possible.

With ongoing computer support and expert IT consultants at your disposal, you get to experience "worry-free IT" so you can focus on servicing your clients, expanding your team, and increasing your bottom line – NOT technology headaches.

Give us a call at (416) 966-3306, if you are interested in IT consulting for your business.

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Don't Settle For Less

5 Questions Every IT Professional Should Say Yes To

Business owners have a wide variety of responsibilities. In many cases, they oversee the hiring process, ensure operations run smoothly and find the best third-party vendors to help benefit their business for years to come. One problem many business owners face when hiring a third party is knowing whether they're the right fit for their business. Making the wrong choice can be detrimental to your business, so how can you ensure you make the right decision? You ask essential questions.

Knowing which questions to ask is easier said than done though. Most business owners are convinced to use a third party, thanks to the persuasive skills of an excellent salesperson or representative. Still, many of these salespeople hold their cards close to their chest. They only tell you what you want to hear, leaving out anything that might make you doubt their expertise or

abilities. We've seen this with many IT "experts," so we wanted to help you by providing you with some questions you should ask before they get anywhere near your network.

Here is what you should ask any IT professional before hiring them to oversee your network, IT and cyber security practices. These are simple yes-or-no questions; if you get a no from the "expert" for any of them, you're probably better off finding a different option.

Are They Monitoring Your Network At All Times To Ensure Security Settings And Security Patches Are Current?

For many businesses, the whole purpose of hiring an IT team or individual is to keep their cyber security protected. They might work with sensitive data that, if compromised, could harm their clients and the business's reputation.

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You need to make sure any IT expert you hire is going to stay up-to-date with the current security patches so they can ensure all holes are covered to keep your business protected. There should not be gaps when they aren't monitoring your network.

Do They Provide Detailed Invoices That Clearly Explain Everything You're Paying For?

Some IT "experts" believe the business owners they work with are clueless about the IT and cyber security industry. They'll try to overcharge for simple tasks without fully explaining what they did, and their invoices are as basic as it gets. This shouldn't fly with you. Every third party you work with should provide detailed invoices so you can see exactly what you're paying for. It's a huge red flag if they refuse to do this.

Will They Be Proactive And Provide You With Regular Updates?

If you're hiring someone to oversee your IT needs, you don't want them to be another responsibility you must manage. You want to trust them and know they're doing everything possible to assist your business. If you have to continually go to them to see

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how they're doing on certain projects, you're better off with someone else.

Do They Offer Any Guarantees On Their Service?

This is a big one many people don't think about, but it could make all the difference in your decision. A business or individual who does excellent work will stand behind their service no matter what, which means offering guarantees that they'll do what they say they'll do. Find out how they respond if your company's data is compromised or something goes wrong with a particular piece of software. Their response should tell you whether they're trustworthy or not.

Do They Have Set Rates For Each Project?

Before hiring them to assist with your IT needs, you should know how much everything costs. You should be cautious if they say they won't know how much something will cost until they start working. There's no telling how much they'll try to charge you, and it could be difficult to know if you're getting bamboozled or not.

It's important to have IT assistance for your business, as it helps keep your company, employees and customers protected. These are just a few questions you should ask before hiring an IT expert. If they answer no to any of the above questions, then continue your search and find someone who is a better fit and has your best interests in mind.

FREE EXECUTIVE REPORT:

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



This report will outline in plain, non-technical English, common mistakes that many small business owners make with their computer network that cost them thousands in lost sales, productivity, and computer repair bills, as well as providing an easy, proven way to reduce or completely eliminate the financial expense and frustration of these oversights.

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

Shiny New Gadget Of The Month:



Timekettle's WT2 Edge AI Translator Earbuds

One of the most common things people wish to learn is how to speak a new language. When you can speak other languages, new doors open and additional opportunities become available. But not everyone has the ability or time to learn a new language. That's where Timekettle's WT2 Edge AI Translator Earbuds help. You and the person you're speaking with will each put on one earbud and begin communicating. The earbud will automatically translate your and their words into the other's native tongue, allowing for seamless communication. You can even connect your earbud to your phone if you need to speak to a group of people at once. With Timekettle's Translator Earbuds, you can easily travel the world and converse with locals.

Don't Overlook Your Business Printers' Security

The security of business printers is often overlooked by small- and medium-sized businesses (SMBs). This can prove to be a big mistake because printers can be just as vulnerable to cyberattacks as other devices. Follow these security tips if you want to protect your business printers from cyberattacks.

Vulnerabilities of business printers

Printers are considered indispensable business tools, but their core functions can make them irresistible targets for cybercriminals. These devices process a plethora of valuable data such as tax forms, employee information, financial statements, medical records, and the like. And did you know? Even if you cancel print jobs, these data are still stored within printer hard drives. Without proper security measures, valuable data can fall into the wrong hands.

