



“As a business owner, I know you don’t have time to waste on technical and operational issues. That’s where we *shine!* Call us and put an end to your IT problems once and for all!”- **Scott Beck, BeckTek**

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## WHAT’S INSIDE:

### Free Report

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Ultimate Guide To Setting  
Up A “Work From Home”  
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## THE END OF AN ERA

An end of an era in the computer world is a short seven months away. Based on conversations I’ve been having with business owners and executives, many aren’t aware it’s coming or what impact it will have on their business.

Originally launched in 2001, Microsoft will officially pull the plug on Windows XP and Office 2003 in April 2014. That means they will no longer provide support, release security updates, provide software patches to correct problems, or close security holes found in XP after that date.

While this may not sound like a big deal, it most definitely is. XP and any other operating system including Apple OS X require regular patches and updating to fix discovered vulnerability exploits and security holes. If the operating system is not patched whenever you surf the internet or open email you are exposing your system to massive risks. Risks include lost productivity and system downtime caused by a virus or malware; an inability to send email due to spam blacklisting; a lost or stolen data. A big concern is compromised passwords can lead to credit card fraud, lost money from your bank account or identity theft.

When Microsoft stops supporting XP many third party software vendors will also pull support for their software running on XP. This means newer versions of those applications will not be XP compatible. Sure the old versions of the software would still run on XP, however without official support from vendors, organizations will be on the hook to resolve issues and problems themselves resulting in increased system downtime, lost productivity and increased support costs.

Looking to purchase new hardware to connect to your XP computer? With no official Microsoft support hardware manufacturers will have no reason to design drivers to run their hardware on XP (Drivers are the software that tells Windows how to use the attached equipment).

If you encounter a major problem and had to reinstall XP it’s unlikely you will be able to activate your license. It’s unlikely Microsoft will continue to run the activation servers or phone lines required to get XP activated. Which means you won’t be able to log into your fresh install after 30 days.

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## Shiny New Gadget Of The Month:



The Nest Learning Thermostat is an electronic, programmable, and self-learning wifi-enable thermostat that optimizes the heating and cooling of homes and businesses in order to conserve electricity. And if the company's claims are correct, this smart little device can save you 20% off your energy bill each year.

Nest is built around an operating system that allows interaction with the thermostat via its easy-to-use control wheel or through your iPhone, iPad, Android phone or computer. Control your thermostat anywhere with an easy-to-use interface. This smart thermostat can determine whether or not you're around or whether the sun is shining on the thermostat and instantly adjust accordingly—saving your money. There's no need to program your device either as Nest works to figure out your patterns and schedules to fit you.

Since the Nest is connected to the Internet, you can instantly access your device settings or energy history and schedule from any device, anywhere. The company also pushes updates to your thermostat regularly to fix bugs, improve performance and add additional new features.

The Nest thermostat is available online at [www.nest.com](http://www.nest.com), or at many stores locally.

What should a small business owner do? If you have already upgraded past XP to either Windows 7 or 8 then you are fine.

If you are tied to XP due to business software, you should contact your software vendor and ask them if they have an upgrade path to get you off XP, and the costs involved. A vendor that does not have an upgrade path beyond XP is a vendor that will not be around long. If business requirements force you to continue to use XP, starting in April of next year, unless you take it off the internet (remove its ability to talk to other computers) you are virtually guaranteed to be hacked.

In any case, I recommend having an IT professional audit your small business network to find security threats and vulnerabilities and help you build a plan to deal with the end of the XP era.

### WHO WANTS TO WIN AN IPAD?

We are looking for referrals. If you have a friend or associate who would benefit from our services you have a chance to win this contest.

How the contest works:

Go to our web site at <http://www.becktek.ca/referrals> and fill out the referral information form.

For each referral submitted you will receive a ballot to with the iPad

The people you refer don't have to buy anything or do anything for you to win. They simply must be business owners or executives.

So you're wondering, what makes a good referral for Becktek?

**Answer:** A business or organization which has 5-50 computers that relies on: email, the Internet, and their computer network for running their day to day operations. Most of our clients have a specialized line of business program they use to run their business and rely heavily on that software being operational.

So if you have a friend or associate that could benefit from talking with us visit the referral site and you might even win yourself an iPad mini in time for Christmas!!

I promise any referrals provided will be treated with kid gloves and guarantee no high pressure sales tactics.

**How To Play:** Go to <http://www.becktek.ca/referrals> with your referral details.

Contest Starts: September 9, 2013

Contest Ends: December 6, 2013

Drawing for the iPad will be December 13th, 2013

## The Lighter Side: Truly Random Facts



- ◆ If you have 3 quarters, 4 dimes, and 4 pennies, you have \$1.19. You also have the largest amount of money in coins without being able to make change for a dollar.
- ◆ President Kennedy was the fastest random speaker in the world with upwards of 350 words per minute.
- ◆ In the average lifetime, a person will walk the equivalent of 5 times around the equator.
- ◆ Every year about 98% of the atoms in your body are replaced.
- ◆ Elephants are the only mammals that can't jump.
- ◆ The average person makes about 1,140 telephone calls each year.
- ◆ You burn more calories sleeping than you do watching TV.
- ◆ The first product to have a bar code was Wrigley's gum.
- ◆ In ancient Rome, it was considered a sign of leadership to be born with a crooked nose.
- ◆ The word "nerd" was first coined by Dr. Seuss in "If I Ran the Zoo."

