

# Connectability Corner

PUTTING THE PIECES TOGETHER.



Insider Tips To Make Your Business Run Faster, Easier And More Profitably

## CLIENT SUCCESS STORY

### Resolves Technology Issues Promptly and Competently

The team at Connectability has provided our organization with expert IT service for over eight years. Regardless of the size or complexity of the issue we may be facing, the staff at Connectability respond quickly and are always able to resolve our issues promptly and competently. They also provide us with expert advice on new purchases and through their relationships with manufacturers, have been able to put together custom hardware packages that meet our needs in every way.

Our organization appreciates the efforts made by Connectability to explore new products and strategies that might benefit their clients. For example we are now using their Cloud backup solution and have the added comfort of knowing our important files are always retrievable. For expert knowledge and excellent service, Connectability is definitely our number one choice.

**Rae Roebuck**  
Partner  
First Leadership Limited



## SHOW SOME LOVE TO YOUR BUSINESS CONTINUITY PLAN

Wintertime can feel like a wonderland. There's hot cocoa, cozy fireside conversations, glistening white snowfall...ice storms, power outages and tons of employee sick days. You can't predict the future, but a business continuity plan – BCP for short – ensures that unexpected events don't slow you down because, in business, every minute counts – literally. Downtime costs SMBs \$137 to \$427 per minute, according to a 2020 IBM report. Although the loss is smaller, extreme downtime is the ultimate undoing for many SMBs.

This month, while you're rushing out to buy flowers or before you settle in for a cozy Netflix series, don't forget to show your BCP some love too.

case of an unplanned event like a natural disaster, cyber-attack or human error. A BCP outlines processes and procedures your company will follow during a crisis. It considers operations, assets, human resources, technology and safety; in other words, it keeps necessary functions in your organization running until the disaster is handled.

### Isn't A Disaster Recovery Plan The Same Thing?

Disaster recovery plans focus solely on restoring your IT systems. It's one – albeit critical – component of your BCP. If a winter storm knocks out your Internet, a disaster recovery plan restores data access and any IT services you may have lost.

### Why A BCP Is Important

Let's say your office suffers a major fire

*continued on page 2...*

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



### What Is A Business Continuity Plan?

It's just like it sounds – a plan to keep your business continuously running in the

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incident. Do you know where and how your employees would work? Would they be able to handle customer calls? Where would your executive team meet to make critical, time-sensitive decisions? In addition to providing a plan for restoring your IT systems, a BCP is a practical framework for your entire company's resiliency and financial sustainability.

Additionally, people want to know you have it together. If you hesitate or flounder in response to an emergency, you'll lose the trust of your team and customers, and that's incredibly hard to get back.

## What Your BCP Needs

A few basic elements make up a solid BCP framework for every business, no matter your industry.

- **Your company's critical functions.** What are the must-do activities in your business? This could be anything from order fulfillment to customer support. Knowing what's absolutely critical to your company helps you prioritize during a disruptive emergency. Assess the likelihood and impact of these risks to understand what you're preparing for.
- **Risk assessment.** What types of crises could disrupt your business? These could range from natural disasters, like floods or earthquakes, to cyber-attacks or a key employee leaving unexpectedly. But don't linger too long on this step because you can't possibly think through every scenario – focus on recovery.
- **Recovery strategies.** For each critical function and process, develop strategies to recover during a disruption. This might include alternative methods of operation, using different locations, employing backup systems, etc. Pro Tip: ditch wordy manuals and use flow charts and checklists to communicate plans to your team.
- **Data backup and recovery.** Check (and double-check) that all your critical company data is regularly backed up and can be restored quickly. Decide on off-site storage and cloud backups and establish protocols for data recovery.
- **Communication plan.** This includes how you'll communicate with employees, customers and stakeholders during a crisis. Who says what and through which channels? Include contact lists, communication templates and dissemination methods (e.g., e-mail, social media, website updates).
- **Alternative operations.** If your main office isn't usable or accessible, where will your team work? Do you have relationships with alternate suppliers if your primary ones are unavailable?
- **Review schedule.** Your business will evolve, and so should your continuity plan. Create a schedule to run drills and update your plan regularly. Also, distribute it to everyone who needs to know, so everyone knows their role during a crisis.

## Is A BCP Right For Your Business?

There is absolutely no company – big or small – that's not at risk of a disaster. According to a 2022 threat report by ConnectWise, nearly two in three midsize businesses experienced a ransomware attack in the last 18 months. One in five victims spent \$250,000 or more to recover. The odds are not in your favor when it comes to business risk.

Remember, the goal of a BCP is to minimize disruption to your business and help you get back to normal operations as fast as possible. Get with your team and review your BCP today. If you don't have one, consider this your sign to get it done.

## Worry-free Managed Services

Empower your business with proactive IT management, freeing you to focus on growth.



### Key features of Connectability's Managed Services:

- 24/7 monitoring and proactive maintenance to identify and address issues before they impact your business.
- Dedicated engineer offering tailored support from a professional who understands your business needs.
- Modern IT solutions to ensure your business is technologically advanced for customers and employees.
- Quick resolution to resolve each ticket quickly for minimal downtime.
- Improved productivity by allowing you to focus on managing your business while we handle the IT.
- A la carte services to fill IT gaps with cybersecurity, VoIP, and more.
- All-inclusive IT for predictable budgeting with flat-rate services.

