



BeckTek Journal

ISSUE 4 DECEMBER 2013

“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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The End Of An Era... Take Action By New Year’s Eve 2013!

As you may have heard, Microsoft has long ago announced the retirement of its most successful software platform of all time, Windows XP. Effective April 8, 2014, Microsoft will no longer support the Windows XP platform in any way, shape or form.

What this means if you are currently running XP

This means any computer or server with Windows XP installed will be completely exposed to serious hacker attacks aimed at taking control of your network, stealing data, crashing your system and inflicting a host of other business-crippling problems you do NOT want to have to deal with.

This is such a serious threat that all companies housing financial and medical information are being required by law to upgrade any and all computer systems running XP because firewalls and antivirus software will NOT be sufficient to completely protect them (or you).

Unless you don’t care about cyber criminals running rampant in your company’s server, you MUST upgrade any servers or workstations running these programs no later than April 8, 2014.

The Time To Act Is Now

As Windows XP comes to the end of its life, businesses with software applications dependent on XP will feel the effects. Not only will Microsoft stop supporting XP, so can any other company that still has software built for XP that they are currently supporting. The writing is on the wall and these companies will follow. Companies producing antivirus and firewall software will also have no reason to continue releasing updates for something considered to be dead.

Don’t wait until the last minute to plan for an XP-free business existence. We fully expect to be extremely busy now through April 8. Schedule your Microsoft XP Risk Assessment and Migration Planning Consultation today by calling our office at 506-383-2895.



Get More Free Tips, Tools, and Services At My Web Site: www.becktek.ca

Win With BeckTek Trivia

The Winner of last month's Trivia Challenge Quiz is:



Karen Crandall-Stroud,
Enterprise Greater Moncton

She correctly answered the question from last month: **What is the world's tallest free-standing structure?**

The correct answer was (b) Burj Dubai

Now, here's this month's trivia question. The winner will receive a surprise present!!!!

What is Frosty the Snowman's nose made out of?

- (a) coal
- (b) corncob
- (c) carrot
- (d) button

Email newsletter@becktek.ca right now with your answer!

****Winner determined by random draw on December 18, 2013. Winner will be announced in next months newsletter. ****

Workplace Lemons (and How Not to be One)

According the Wikipedia, "**Lemon laws** are American state laws that provide a remedy for purchasers of cars in order to compensate for cars that repeatedly fail to meet standards of quality and performance."

No one wants to spend money for a car or other product that is defective or doesn't meet expected standards. And no one likes to be disappointed by what they get for the money they spend. What if there were lemon laws for disappointing workplace performance? As an employee who is paid by an employer to perform, what might get you disqualified as a "lemon"?

In the workplace, they're not called "lemon laws." They are called dismissal and termination. And they're bad for both the employer and the employee.

If you like your job, you don't want to be replaced for being defective in the results you deliver. Here are three ways to make sure your work won't invoke the spirit of the lemon law:

1. Know what is expected

Every employer has expectations when they do business with you. Unfortunately, some employees don't find out what those expectations are until after they're not met.

Meet with your manager to clarify your own job expectations. That includes where you should focus your attention, what gets priority and what skills you need to develop or improve.

Priorities change, so regularly schedule a brief meeting for feedback on your performance to make sure you're focused on doing the right things.

2. Meet standards and, if possible, exceed them

The most valued employees are those who know how to add value to their work. To earn more, contribute more. The worst thing you can do, for an employer or a customer, is to over-promise and under-deliver. That's a guaranteed strategy for disappointment.

Consider these questions: What are you doing to exceed expectations? Are you willing and able to do a little more than expected? Are you unique in a way that your company values, or are you interchangeable with anyone else who could do the job?

3. Commit to excellence

Excellence begins with a mind-set. It is the commitment to focus your attention and skills to create something worthy of you, valued by your employer and worthwhile to your customer. Those who do only "just enough" often get by but they never get ahead. Employers appreciate not just the work that is done, but the attitude of the person doing the work. There is an old and familiar saying: "If life gives you lemons, make lemonade." That's great advice for dealing with adversity and setbacks. But if you want to be a valued employee and move ahead in your career, make sure your work doesn't qualify for any lemon laws of low performance. Instead, strive to be a positive example of superior performance.