Organizations also need to take a closer look at their network printers since these are connected to the web. With the right tools and opportunities, hackers can easily intercept sensitive data traveling through open network ports. Printer vulnerabilities can open unknown backdoors that can give criminals an opportunity to launch far-reaching cyberattacks from within your network. Such attacks are difficult to stop once they've been launched.

Ways to protect your business printers

Keeping business printers secure should be an essential step when developing a comprehensive cybersecurity strategy. To ensure your print devices aren't vulnerable to attacks, following these best practices will safeguard them from potential threats.

1. Keep an eye on your network and make sure to install printer software updates and patches right away.
2. Update printers with web management capabilities by modifying their default

passwords and administrator login credentials. 3. Only company-owned devices should be permitted to connect to your printing network.

4. Always use secure connections and avoid accessing your printer through a public internet connection.

5. Maximize your network security by using a firewall to limit printer access.

6. For improved security and to prevent unauthorized access, activate the PIN/ password feature of your wireless printer to ensure that only authorized users are able to print documents on your device.

7. Disconnect the printer from its main network and turn off out-of-network printing if you don't use it for faxing or email purposes.

8. Protect classified data by connecting printers directly to computers or using a thumb drive.

9. Use your printer's manual feed settings. This feature allows you to feed paper into printers manually, making sure that printed materials don't end up in the wrong hands or left lying around for anyone to see.

Furthermore, working with an IT specialist can provide peace of mind when it comes to managing your printers. Trusted IT experts can make sure that any potential attack vectors are closed off while also helping you lower management costs and keep your devices at peak performance.

If you have any questions about securing your business printers, don't hesitate to contact us at (416) 966-3306.



Tech Connect Video Series:

How To Secure Your IoT (Internet of Things) Devices

Want to learn the five things you should be aware of when using IoT devices? Check out our video now! These tips are focused on minimizing your chances of experiencing a security breach.

We all use Internet connected devices whether we know it or not. They offer lots of benefits, but like all good things, there are drawbacks. The biggest relate to security and privacy. These devices are everywhere - that's why you need to know about the associated security risks.

Watch this video NOW to discover the five things you should be mindful of when using internet connected devices, and how you can protect yourself from being exposed to the world! To learn more, go to <https://youtu.be/chFeijmlli8>.

■ Create An Experience Your Customers Won't Forget

Businesses that create an exceptional customer experience will always hold a position within their industry. This is especially noticeable with companies like Apple or Disney. Around 58 million people travel to Orlando annually to visit Walt Disney World, and many who visit annually cite the customer experience as their primary reason for returning. Apple consistently goes above and beyond to help its customers with whatever they need, and because of this, it's rare to walk by an Apple Store that isn't full of customers.

So, how can you create a similar following for your business? It starts with creating a phenomenal customer experience for everyone walking through your doors. Here's how to do so:

- Ensure you and your team are knowledgeable about the products and services offered. You should never have to say, "Give me one second while I find out."
- Give your customer-facing employees the power and tools to rectify customer problems.
- Find ways to amaze your customers. Even something as simple as providing a discount on your customers' birthdays can make them loyal for life.

■ The Secret To Hiring The Right Employees For Your Business

Hiring can be one of the most stressful situations a business leader can experience. Who you hire plays a role in every aspect of your business's success, from customer satisfaction to profitability. This leaves many

wondering how to ensure they hire the right people.

Begin by carefully analyzing the potential hire's resumé and cover letter. Ensure their skills and experience are a good fit for the position while checking for grammar and spelling errors. When you bring them in for the interview, ask questions about how they handled difficult situations in the past and don't be afraid to role-play. From there, you should have them take a skills test or participate in an exercise, if applicable, to ensure they can do the job well. If everything goes well, and you think they're a good fit for the position, call their references and run a background check. Performing these steps will help ensure you hire the right person for your open position.

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!

How many websites are on the Internet (as of March 2023)?

- A. Just over 1 billion
- B. Just over 5 billion
- C. About 10 billion
- D. Almost 25 billion

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

Pathways to Education

This month we will be donating to **Pathways To Education**.

Pathways To Education was founded in 2001, and its mission is to help youth from low-income communities thrive. They deliver resources and support to help young people graduate from high school, and prepare for a successful future.

Using a breakthrough approach, focused on innovation and community building, Pathways To Education helps students overcome adversity by developing resiliency and skills to succeed. They focus on four important areas – academic, financial, social, and one-on-one services. Pathways To Education has helped students from all over the country graduate from high school, and has put them on the path to one day becoming Canada's leaders.

If you would like to contribute to **Pathways To Education** we would love your help! Email us at: info@connectability.com or call: (416) 966-3306.