## Could Terrorists Really Use Software To Crash Your Car?

A recent AOL online article titled "The Scary Truth Of How Terrorists Could Crash Your Car" freaked a lot of people out by implying that terrorists could easily hack into your car's computer systems and wreck your car (or hundreds of cars at a time) at speeds exceeding 100 mph. While that is a scary thought to consider, the facts are quite a bit less severe than the article suggests. Nothing like some great sensationalist journalism, eh?

What really are the facts? Could you really be hacked driving your car?

- Cars are more and more dependent on software and electronics to run everything in the car, including GPS, music, brake systems, your power train, throttle and more.
- A new car is a rolling computer with 80 to 100 microprocessors and 100 million lines of software code.
- Researchers from the University of Washington and UC San Diego recently were able to successfully hack into an ordinary sedan, lock and unlock the doors, turn the engine on and off and listen to a conversation going on.
- In another experiment, researchers compromised an auto repair "pass-through device" that helps technicians diagnose problems, which then allowed them to install software on every car that touched that device, potentially allowing them to control a wide range of auto functions on those cars.
- New studies are being done on how to use wireless connectivity in cars to help avoid accidents, route traffic more effectively and make our travels even safer (over 90% of accidents are due to human error, and smarter cars can potentially fix that).

But the truth of the matter is that, although cars are packed with computers, very few systems can currently be controlled wirelessly from outside the car. In all reality, someone would likely need to install an additional attachment to your car's computer system to really take it over.

Stay tuned, however, as I'm sure that this is going to be an ongoing discussion for many years to come.



Free Report Download:  
The Ultimate Guide To Setting Up A  
"Work From Home" System For Your Staff

If you are thinking about implementing a "work from home" program for your employees, or if you want to install a virtual network to allow your key employees to work seamlessly on the road or from a remote office, DON'T – until you read this eye-opening guide first!



Download your FREE copy today at

<http://www.becktek.ca/workhome>  
or call our office at  
(506) 383-2895

## Win A \$25 STARBUCKS Gift Card?

“Take the monthly Trivia Challenge and you could win !”

How many points did Wayne Gretzky score in his career?

- a) 1,876
- b) 2,295
- c) 2,857
- d) 3,204

Email  
[newsletter@becktek.ca](mailto:newsletter@becktek.ca)  
right now with your  
answer!

**\*\*Winner determined by  
random draw on the third  
Friday of the month. Winner will  
be announced in next months  
newsletter. \*\***

## Don't Be a Domino Pusher

You can line up DOMINOS in a beautiful pattern and spend hours doing it ... but all you have to do to knock them all down is PUSH over the first one (the lead domino) and the rest will follow. The same is true about a business. You can spend years and years building up a great business with a super reputation and one employee can cause a customer to never do business with you again. One employee can PUSH a customer the wrong way and run them off ... in other words ... they knocked down one DOMINO. But, could that one upset customer cause other customers to follow them?

In today's society of instant global communication, one upset customer can put the story out over the internet of your RIP-OFF ... AWFUL SERVICE ... UNFAIR TREATMENT ... and seriously hurt your business. PUSHING the one DOMINO can sometimes cause a whole lot of DOMINOS to fall ... maybe all of them.

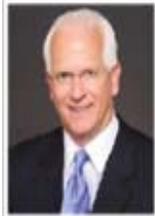
We found out today the appliance repairman who works for the company that has done ALL of our warranty work tried to pull a fast one on us; a \$2,964.00 fast one. Before I spend that kind of money, I think a second opinion is in order. So, we got the name of a really talented repairman who had done work for our neighbor and had him diagnose the problem. He said it would only cost \$74.96 to fix the problem. He had it fixed in less than one hour.

We had purchased ALL our appliances for our home from the first repairman's company and they had done ALL the previous small repairs for warranty work ... but out of warranty ... BANG! ... time to soak the stupid consumer who has no idea what is wrong. That repairman is right. I don't know about appliances, but I do know how to dial a phone. I do know how to go online and get other opinions. I do have neighbors who may have had similar problems.

Now, what damage has been done by the first repairman? TRUST has been destroyed. CONFIDENCE in what the first repairman (and his company) says is now a thing of the past. Will I ever do business with them again? No! There are a lot of other companies who sell and service appliances. Will I tell my friends about what happened? You bet I will. Will they believe me? They sure will. More customers will be lost because of what happened to just one customer.

Every single day companies PUSH over dominos (customers) not realizing the potential damage that might be caused. I would suggest you start handling every customer like they are that Lead Domino who can possibly knock them all down. If you handle your customers with the care and honesty they deserve, then you won't have to worry about other dominos falling (customers leaving).

Your customers aren't obligated to do business with you. You need to assume your customers are always teetering, swaying, wavering ... getting ready to fall over (go somewhere else) if you push them the wrong way ... and on their way down they might just knock over some other dominos (customers) as well. Are there any DOMINO PUSHERS in your company? You better hope not.



Robert Stevenson is a highly sought after, internationally known speaker. He is the author of the best-selling books "How to Soar Like An Eagle in a World Full of Turkeys" and "52 Essential Habits For Success." Robert is a graduate of the Georgia Institute of Technology (Georgia Tech) and is a former All-American Athlete. He started his first business at 24 and has owned several companies. Robert has international sales experience dealing in over 20 countries and his client list reads like a Who's Who in Business. He has shared the podium with such renowned names as Generals Colin Powell and Norman Schwarzkopf, Former President George H.W. Bush, Anthony Robbins and Steven Covey. [www.robertstevenson.org/](http://www.robertstevenson.org/)