4. Seek feedback

One way to assure that your performance is as expected or better is to ask for ongoing feedback. Don't just inquire about how you're doing; specifically ask about what you could do differently or better to improve your work. A rational employer will appreciate your efforts to assure quality and get better at what you do.

If there were lemon laws for workplace performance, neither you nor I would want to invoke them with substandard work. Aim to meet expectations, continually improve performance and become an encore performer in your organization.



Mark Sanborn, CSP, CPAE, is president of Sanborn & Associates, Inc., an idea studio dedicated to developing leaders in business and in life. Mark is an international best-selling author and noted authority on leadership, team building, customer service and change. Mark is the author of eight books, including the best-seller *The Fred Factor: How Passion in Your Work and Life Can Turn the Ordinary into the Extraordinary*, which has sold more than 1.6 million copies internationally. Learn more about Mark at www.marksanborn.com

Shiny New Gadget Of The Month:



Weiser Kevo Bluetooth Deadbolt Lock

Turn your smartphone into an easy way to unlock your door with the Weiser Kevo Bluetooth lock. You don't even need to take your smartphone out of your pocket or bag. Just touch the Kevo lock with your hand and it'll automatically detect your smartphone with Bluetooth, then unlock the door. If you don't want to use your smartphone you can employ the included Kevo Fob instead.

Product Features

- The Kevo door lock is activated by a touch, then it automatically detects the presence of your smartphone through wireless Bluetooth and unlocks the door
- If you don't want to use your smartphone you can use the included Kevo Fob - just keep the Fob in your pocket or bag for easy convenience
- Kevo Fob is pre-enrolled so you don't need to go through any setup process
- Additional Fobs are available (sold separately)
- You can send an eKey to family, friends, or guests with a compatible smartphone so they can use their phone as a key
- Install the Kevo Mobile App onto your smartphone and use it for initial setup, sending, disabling, and deleting eKeys, seeing the history of lock activity, and configuring other settings
- Replaces your current deadbolt lock and is simple to install
- Kevo fits into standard doors with no screw holes required
- No power or Internet connection required
- Multiple levels of military-grade PKI encryption provide peace of mind
- Kevo can detect whether you're inside or outside, so you won't have to worry about accidental unlockings
- SmartKey Deadbolt Cylinder passes the most stringent lock-picking standards UL 437, par 11.6
- BumpGuard prevents lock bumping
Compatible with iPhone 4S, 5, 5c, and 5s and newer; iPod touch 5th gen and newer; iPad 3rd gen and newer; iPad mini and newer

Get yours today at
<http://www.weiserlock.com/en/Kevo/default.aspx>

Don't Lose Your Data to CryptoLocker

5 Steps to Protect Yourself and Your Irreplaceable Digital Files



For the first time in my professional computer career there is an infection out that caused me real concern. Since I first reported about this new threat on the BeckTek blog back in October, it has continued to morph and has become more dangerous and more expensive should you get infected.

It's called CryptoLocker ransomware and infects a computer when a malicious email attachment is opened or, according to some reports, infected websites are visited. The infection encrypts files on the computer - word files, excel spreadsheets, photos, accounting databases to name a few - and unless you pay for the decryption key, the files are lost forever. Bad enough on a home computer where your irreplaceable family pictures are located however it's potentially catastrophic for a business should they lose access to their data.

Once it gets installed and encrypts the data you are held hostage. CryptoLocker, or any virus for that matter, doesn't discriminate against any person or organization. Just the other day it was revealed a Police Department in New England was hit and they had to pay the ransom to get their files back, Something the RCMP and FBI cybercrime divisions recommends against doing.

Data recovery can cost several thousand dollars more than protecting your computer system in the first place. In this case the old saying "an ounce of prevention is worth a pound of cure" really rings true.

BeckTek has developed a tool to assist in preventing the CryptoLocker virus from running should your computer come into contact with it. We are providing it for FREE, all we ask is you help pass along the information so we can try and stop the spread of this infection.