**Call us today at (416)966-3306 to schedule your discovery call!**

## CARTOON OF THE MONTH

### VALENTINE'S DAY CANDY BOX SHAPE GUIDE



I LOVE YOU



REALLY GOOD CHOCOLATE



WE SHOULD TALK



YOU WOULD NOT BELIEVE THE DEAL I GOT

# TECH CONNECT VIDEO SERIES:

## How To Hack-Proof Your Devices



More and more businesses are using portable devices like smartphones, tablets, and laptops. It allows you to work on the road, and improves efficiency and profitability. Unfortunately, with employees accessing confidential company data on devices that are more susceptible to loss and theft, it becomes increasingly important to protect these devices. Mobile device security is extremely complex, so you need equally sophisticated tools and tactics to ensure your confidential data is safe.

Implementing mobile device security measures can help your business minimize its chances of a data breach. Every company needs a security policy centered around protecting the data on your portable devices. Mobile device management software is also extremely useful as it manages and secures your employees personal or company owned devices. It is important to not only protect the device itself, but also the applications, your network, and the data on these devices.

We created this video to go over 5 best practices that you can use to protect your devices and your company's sensitive information. These tips can help reduce your risks of a security breach and ensure that your employees know how to manage and secure their devices.

To watch, go to: <https://rb.gy/55u8p4>

## SHINY NEW GADGET OF THE MONTH

### Rocketbook Reusable Smart Notebook

Dreaming big requires a lot of brainstorming. And brainstorming often results in a lot of crumpled-up paper in the wastebasket. Sometimes, our best ideas get lost in stacks of desk clutter or, worse, left in a pocket only to end up in the washing machine. The Rocketbook reusable smart notebook tackles this problem, blending the satisfaction of handwriting with the convenience of digital storage.

Write your thoughts, scan them and then erase the pages for reuse. This cycle keeps your notes organized and searchable on your device while conserving paper. By offering a reusable alternative to traditional notebooks, Rocketbook stands out as a practical, eco-friendly solution for capturing and organizing your bursts of creativity!



## MONTHLY CHARITY DONATION

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](mailto:info@connectability.com) or call: (416) 966-3306.

**Pathways**  
to Education





# INSIDE THIS ISSUE

Show Some Love To Your Business Continuity Plan

P. 1

Worry-free Managed Services

P. 2

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

P. 3

## YOUR NEXT FIVE MOVES

By Patrick Bet-David

If being an entrepreneur and business leader were easy, more people would do it. Being successful in business today means constantly innovating and rethinking how you do things. And that's exhausting.

*Your Next Five Moves* by Patrick Bet-David is a strategy playbook for entrepreneurs feeling stagnant, lacking motivation or searching for innovative tactics to improve their business. It promises clarity and offers strategic thinking for different scenarios, growth tactics for good and bad times, guidance in building a value-driven team and insights into leveraging power effectively.

Rooted in Bet-David's journey to becoming a successful CEO, this book is more than a manual: it's a strategic advisor for anyone serious about reinvigorating their business and making impactful decisions for its future.

# OLD MALWARE, NEW TRICKS

An old malware scam is reemerging with dangerous new tricks, causing significant problems for anyone who uses a web browser – i.e., nearly all of us. Hackers using the “update your browser” scam found new ways to hide malicious files, making it harder for security experts to locate and remove them. We’ll see more of this scam, so you need to be on the lookout.

## What Is The Fake Browser Update Scam?

A website gets hacked by cybercriminals, who make a few changes. Namely, hackers use JavaScript requests to covertly replace the existing website content with a deceptive prompt for a browser update. For example, if you use Chrome, you’ll see a page asking you to update your Chrome browser. Click on the update button, and you’ll download malware on your device. Hackers know that users are told in security training to only click on links on trusted sites. They take advantage of that training by hosting their scam on a legitimate site, luring you into their trick.

But this time, the scam has a new tactic. Instead of hosting harmful files on the compromised site as they’ve done in the past, they’ve developed a way to store files on cloud services or even cryptocurrency blockchain. This makes it a lot harder for cyber security experts to find and remove.

The first scam of this kind, ClearFake, was uncovered in October 2023. Since then, security experts at Proofpoint have identified four threat actor groups using the fake browser scam to attack victims.



We keep hearing it – cybercriminals are using the latest tech to find new ways to exploit users. This is just the latest example.

## What Can You Do About It?

First, no browser targeted in this scam – Chrome, Firefox or Edge – will ever have a pop-up or show you a page stating your browser is out-of-date. To check your browser’s status, go directly through your browser’s settings menu. Also, make sure you’re running very effective antivirus protection on all your devices. Antivirus will constantly run on your device, alerting you to suspicious activity.

Additionally, train your team on this new scam. Because it goes against usual training, you’ll need to step in and talk to them about how to look for signs of the fake browser update scam.

We use browsers to do almost everything, so this won’t be the last time you hear about scams like this. Be sure to keep your systems updated (via your settings, NOT pop-ups) and use a strong antivirus program.

# AI: A CHEAP DATE OR THE DOWNFALL OF SOCIAL CONNECTION?

Romance has crossed a new line that sci-fi movies like *Her* have been hinting at for years...AI relationships. Apps like Replika, Character.ai and Snapchat’s My AI allow you to transform a chatbot into a companion...or lover. In 2018, a Japanese man even married his AI-powered hologram. People use AI chatbots to “cure” their loneliness, and the ability to customize interactions makes AI a comforting partner. The challenge is to balance these technological advancements with the need for genuine human connection. “When we spend less time with each other, we lose practice in

getting along in shared spaces,” Daniel Cox writes in *Business Insider*. “This is why AI is such a poor substitute for real-world interactions. We need to spend more time with each other.”

What do you think – is AI a cheap date or harmful to humanity?