The following steps will also help you avoid new viruses and data loss:

- ⇒ **Stay Patched.** Ensure your operating system and software are up to date
- ⇒ **AntiVirus.** Use professional grade versions and keep it updated (you get what you pay for, Free is NOT the best protection level)
- ⇒ **Avoid Opening Email Attachments** you weren't expecting, from people you don't know or with attachments with suspicious file name and types
- ⇒ **Regular System Backups.** These backups should have multiple versioned backups (multiple copies of the same file taken at different points in time)
- ⇒ Download and install the FREE prevention tool available at:
<http://www.becktek.ca/cryptolocker-solution>

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?

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 Closes December 6, 2013

Drawing for the iPad will be December 13th, 2013

The Lighter Side: Things You Probably Didn't Know About December



December is known around the world as a family time of celebration honoring cultures, religions and traditions that have been with humanity for hundreds of years. See below for a mix of the weird and wonderful facts about this magical month!

1. An almanac prediction states that if snow falls on Christmas Day, Easter will be warm, green and sunny.
2. The name December comes from the Latin *decem* for "ten," as it was the 10th month in the Roman calendar.
3. December 12th is Poinsettia Day.
4. Saint Nicholas, who would eventually be called Santa Claus, was originally the patron saint of children, thieves and pawnbrokers!
5. December 28th is considered by some to be the unluckiest day of the year.
6. The first artificial Christmas tree was made in Germany, fashioned out of goose feathers that were dyed green!
7. Spiders and spiderwebs are considered good luck on Christmas.
8. "Jingle Bells" was composed in 1857, and not for Christmas – it was meant to be a Thanksgiving song!
9. In 1647, Oliver Cromwell, English Puritan leader, banned the festivities of Christmas for being immoral on such a holy day. Anyone who was seen celebrating was arrested! The ban was lifted in 1660.
10. An ancient legend states that forest animals can speak in human language on Christmas Eve!

Are You Getting "Scroogled" by Google?

If you use Google for search, Gmail for e-mail or an Android phone as your smart phone then, according to Microsoft, you're getting "scroogled" daily! What exactly does that mean? Well, according to www.scroogled.com, it means that Google systematically uses your private information that it collects online through your search, your emails, your Android app store purchases and more to sell more ads. And there's no way to opt out.



Let me explain further how they do it with a few examples:-

- ◆ **Gmail:** Google's systems go through all of your personal Gmail emails ever sent and received looking for keywords they can use to target you with paid ads. So that email you just sent to your spouse, your child or whomever you just sent it to... Google is looking to see how they can use that to target you with advertisements. And 46% of users of the e-mail service don't even know it. Great for advertisers. Not so great for your privacy.
- ◆ **Google Android App Store:** When you buy an Android app from the Google App Store, they give your full name, e-mail address and the neighborhood where you live to the app maker. This occurs without clear warning to you every time that you buy an app. That might be OK in a handful of instances, but it's impossible to tell what the app maker might do with that information. App makers are spread all around the world and not all app makers are trustworthy.

Consumer Privacy Groups are up in arms about this blatant sharing of your personal information. Lobbying Government, quote, "The various applicable Google privacy policies promise not to share user information collected by Google outside of the company. The policies contain no exceptions that would justify Google's disclosure to app developers of confidential user information."

In full disclosure, the term "Scroogled" has recently been hyped up in a series of big marketing campaigns bashing Google's services. So are these privacy concerns a bunch of marketing hype or real concerns to act on? That answer is really up to you.

So what to do now? Only you can determine how much you want to risk your own personal information in the hands of Google. The online world has an increasing number of security risks to consider these days and most of them don't have anything to do with Google. How do you respond? Hopefully by being informed and making decisions based on real information and not because you didn't know any better.

If you want to prevent your personal or business identity from being stolen by a cyber criminal, this e-book is a MUST-read!

You will learn:

- 1) The top 3 ploys used by online identity thieves to easily gain access to your business and personal information and how to avoid them.
- 2) 10 sneaky e-mails used to steal your identity that you should IMMEDIATELY delete if they land in your in-box.
- 3) One easy, surefire way to keep your network and computers safe and secure from online thieves.
- 4) Best practices to prevent your employees from inadvertently giving away passwords and other "keys to the castle" to Internet criminals.



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www.becktek.ca/identitytheft